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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

Participation

Technical ability conditions of participation

In-country presence

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

Award criteria

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

Procedure

Procedure type

Open procedure

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

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

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government