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Award

The Student Room - purchase of

Liverpool John Moores University

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

Notice identifier: 2025/S 000-027820

Procurement identifier (OCID): ocds-h6vhtk-05273c

Published 27 May 2025, 3:44pm

Scope

Reference

PRA 250505SRA

Description

The Student Room is a well-known tool used by prospective students to research Higher Education options. It is a discussion forum in which users can ask peers about universities and delve deeply into the student perspective. It is well-known in the sector and is a strong brand that prospective students are aware of and draw information from. UCAS have found from surveys that online student reviews are consistently one of the top factors when applicants are asked about the most important factors when making decisions about where to study. When enquirers are researching options using a search engine, posts in The Student Room frequently appear and can be positive or negative about the university. Having a paid subscription to the service enables us to respond to posts using official university profiles, enabling us to answer questions from enquirers and to help negate negative comments, thus increasing brand reputation and contributing to student recruitment objectives. Posts on The Student Room are public so it is important to put resources into such a visible forum. Not having a paid subscription would mean that queries from prospective students interested in study at LJMU would be left publicly

unanswered or even picked up by competitors, many of whom have a presence on the platform. We work with a range of suppliers in the sector that provide a platform for enquirers to research Higher Education options. Each platform has its own characteristics and The Student Room is unique with its focus on forums and the fact that content posted on The Student Room is public and therefore has a wide reach. The latest statistics received from The Student Room demonstrated that, in the 12 month period up to March 2024, LJMU posts have reached 68.4k people

Contract 1. The Student Room

Supplier

- The Student Room

Contract value

- £60,000 including VAT

Below the relevant threshold

Earliest date the contract will be signed

5 June 2025

Contract dates (estimated)

- 6 June 2025 to 6 June 2027
- 2 years, 1 day

Main procurement category

Services

CPV classifications

- 79980000 - Subscription services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Procedure type

Below threshold - without competition

Supplier

The Student Room

Floor 6 , Tower Point, 44 North Road

Brighton and Hove

BN1 1YR

United Kingdom

Email: sales_team@thestudentroom.com

Website: <https://www.thestudentroom.co.uk>

Region: UKJ21 - Brighton and Hove

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. The Student Room

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