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Contract

UCAS Media Partnership

University of South Wales

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-071211

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

Published 5 November 2025, 12:00pm

Scope

Reference

SSJ068

Description

University of South Wales required 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 and a Transparency notice and Contract details notice was published to advertise this.

Contract 1. UCAS Media Partnership

Supplier

- UCAS Media Limited

Contract value

- £193,371 excluding VAT
- £232,045.02 including VAT

Above the relevant threshold

Date signed

5 November 2025

Contract dates

- 10 November 2025 to 9 November 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKL15 - Central Valleys

Other information

Conflicts assessment prepared/revised

Yes

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.

Supplier

UCAS Media Limited

- Public Procurement Organisation Number: PQLW-4791-YWWY

Rosehill, New Barn Lane

Gloucestershire

GL52 3LZ

United Kingdom

Email: libby.roberts@southwales.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. UCAS Media Partnership

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

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales