

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/015011-2025>

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](mailto: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](mailto:PurchaseOrderQueries@ljmu.ac.uk)

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

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government