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Award

NT1542 -24 052 International Student Recruitment Marketing and Conversion

LONDON SOUTH BANK UNIVERSITY

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

Notice identifier: 2025/S 000-064395

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

Published 10 October 2025, 6:42pm

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)

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

Award decision date

1 October 2025

Standstill period

- End: 21 October 2025
- 8 working days

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

Procedure

Procedure type

Direct award

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

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. NT1542 - International Student Recruitment Marketing and Conversion

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

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

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government