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Award

SU132(26) UCAS Exhibitions and Digital Media

Swansea University

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013600

Procurement identifier (OCID): ocds-h6vhtk-06544d ([view related notices](#))

Published 13 February 2026, 4:19pm

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 specified 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

Award decision date

13 February 2026

Earliest date the contract will be signed

27 February 2026

Contract dates (estimated)

- 1 March 2026 to 28 February 2030
- 4 years

Main procurement category

Services

CPV classifications

- 80300000 - Higher education services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Direct award

Special regime

Light touch

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

Region: UKK13 - Gloucestershire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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