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Contract

SU43(26) Student Recruitment Market intelligence Services

Swansea University

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

Notice identifier: 2025/S 000-080950

Procurement identifier (OCID): ocds-h6vhtk-05ae55 ([view related notices](#))

Published 9 December 2025, 10:43am

Scope

Reference

SU43(26)

Description

Provision of UCAS market intelligence services to support Swansea University's undergraduate marketing and recruitment decisions

Contract 1. SU43(26) Student Recruitment Market intelligence Services

Supplier

- UCAS Media Ltd

Contract value

- £486,342.67 excluding VAT
- £583,611.20 including VAT

Above the relevant threshold

Date signed

4 December 2025

Contract dates

- 4 December 2025 to 31 October 2027
- 1 year, 10 months, 28 days

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Contract locations

- UK - United Kingdom

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

UCAS Media Ltd are the sole holder of exclusive HE application and admissions data required for the purpose of providing advice, consultancy and reporting targeting potential applicants and related stakeholders.

Supplier

UCAS Media Ltd

- Public Procurement Organisation Number: PQLW-4791-YWWY

Rosehill, New Barn Lane

Cheltenham

GL52 3LZ

United Kingdom

Email: educationservices@ucas.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. SU43(26) Student Recruitment Market intelligence Services

Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Contact name: Rhian Nurse

Email: Procurement@swansea.ac.uk

Website: <https://www.swansea.ac.uk>

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales