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Award

SU132(26) UCAS Media Exhibitions and Digital Media

Swansea University

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013592

Procurement identifier (OCID): ocds-h6vhtk-06544c

Published 13 February 2026, 4:07pm

Scope

Reference

SU132(26)

Description

Provision of student recruitment services through a combination of exhibitions and targeted digital media activity, including email marketing and display advertising.

The stated contract amount is a maximum call off value.

Contract 1. SU132(26) UCAS Exhibitions and Digital Media

Supplier

- UCAS Media Ltd

Contract value

- £1,500,000 excluding VAT
- £1,800,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

27 February 2026

Contract dates (estimated)

- 2 March 2026 to 28 February 2030
- 3 years, 11 months, 30 days

Main procurement category

Services

CPV classifications

- 80300000 - Higher education services

Contract locations

- UK - United Kingdom

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Special regime

Light touch

Direct award justification

Single supplier - intellectual property or exclusive rights

UCAS Media Ltd is the sole custodian of the data required to support this activity, as it exclusively manages all UK undergraduate university applications. No other organisation holds the official applicant data or possesses the capability to deliver the proposed service. As a result, UCAS Media Ltd is the only provider able to meet the University's requirements for this work.

Supplier

UCAS Media Ltd

- Public Procurement Organisation Number: PQLW-4791-YWWY

Rosehill, New Barn Lane

Cheltenham

GL52 3LZ

United Kingdom

Email: educationservices@ucas.ac.uk

Website: <http://www.ucas.com>

Region: UKK13 - Gloucestershire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. SU132(26) UCAS Exhibitions and Digital Media

Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Contact name: Rhian Nurse

Email: r.nurse@swansea.ac.uk

Website: <https://www.swansea.ac.uk>

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales