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Award

SU21(26) HE profile subscription and advertising

Swansea University

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-083422

Procurement identifier (OCID): ocds-h6vhtk-05f6d8 ([view related notices](#))

Published 16 December 2025, 2:18pm

Scope

Reference

SU21(26)

Description

SU21(26) HE profile subscription and advertising with supplier IDP Connect Ltd

Contract 1. SU21(26) Higher Education profile subscription and advertising packages (IDP Connect Ltd)

Supplier

- IDP Connect Ltd

Contract value

- £380,000 excluding VAT
- £456,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

31 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 October 2027
- 1 year, 10 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

A unique offering from this supplier on their website for a higher education marketing package on a platform provided by single supplier IDP Connect Ltd.

Supplier

IDP Connect Ltd

- Public Procurement Organisation Number: PHHC-2136-QMQV

1st Floor Bedford House Fulham Green 69-79 Fulham High Street

London

SW6 3JW

United Kingdom

Email: AccountsTeam@idp-connect.com

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. SU21(26) Higher Education profile subscription and advertising packages (IDP Connect Ltd)

Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Email: procurement@swansea.ac.uk

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

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales