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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

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**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

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## Other information

### Conflicts assessment prepared/revised

Yes

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## 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.

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## 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](mailto: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)

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## Contracting authority

### Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Email: [procurement@swansea.ac.uk](mailto: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