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Contract

University of South Wales Train Station Sponsorship

University of South Wales

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

Notice identifier: 2025/S 000-078144

Procurement identifier (OCID): ocds-h6vhtk-05eb2d

Published 28 November 2025, 2:31pm

Scope

Reference

SSJ094

Description

12-month sponsorship of Newport and Cardiff Train stations which includes a variety of branding within the stations, to include printed and digital signage.

Contract 1. Train Station Sponsorship

Supplier

- Route Sales & Media Limited

Contract value

- £46,710 excluding VAT
- £56,052 including VAT

Below the relevant threshold

Date signed

28 November 2025

Contract dates

- 1 December 2025 to 30 November 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKL22 - Cardiff and Vale of Glamorgan

- UKL21 - Monmouthshire and Newport

Procedure

Procedure type

Below threshold - without competition

Supplier

Route Sales & Media Limited

- Public Procurement Organisation Number: PZZN-5384-WWHX

Unit 9 & 10 Stuart Close Trade Park

Cardiff

CF11 8QF

United Kingdom

Email: Penny.Swarfield@routemedia.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Train Station Sponsorship

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