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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.

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### **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

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **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.

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## **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](mailto: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

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## 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](mailto: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