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Contract

## **Award for the Provision of In- Country Presence South-Asia, Nigeria & Malaysia (GCU)**

Glasgow Caledonian University

F03: Contract award notice

Notice identifier: 2025/S 000-061592

Procurement identifier (OCID): ocds-h6vhtk-05045e

Published 2 October 2025, 11:01am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Glasgow Caledonian University

70 Cowcaddens Road

Glasgow

G4 0BA

#### **Email**

[procurement@gcu.ac.uk](mailto:procurement@gcu.ac.uk)

#### **Telephone**

+44 1413313578

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

<https://www.gcu.ac.uk/aboutgcu/services-and-facilities/finance/procurement>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00195](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00195)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Award for the Provision of In- Country Presence South- Asia, Nigeria & Malaysia (GCU)

Reference number

GCU-MKT-2025-001

#### **II.1.2) Main CPV code**

- 79411100 - Business development consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The University is seeking a Contractor(s) for the provision of In-Country Presence in the South Asia region (excluding Pakistan), Nigeria and South East Asia.

The Directorate of Future Students, Marketing and Communications key function is to develop, manage and execute the University's marketing and recruitment strategy, enabling the University to achieve student recruitment targets (all degree levels) from UK and international markets, as well as more broadly build and bolster our brand position and levels of recognition.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £894,647.60

### **II.2) Description**

#### **II.2.1) Title**

Award for In-Country Presence in South East Asia

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKM82 - Glasgow City

### **II.2.4) Description of the procurement**

As GCU begins to enter new priority diversification markets in South East Asia, we are seeking an experienced partner capable of supporting GCU in building, acquiring and maintaining market share over time.

Five of our priority diversification markets are in South East Asia (Indonesia, Malaysia, Thailand, Vietnam and Philippines). All these markets are at market entry or development stage for GCU, with currently very low enrolment numbers.

An in-country presence will serve as the local liaison, fostering consistent communication and relationships with GCU agent network, prospective students and offer holders. By leveraging the local knowledge and cultural understanding, the in-country presence will recommend recruitment and conversion plans to resonate with the target audiences. The representative will conduct information sessions, participate in education fairs, and engage with local schools to actively promote GCU's programmes.

The regional presence will provide market insights and intelligence that contributes to maximising recruitment opportunities and mitigating risk in this region. This is crucial for GCU to make informed decisions and adapt its strategies in the dynamic South East Asian region. In addition to this operational function the University also require full cycle reporting and reflection on engagement to maximise efficiencies.

### **II.2.5) Award criteria**

Quality criterion - Name: Service Delivery – Methodology / Weighting: 30

Quality criterion - Name: Service Delivery – Key Personnel / Weighting: 13

Quality criterion - Name: Service Delivery – Continuous Improvement and Innovation / Weighting: 10

Quality criterion - Name: Management Information/Reporting / Weighting: 8

Quality criterion - Name: Business Continuity / Weighting: 5

Quality criterion - Name: Sustainable Procurement – University Values / Weighting: 2

Quality criterion - Name: Sustainable Procurement – Fair Work Practices / Weighting: 2

Price - Weighting: 30

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Award for In- Country Presence in South Asia ( excluding Pakistan)

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKM82 - Glasgow City

### **II.2.4) Description of the procurement**

The University has identified the need for continued South Asia regional presence to support recruitment targets and associated objectives.

The South Asia region has been identified through market intelligence and experience as a region with potential to contribute significantly to these targets over the next three years.

The priority markets in this region for GCU are India, Nepal, Bangladesh and Sri Lanka. We require the regional presence in South Asia to support recruitment and conversion activities in these priority markets.

We require an in regional presence to provide effective, measurable and proven strategic recruitment and conversion support. Based on research and previous experience of the HE sectors; this presence should be in a city hub in India that fits well with our course portfolio and provides the institution with competitive advantage. (i.e. either Mumbai and Delhi). We are requesting recommendations as how best to resource this.

The contractor must have capacity and resources in South Asia region to efficiently facilitate the attainment of international targets.

### **II.2.5) Award criteria**

Quality criterion - Name: Service Delivery – Methodology / Weighting: 30

Quality criterion - Name: Service Delivery – Key Personnel / Weighting: 13

Quality criterion - Name: Service Delivery – Continuous Improvement and Innovation / Weighting: 10

Quality criterion - Name: Management Information/Reporting / Weighting: 8

Quality criterion - Name: Business Continuity / Weighting: 5

Quality criterion - Name: Sustainable Procurement – University Values / Weighting: 2

Quality criterion - Name: Sustainable Procurement – Fair Work Practices / Weighting: 2

Price - Weighting: 30

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

## Award for In- Country Presence in Nigeria

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKM82 - Glasgow City

### **II.2.4) Description of the procurement**

Nigeria has been a top recruitment market for GCU for many years. We require an in-country presence to continue to maximise recruitment opportunities for GCU postgraduate courses and to also grow the appeal of GCU undergraduate courses in the market.

The in-country presence will build relationships with key sponsors and visit on a regular basis and participate in local events.

The regional presence also needs to provide market insights and intelligence that contributes to maximising recruitment opportunities and mitigating risks. In addition to this operational function the University also require full cycle reporting and reflection on engagement to maximise efficiencies.

We require an in regional presence to provide effective, measurable and proven strategic recruitment and conversion support. Based on research and previous experience of the HE sectors; this presence should be in a city hub in Nigeria that fits well with our course portfolio and provides the institution with competitive advantage. We are requesting recommendations as how best to resource this.

The contractor must have capacity and resources in Nigeria to efficiently facilitate the attainment of international targets.

### **II.2.5) Award criteria**

Quality criterion - Name: Service Delivery – Methodology / Weighting: 30

Quality criterion - Name: Service Delivery – Key Personnel / Weighting: 13

Quality criterion - Name: Service Delivery – Continuous Improvement and Innovation / Weighting: 10

Quality criterion - Name: Management Information/Reporting / Weighting: 8

Quality criterion - Name: Business Continuity / Weighting: 5

Quality criterion - Name: Sustainable Procurement – University Values / Weighting: 2

Quality criterion - Name: Sustainable Procurement – Fair Work Practices / Weighting: 2

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-015687](#)



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## **Section V. Award of contract**

### **Lot No**

1

### **Title**

Award for In- Country Presence in South Asia ( excluding Pakistan)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

19 September 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 11

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

QS Quacquarelli Symonds Ltd

1 Tranley Mews, Fleet Road

London

NW3 2DG

Email

[qses\\_receivables@qs.com](mailto:qses_receivables@qs.com)

Telephone

+44 02072847200

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.qs.com/>

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £246,647.60

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## **Section V. Award of contract**

### **Lot No**

2

### **Title**

Award for In- Country Presence in Nigeria

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 September 2025

### **V.2.2) Information about tenders**

Number of tenders received: 11

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor**

Illume Student Advisory Services

#3301-688 Abbott Street

Vancouver

V6B 0B9

Telephone

+971 508778702

Country

Canada

NUTS code

- CA - Canada

The contractor is an SME

No

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £385,000

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## **Section V. Award of contract**

### **Lot No**

3

### **Title**

Award for In-Country Presence in South East Asia

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 September 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 9

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Illume Student Advisory Services

#3301-688 Abbott Street

Vancouver

V6B 0B9

Telephone

+971 508778702

Country

Canada

NUTS code

- CA - Canada

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £263,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:811531)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Glasgow Sheriff Court

1 Carlton Place

Glasgow

G5 9DA

Country

United Kingdom