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Award

LJMU undergraduate and postgraduate profiles

Liverpool John Moores University

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

Notice identifier: 2025/S 000-015011

Procurement identifier (OCID): ocds-h6vhtk-0502a3

Published 14 April 2025, 2:54pm

Scope

Reference

PRA 250411SRA

Description

Renewal of the LJMU undergraduate profiles on WhatUni and the Complete University Guide and the postgraduate profile on Postgraduatesearch.

LJMU needs to have a presence on these sites where the majority of UK universities have profiles to generate interest in their institutions and the courses offered. Prospective students will expect to see LJMU on the sites.

These sites achieve the following page views:

WhatUni - 209,822 page views over the last year.

Complete University Guide - 407,924 page views over the last year.

Postgraduate Search - 102,515 page views over the last year.

These platforms also appear in searches, providing LJMU with increased visibility.

The costs are annual but commitment is for a three year period - therefore these costs are detailed within this transparency notice

Contract 1

Supplier

- [IDP Connect](#)

Contract value

- £168,750 including VAT

Below the relevant threshold

Earliest date the contract will be signed

28 April 2025

Contract dates (estimated)

- 29 April 2025 to 28 April 2028
- 3 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKD - North West (England)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Procedure type

Below threshold - without competition

Supplier

IDP Connect

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

London

Sw6 3JW

United Kingdom

Email: remittance@idp-connect.com

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Liverpool John Moores University

- UK Register of Learning Providers (UKPRN number): 10003957
- Public Procurement Organisation Number: PVBW-3417-ZCNN

Exchange Station

Liverpool

L2 2QP

United Kingdom

Email: PurchaseOrderQueries@ljmu.ac.uk

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

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government