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Award

Student Recruitment - Sub - Saharan Africa

LONDON METROPOLITAN UNIVERSITY

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-053647

Procurement identifier (OCID): ocds-h6vhtk-04f803 ([view related notices](#))

Published 3 September 2025, 3:59pm

Scope

Reference

LMU2025-1856

Description

London Met wishes to appoint a suitably experienced specialist service provider to deliver a proactive service with the purpose of optimising student recruitment and conversion rates by recruiting, assessing and converting prospective students into enrolled students at the University.

The successful Service Provider shall deliver recruitment and conversion management services for prospective students from Sub-Saharan Africa at both undergraduate and postgraduate levels, including enquirers, applicants, offer holders and acceptors of offers. The Service Provider will be expected to manage London Met's agent network in Sub-Saharan Africa and support the International Recruitment Team with expanding the partner network in-country.

Contract 1. Student Recruitment Sub Saharan Africa

Supplier

- Grok Global Services Inc

Contract value

- £350,000 excluding VAT
- £420,000 including VAT

Above the relevant threshold

Award decision date

3 September 2025

Date assessment summaries were sent to tenderers

3 September 2025

Standstill period

- End: 12 September 2025
- 8 working days

Earliest date the contract will be signed

30 September 2025

Contract dates (estimated)

- 1 December 2025 to 30 November 2028
- Possible extension to 30 November 2030
- 5 years

Description of possible extension:

The Contract may be extended beyond the Initial Term on a maximum of 2 (two) occasions, for a period of up to 1 (one) year on each occasion (each a "Renewal Period") at the Authority's sole discretion, by the Authority giving the Contractor not less than 1 (one) months' notice prior to the expiry of the Initial Term or the Renewal Period (as applicable).

Main procurement category

Services

CPV classifications

- 79600000 - Recruitment services

Contract locations

- UK - United Kingdom

Information about tenders

- 7 tenders received
- 7 tenders assessed in the final stage:
 - 2 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 6 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

Grok Global Services Inc

- Public Procurement Organisation Number: PCBH-1337-WDXX

535 Dean Street Brooklyn

New York

11217

United States

Email: info@grokglobal.com

Website: <https://grokglobal.com/about-grok/our-team/>

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Student Recruitment Sub Saharan Africa

Contracting authority

LONDON METROPOLITAN UNIVERSITY

- Companies House: 00974438
- Public Procurement Organisation Number: PWRV-6768-MQCM

London Metropolitan University

London

N7 8DB

United Kingdom

Email: strategic-procurement@londonmet.ac.uk

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government