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Contract

## **Pre- Applicant Communications**

STUDENT LOANS COMPANY

F03: Contract award notice

Notice identifier: 2025/S 000-076178

Procurement identifier (OCID): ocds-h6vhtk-05e6a3

Published 21 November 2025, 4:20pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

STUDENT LOANS COMPANY

Memphis Building Lingfield Point

Darlington

DL11RW

#### **Contact**

Michael Mullin

#### **Email**

[michael\\_mullin@slc.co.uk](mailto:michael_mullin@slc.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKC13 - Darlington

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/student-loans-company>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Pre- Applicant Communications

Reference number

2025-TR-0070

**II.1.2) Main CPV code**

- 80300000 - Higher education services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Pre-Applicant Communication to Students

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £240,000

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Student Finance England delivers information for pre-applicants, applicants and their parents to help inform them of available financial support, if they are eligible and how they apply for it. SLC are responsible for the provision of information to students before (prior to services launching), during (when services have launched) and after they apply for funding (post application). Customer Communications and Marketing deliver communications for new and returning students across multiple academic years and promote a number of products and services.

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

SLC works with UCAS to ensure our content and exposure to our key messages are present. They are a Department for Education and Dept for Economy, Skills and Natural Resources approved partner and are recognised as a unique channel and route to market. Their email campaigns, in particular, allow us to actively target specific audience demographics giving them the right information at the right time on the right channel

UCAS Media have tested, trusted and active communication channels with a core target audience which it has been demonstrated via market testing that SLC cannot currently reach any other way - the prospective student (pre-applicant).

#### IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

### Contract No

2025-TR-0070

### Title

Pre-Applicant Communications

A contract/lot is awarded: Yes

### V.2) Award of contract

**V.2.1) Date of conclusion of the contract**

11 November 2025

**V.2.2) Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Universities and Colleges Admissions Service

Rosehill, New Barn Lane, Cheltenham, Gloucestershire, GL52 3LZ

Cheltenham

GL52 3LZ

Country

United Kingdom

NUTS code

- UK - United Kingdom

Justification for not providing organisation identifier

Not on any register

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £240,000

Total value of the contract/lot: £240,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

SLC

Glasgow

Country

United Kingdom