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Award

## **UCAS Media Partnership**

University of South Wales

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

Notice identifier: 2025/S 000-067546

Procurement identifier (OCID): ocds-h6vhtk-05d1c5 ([view related notices](#))

Published 22 October 2025, 3:06pm

## **Scope**

## **Reference**

SSJ068

## **Description**

University of South Wales require a contract that conducts data insights and market research which will deliver core marketing activity to prospective students, their families, carers, teachers and advisors. Therefore, a decision was made to complete a direct award.

The final contract value is subject to internal approval, the maximum permitted value is stated in the notice.

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## **Contract 1. UCAS Media Partnership**

### **Supplier**

- UCAS Media Limited

### **Contract value**

- £290,371 excluding VAT
- £348,445.20 including VAT

Above the relevant threshold

### **Earliest date the contract will be signed**

5 November 2025

### **Contract dates (estimated)**

- 7 November 2025 to 6 November 2026
- 1 year

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services

## Contract locations

- UKL15 - Central Valleys
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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

As UCAS has access to the subject data as they manage all admissions to the UK HEIs and in doing so collect all applicant and pre-applicant data. This supports USW with market research and marketing activity to prospective students, parents, carers, teachers, advisors.

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## **Supplier**

### **UCAS Media Limited**

- Public Procurement Organisation Number: PQLW-4791-YWWY

Rosehill, New Barn Lane

Gloucestershire

GL52 3LZ

United Kingdom

Email: [E.Barnes@ucas.ac.uk](mailto:E.Barnes@ucas.ac.uk)

Region: UKK13 - Gloucestershire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. UCAS Media Partnership

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## **Contracting authority**

### **University of South Wales**

- Charity Commission (England and Wales): 1140312

University of South Wales,

Pontypridd

CF37 1DL

United Kingdom

Contact name: Libby Roberts

Email: [libby.roberts@southwales.ac.uk](mailto:libby.roberts@southwales.ac.uk)

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales