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Planning

## **24 052 International Student Recruitment Marketing and Conversion**

London South Bank University

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-035377

Procurement identifier (OCID): ocds-h6vhtk-055416

Published 26 June 2025, 12:05pm

### **Scope**

### **Reference**

24 052 International Student Recruitment Marketing and Conversion

### **Description**

LSBU is looking to appoint a service provider with a proactive and professional approach to international student recruitment, aimed at driving growth in international student enrolments.

### **Total value (estimated)**

- £4,000,000 excluding VAT
- £4,800,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 November 2025 to 31 October 2028
- Possible extension to 31 October 2030
- 5 years

Description of possible extension:

2 x 12 month extensions available at annual increments subject to funding and performance

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services
- 79600000 - Recruitment services
- 98910000 - Services specific to international organisations and bodies

### **Contract locations**

- IN - India
- PK - Pakistan
- BD - Bangladesh

- NP - Nepal
- MA - Morocco
- NG - Nigeria

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## **Participation**

### **Technical ability conditions of participation**

In-country presence

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## **Submission**

### **Publication date of tender notice (estimated)**

15 July 2025

### **Enquiry deadline**

20 August 2025, 12:00pm

### **Tender submission deadline**

10 September 2025, 12:00pm

**Tenders may be submitted electronically**

Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

22 October 2025

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## Award criteria

Name	Type	Weighting
Technical (Quality)	Quality	60%
Commercial (Price)	Price	30%
Social Value	Quality	10%

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

London South Bank University

- Public Procurement Organisation Number: PJMT-5564-YWMT

103 Borough Road

London

SE1 0AA

United Kingdom

Contact name: Louise Larter

Email: [procurement@lsbu.ac.uk](mailto:procurement@lsbu.ac.uk)

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

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government