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Planning

8d866cf3-ecdb-4522-a0f9-52624bdfd20f - US_25208 - Student Admissions and Conversion Support

University of Sussex

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocds-h6vhtk-055d33

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Scope

Reference

US_25208

Description

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Please follow the link the Proactis portal - <https://supplierlive.proactisp2p.com/Account/Login> to view the information and questionnaire. Please also direct any questions via the portal.

US_25208 - Student Admissions and Conversion Support

The aim of this exercise is to understand the market's ability to support the University of

Sussex's Admissions team and International Office in increasing student numbers for the 2026/27 intakes.

We are broadly defining the areas as "Admissions" support in processing applications and dealing with offers and acceptances and "Conversion" support looking to provide communications to offer holding students to nurture them to successful enrolment.

This PME exercise is forming part of our discovery to identify if there is a viable, affordable, externally offered service/services that can improve student numbers working alongside the efforts of our internal teams whilst reducing the burden on those teams. There is also internal discovery activity taking place.

The purpose of PME is to allow development of the university's requirements, design the procedure and prepare tender documents, identify suppliers who may be able to supply the services and identify likely contractual terms. To this end we will ask questions about what this could look like from the process through to terms and conditions.

Aims of the contract(s)

Provide optimal intake in 2026/7 of overseas PGT students.

Admissions: (Admissions Team)

a) Provide quality support (ensuring completed and accurate documentation) with admissions processing focussing on our PGT (Post Graduate Taught) Overseas applicants, (piloting applications from South Asia in the first instance c.4,000), to work towards quality processing and KPIs such as a 48-hour application to offer turnaround time.

b) Supplier will be responsible for compliance of applications, ensuring that applicants meet English entry standards, have ATAS clearance where required and

have all necessary paperwork to ensure compliance with UKVI expectations.

Conversion: (International Office)

a) Provide additional functionality necessary to support the University's student recruitment communications with Overseas PGT pre-applicants, applicants and offer holders.

b) Converting offer holding students beginning in March 2026 to impact on intakes in 2026 in the first instance. The aim of the partnership is to expand and improve conversion activity at a time when the CEA Marketing team is transitioning from an end-of-life Anthology CRM product to a new CRM provider, Dot Digital.

Contract dates (estimated)

- 1 February 2026 to 31 January 2030
- Possible extension to 31 January 2032
- 6 years

Main procurement category

Services

CPV classifications

- 75121000 - Administrative educational services
- 79340000 - Advertising and marketing services

Contract locations

- UKJ2 - Surrey, East and West Sussex

Engagement

Engagement deadline

29 August 2025

Engagement process description

This PME exercise will comprise of a questionnaire to be issued and submitted via the university's tendering portal (Proactis - <https://supplierlive.proactisp2p.com/Account/Login>).

Full documentation and information can be found in the Proactis Portal by following the above link and searching for opportunities linked to the University of Sussex.

The deadline for submission is 04/08/2025 at 11.00am.

This may be followed by remote sessions(s) to take place in Mid August 2025.

Please note the engagement period end date has been set as end of August 2025 to allow for the possibility of the remote session(s).

Contracting authority

University of Sussex

- Public Procurement Organisation Number: PWVT-1568-HWWM

Sussex House

Brighton

BN1 9RH

United Kingdom

Contact name: Kelly Feldman

Telephone: 0441273678143

Email: k.feldman@sussex.ac.uk

Website: <https://www.sussex.ac.uk/>

Region: UKJ21 - Brighton and Hove

Organisation type: Public authority - sub-central government