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Tender

UEFA EURO 2028 Tournament Impact Evaluation

THE UNITED KINGDOM SPORTS COUNCIL

Scottish Government

Welsh Government

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-017083

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

Published 25 February 2026, 4:31pm

Changes to notice

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

Written responses to ITT clarification questions have now been uploaded. Please see 'documents' section.

Scope

Description

In October 2023, the UK and Ireland successfully secured the rights to host UEFA EURO 2028. The tournament will take place in England, Scotland, Wales and Republic of Ireland over 31 days in June and July, and will attract the attention of the sporting and major event communities, the media, and the public at large across the UK & Ireland, Europe and the World. A projected 1 million international visitors will visit the UK & Ireland during the tournament. Delivery Partners are committed to evaluating the impacts of the tournament to evidence the value of their investment and the benefits which will accrue throughout the tournament hosting period.

Delivery Partners are now seeking to appoint a supplier who will be responsible for evaluating the benefits and impacts of the tournament from 2026-2030. The Successful Tenderer will have the capability to effectively deliver on a diverse range of multi-disciplinary analysis requirements across both the UK and Ireland as part of a single, cross-nation, multi-jurisdictional evaluation of the benefits and impacts of the tournament. There will be 6 key outputs from the work:

- 1) An Evaluation Plan
- 2) An assessment of the viability of extending the Evaluation Programme to 2033
- 3) A pre-tournament report
- 4) A post-tournament flash report
- 5) A post-tournament full report
- 6) A post-tournament legacy report

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 October 2030

- 4 years, 4 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

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Submission type

Tenders

Tender submission deadline

9 March 2026, 5:00pm

Submission address and any special instructions

Submissions must be submitted via email to euro2028procurement@uksport.gov.uk

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

17 June 2026

Award criteria

Name	Description	Type
Financial Capacity (Pass/Fail)	- Degree to which the Tenderer demonstrates ability to meet financial conditions of participation	Quality
Legal Capacity (Pass/Fail)	- Degree to which the Tenderer demonstrates ability to meet legal conditions of participation	Quality
Technical Ability (70%)	- Relevant Experience and contract examples: Relevance of experiences as demonstrated in contract examples as against the requirements set out in the Specification (Annex 3) and comparability of previous contracts entered into to the Contract - Contract Management: Breadth and diversity of experience of managing mega event evaluation programmes. In particular where using sub-contractors demonstrating how to ensure a consistent high-quality approach - Risk Management: Degree to which evidence of risk management arrangements relevant to the contract, and where applicable, the use of sub-contractors, are provided and evidence provided and appropriateness of measures set out to mitigate risks relevant to the contract	Quality

Name	Description	Type
Additional Obligations (30%)	- Degree to which the Tenderer demonstrates ability to deliver Additional Obligations set out in section 7 of the PSQ	Quality

Weighting description

In accordance with the two-stage process under the Competitive Flexible Procedure, Tender PSQ Submissions in Stage 1 will be assessed for the purposes of selecting six (6) Tenderers that shall progress to Stage 2.

The below should be read in conjunction with the ITT. Please note the award criteria has only been outlined below for the PSQ stage (Stage 1) and the details of Stage 2 can be found within the ITT.

The top 6 scoring Tenderers in stage 1 will progress to stage 2 of the Procurement Process, under which Tenderers will submit further responses which shall score separately to the Tender PSQ Submissions in accordance with its own separate criteria and methodology. The stage 2 criteria can be found in the ITT document (page 16) attached to this notice.

The PSQ template for stage 1 can be found in the ITT . The criteria for this stage is:

- Financial and Legal Conditions of Participation (Pass/Fail)
- Technical ability (70%)
- Additional obligations (30%)

Please refer to ITT for further information.

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

The Tender process continues where Tenderers must submit a completed Tender PSQ Submission-using the required format, signed by an authorised representative, and including Core Supplier Information for both the Principal Supplier and any Subcontractors-via email by 17:00 BST on 9 March 2026. Late submissions may only be accepted if the delay was demonstrably outside the Tenderer's control.

Shortlisted Tenderers who will be notified by email, then move to the next stage, submitting a detailed Tender Response by 17:00 BST on 1 May 2026, addressing the Specification, including all required components (such as organisational breakdowns, commercial information, technical responses, case studies, and completed annexes), within the prescribed formatting and page limits.

Finally, Shortlisted Tenderers must also submit a Presentation by 17:00 BST on 20 May 2026, again ensuring timely submission via the designated email address.

Full information and detail of the process can be found in the ITT which includes the outline of the full procurement process, pre-determined award and scoring criteria's. This is attached to this notice.

Documents

Associated tender documents

[UEFA EURO 2028 Tournament Evaluation Services - Stage One Clarification Questions_25 02 2026.pdf](#)

UEFA Euro 2028 evaluation services ITT: stage one clarification questions

[EURO 2028 ITT.zip](#)

We recommend extracting the documents once you have opened the ZIP file.

[EURO 2028 Evaluation Services Supplier Briefing 120126.pdf](#)

UEFA Euro 2028 evaluation services: supplier briefing slide deck

[UEFA EURO 2028 Tournament Evaluation Services - Supplier briefing feedback responses.pdf](#)

UEFA EURO 2028: supplier briefing feedback responses

Contracting authorities

THE UNITED KINGDOM SPORTS COUNCIL

- Companies House: RC000765
- Public Procurement Organisation Number: PDHV-6143-RRMX

10 South Colonnade

LONDON

E14 4PU

United Kingdom

Email: 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

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

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales

Contact organisation

Contact THE UNITED KINGDOM SPORTS COUNCIL for any enquiries.