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Award

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

Swansea University

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-083963

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

Published 17 December 2025, 3:20pm

### **Scope**

### **Reference**

SU21(26)

### **Description**

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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**Contract 1. SU21(26) HE profile subscription and advertising with**

## **supplier IDP Connect Ltd**

### **Supplier**

- IDP CONNECT LTD

### **Contract value**

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

Above the relevant threshold

### **Award decision date**

15 December 2025

### **Standstill period**

- End: 30 December 2025
- 8 working days

### **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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## **Procedure**

### **Procedure type**

Direct award

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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

Supported employment provider: No

Public service mutual: No

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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