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Award

## **NT1542 24 052 International Student Recruitment Marketing and Conversion**

LONDON SOUTH BANK UNIVERSITY

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-064394

Procurement identifier (OCID): ocds-h6vhtk-05ad47 ([view related notices](#))

Published 10 October 2025, 6:29pm

### **Scope**

### **Reference**

NT1542 -24 052 International Student Recruitment Marketing and Conversion

### **Description**

Marketing, recruitment and conversion of international students for one year in contract locations:

IN - India

PK - Pakistan

BD - Bangladesh

NP - Nepal

MA - Morocco

NG - Nigeria

Estimated contract value £1,400,000.00 (Commission based)

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## **Contract 1. NT1542 - International Student Recruitment Marketing and Conversion**

### **Supplier**

- QS ENROLMENT SOLUTIONS LIMITED

### **Contract value**

- £1,680,000 including VAT

Above the relevant threshold

### **Earliest date the contract will be signed**

22 October 2025

### **Contract dates (estimated)**

- 22 October 2025 to 30 September 2026
- 11 months, 10 days

## **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services
- 79600000 - Recruitment services
- 98910000 - Services specific to international organisations and bodies

## **Contract locations**

- BD - Bangladesh
- IN - India
- MA - Morocco
- NP - Nepal
- NG - Nigeria
- PK - Pakistan

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Additional or repeat goods, services or works - extension or partial replacement

LSBU published PPN -identifier: 2025/S 000-035377 for the tendering of International Student marketing and recruitment in June 2025. This was put on hold as a new Vice Chancellor was recruited and it has become evident that the intended scope of the tender being worked to by LSBU is no longer fully in line with the emerging future strategy of LSBU.

Publishing of the tender is therefore being delayed in line with wider consideration of proposed growth trajectories and the operating models required to deliver them. A revised tender will be released on completion of this research.

To avoid disproportionate technical difficulties and failure of existing workflows LSBU will continue with its current operating model for a further one year. LSBU owns elements of intellectual property with the provider of the current model in relation to its systems development as well as business continuity planning.

This will allow for the subsequent award to the successful bidder to include a clear period of transition and handover in 2026.

A one year contract will be awarded to QS Enrolment Solutions Ltd.

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## **Supplier**

**QS ENROLMENT SOLUTIONS LIMITED**

- Companies House: 00640846
- Public Procurement Organisation Number: PYPJ-3855-WBBQ

1 Tranley Mews

London

NW3 2DG

United Kingdom

Email: [salesoperations@qs.com](mailto:salesoperations@qs.com)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. NT1542 - International Student Recruitment Marketing and Conversion

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## **Contracting authority**

### **LONDON SOUTH BANK UNIVERSITY**

- Companies House: 00986761
- Public Procurement Organisation Number: PJMT-5564-YWMT

103 Borough Road

London

SE1 0AA

United Kingdom

Email: [procurement@lsbu.ac.uk](mailto:procurement@lsbu.ac.uk)

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

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government