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**Planning** 

# 24 052 International Student Recruitment Marketing and Conversion

London South Bank University

UK3: Planned procurement notice - Procurement Act 2023 - <u>view information about notice</u> <u>types</u>

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	Туре	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: <a href="http://www.lsbu.ac.uk">http://www.lsbu.ac.uk</a>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government