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Award

SU43(26) Student Recruitment Market intelligence Services

Swansea University

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

Notice identifier: 2025/S 000-064796

Procurement identifier (OCID): ocds-h6vhtk-05ae55 ([view related notices](#))

Published 13 October 2025, 2:12pm

Scope

Reference

SU43(26)

Description

Provision of UCAS market intelligence services to support Swansea University's undergraduate marketing and recruitment decisions.

Contract 1. Market Intelligence Services

Supplier

- UCAS Media Ltd

Contract value

- £486,342.67 excluding VAT
- £583,611.20 including VAT

Above the relevant threshold

Earliest date the contract will be signed

27 October 2025

Contract dates (estimated)

- 1 November 2025 to 31 October 2027
- 2 years

Main procurement category

Services

CPV classifications

- 79400000 - Business and management consultancy and related services

Contract locations

- UKL - Wales

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

UCAS Media Ltd are the sole holder of exclusive HE application and admissions data required for the purpose of providing advice, consultancy and reporting targeting potential applicants and related stakeholders.

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. Market Intelligence Services

Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Contact name: Rhian

Email: procurement@swansea.ac.uk

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

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales