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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

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

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

SLC

Glasgow

Country

United Kingdom