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Award

## **Provision of Data Services, Market Insight and Media Delivery**

Swansea University

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-006884

Procurement identifier (OCID): ocids-h6vhtk-03217e

Published 14 March 2022, 3:50pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Swansea University

Procurement Office, Swansea University, Singleton Park

Swansea

SA2 8PP

#### **Email**

[procurement@swansea.ac.uk](mailto:procurement@swansea.ac.uk)

#### **Telephone**

+44 1792602779

#### **Country**

United Kingdom

#### **NUTS code**

UKL18 - Swansea

**Internet address(es)**

Main address

[www.swansea.ac.uk](http://www.swansea.ac.uk)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0345](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Data Services, Market Insight and Media Delivery

Reference number

SU121(22)

#### **II.1.2) Main CPV code**

- 72300000 - Data services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The University seeks to award a contract for provision of data, market insight and media delivery to UCAS Media Limited, in order to assist with increasing Undergraduate student numbers. UCAS Media Ltd is the sole holder of the data required to enable this proven and sophisticated approach to student recruitment, as they alone handle UK undergraduate university applications. The contract is for up to a 2 year period.

In line with The Public Contracts Regulations 2015 32(2)(b) competition is absent for technical reasons.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £600,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 72300000 - Data services

### **II.2.3) Place of performance**

NUTS codes

- UKL18 - Swansea

Main site or place of performance

Swansea University

### **II.2.4) Description of the procurement**

The University seeks to award a contract for provision of data, market insight and media delivery to UCAS Media Limited, in order to assist with increasing Undergraduate student numbers. UCAS Media Ltd is the sole holder of the data required to enable this proven and sophisticated approach to student recruitment, as they alone handle UK undergraduate university applications. The contract is for up to a 2 year period.

In line with The Public Contracts Regulations 2015 32(2)(b) competition is absent for technical reasons.

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The University seeks to award a contract for provision of data, market insight and media delivery to UCAS Media Limited, in order to assist with increasing Undergraduate student numbers. UCAS Media Ltd is the sole holder of the data required to enable this proven and sophisticated approach to student recruitment, as they alone handle UK undergraduate university applications. The contract is for up to a 2 year period.

In line with The Public Contracts Regulations 2015 32(2)(b) competition is absent for technical reasons.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract/concession**

### **Contract No**

SU121(22)

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

23 February 2022

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor/concessionaire**

UCAS Media

Rose Hill, New Barn Lane

Cheltenham

GL523LZ

Telephone

+44 1242544804

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

**V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £600,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The University will commence a voluntary ten day standstill from the dispatch date of this VEAT Notice prior to the award of any contract. Accordingly, the standstill period will end at 23:59 on 07.03.2022.

Interested parties who have grounds to object against the award of this contract must contact the University to raise such grounds prior to the expiry of the standstill period.

(WA Ref:118694)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom