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Planning

## **UEFA EURO 2028 Tournament Impact Evaluation**

THE UNITED KINGDOM SPORTS COUNCIL

Scottish Government

Welsh Government

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-009354

Procurement identifier (OCID): ocds-h6vhtk-05e4d7

Published 3 February 2026, 11:00am

### **Changes to notice**

This notice has been edited. The [previous version](#) is still available.

Formal responses to the feedback and questions raised have now been uploaded to UK Sports website which can be accessed via

<https://www.uk sport.gov.uk/-/media/files/resources/tenders/uefa-euro-2028-tournament-evaluation-services--formal-feedback-written-reponses-020226.pdf>

### **Scope**

## Description

In October 2023, the UK & Ireland (UK&I) successfully secured the rights to host UEFA EURO 2028. The tournament will take place in England, Scotland, Wales and the Republic of Ireland, over 31 days in June and July 2028. Matches will take place at 9 stadia and 8 cities; Birmingham, Cardiff, Dublin, Glasgow, Liverpool, London, Manchester and Newcastle.

Hosting Partners are aiming to implement a single, combined evaluation of the socioeconomic impacts and legacy benefits of UEFA EURO 2028, which can service the requirements of domestic delivery partners (The Football Association, Scottish Football Association, Football Association of Wales, Football Association of Ireland; Government of Ireland, Scottish Government, UK Government, Welsh Government), as well as host city partners, and UEFA.

UK Sport, Scottish Government and Welsh Government (the Contracting Authorities) are conducting Pre-Market Engagement to gather market intelligence and refine the scope of a potential future procurement for UEFA EURO 2028 Tournament Evaluation Services. This Preliminary Market Engagement will take place via a supplier briefing event to be held in London on 12 January 2026.

To express an interest in attending please advise by emailing [euro2028procurement@uksport.gov.uk](mailto:euro2028procurement@uksport.gov.uk) by 5pm Wednesday 17 December. Dependent on overall numbers, places may be restricted to 2 per company.

## Total value (estimated)

- £1,875,000 excluding VAT
- £2,250,000 including VAT

Above the relevant threshold

## Contract dates (estimated)

- 1 July 2026 to 31 December 2030
- 4 years, 6 months

## **Main procurement category**

Services

## **CPV classifications**

- 73110000 - Research services
- 73200000 - Research and development consultancy services
- 79311100 - Survey design services
- 79311200 - Survey conduction services
- 79311300 - Survey analysis services
- 79311400 - Economic research services
- 79311410 - Economic impact assessment
- 79313000 - Performance review services
- 92600000 - Sporting services

## **Contract locations**

- UK - United Kingdom

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## **Engagement**

### **Engagement deadline**

17 December 2025

## Engagement process description

### Engagement 1

This procurement will be progressed using the Competitive Flexible procedure utilising Procurement Act 2023.

As part of plans to finalise the approach being taken to procure the services, the Contracting Authorities will be conducting preliminary market engagement via a supplier briefing event.

### Engagement deadline

Wednesday 17 December 2025

### Engagement process description

The Supplier Briefing is to be held on 12 January 2026. To express an interest in attending please email [euro2028procurement@uksport.gov.uk](mailto:euro2028procurement@uksport.gov.uk) by 5pm on Wednesday 17 December.

Dependent on overall numbers, places may be restricted to 2 per company. The event will be held in London with virtual options made available for those who are unable to attend in person. The event will provide prospective suppliers with details of:

- The contracting authorities
- The tournament hosting partnership and details of how evaluation of the tournament will be governed
- The expertise required to deliver the contract
- The envisaged contract scope and outputs sought

Suppliers are invited to attend the supplier briefing event and provide feedback on the procurement plan being developed either, on the day at the briefing event, or via submissions to be submitted to UK Sport from 12 - 23 January 2026.

Further details can be found:

- <https://www.uksport.gov.uk/about-us/tenders>

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<https://www.uk sport.gov.uk/-/media/files/resources/tenders/euro-2028-evaluation-services---supplier-briefing---november-2025.pdf>

Supplier briefing slide deck (12th January 2026) can be found via the below link (which includes a link to the form to submit formal feedback/questions):

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<https://www.uk sport.gov.uk/-/media/files/resources/tenders/euro-2028-evaluation-services-supplier-briefing-120126---for-distribution.pdf>

Update 03/02/2025:

Formal feedback and questions have been reviewed by the contracting authorities.

Responses to all submissions can be found via

<https://www.uk sport.gov.uk/-/media/files/resources/tenders/uefa-euro-2028-tournament-evaluation-services--formal-feedback-written-reponses-020226.pdf>)

The responses can also be accessed via <https://www.uk sport.gov.uk/about-us/tenders>

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## Participation

### Particular suitability

Small and medium-sized enterprises (SME)

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## Contracting authorities

### THE UNITED KINGDOM SPORTS COUNCIL

- Companies House: RC000765

10 South Colonnade

LONDON

E14 4PU

United Kingdom

Email: [euro2028procurement@uksport.gov.uk](mailto:euro2028procurement@uksport.gov.uk)

Website: <https://www.uksport.gov.uk/about-us/tenders>

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - central government

## **Scottish Government**

- Public Procurement Organisation Number: PVCB-3739-TNGL

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

United Kingdom

Email: [pcs-tender@gov.scot](mailto:pcs-tender@gov.scot)

Region: UKM82 - Glasgow City

Organisation type: Public authority - central government

Devolved regulations that apply: Scotland

## Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Government Office King Edward VII Ave

Cardiff

CF10 3NQ

United Kingdom

Email: [CPSProcurementAdvice@gov.wales](mailto:CPSProcurementAdvice@gov.wales)

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales

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## Contact organisation

Contact THE UNITED KINGDOM SPORTS COUNCIL for any enquiries.