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Award

INTERNATIONAL STUDENT RECRUITMENT SOUTH ASIA (INDIA)

LONDON METROPOLITAN UNIVERSITY

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

Notice identifier: 2025/S 000-076925

Procurement identifier (OCID): ocds-h6vhtk-0561b0 ([view related notices](#))

Published 25 November 2025, 2:54pm

Scope

Reference

LMU2025-1870

Description

This requirement relates to the appointment of a delivery partner to provide international student recruitment services based in Asia. It outlines the functional, technical, and operational requirements for a recruitment solution that will enhance the University's capacity to promote its academic offerings and attract students from the region

Lot 1. International Student Recruitment South Asia

Description

This successful Service Provider shall deliver recruitment and conversion management services for prospective students from South Asia 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 South Asia and support the International Recruitment Team with expanding the partner network in-country.

Contract 1

Lots

Lot 1. International Student Recruitment South Asia

Supplier

- SANNAM S4 LIMITED

Contract value

- £800,000 excluding VAT
- £1,000,000 including VAT

Above the relevant threshold

Award decision date

25 November 2025

Date assessment summaries were sent to tenderers

25 November 2025

Standstill period

- End: 5 December 2025
- 8 working days

Earliest date the contract will be signed

14 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2029
- Possible extension to 31 December 2031
- 6 years

Description of possible extension:

If suppliers wish to continue the agreement as these extension form part of the original tendered contract term just with the option of the break clause.

Main procurement category

Services

CPV classifications

- 79600000 - Recruitment services

Contract locations

- UK - United Kingdom

Information about tenders

Lot 1. International Student Recruitment South Asia

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

Lots that will not be awarded

Lot 2. Compliance Interviews

Description

This successful Service Provider shall deliver robust compliance services for prospective students from South Asia at both undergraduate and postgraduate levels. This includes monitoring applicants, offer holders, and offer acceptors to ensure full adherence to London Met's admissions policies, visa compliance requirements, and all relevant UKVI regulations. The Service Provider will be expected to maintain accurate records, identify and flag potential risks, and work closely with London Met to uphold the integrity of the recruitment and admissions process.

CPV classifications

- 79212000 - Auditing services

Date of decision not to award

14 October 2025

Procedure

Procedure type

Open procedure

Supplier

SANNAM S4 LIMITED

- Companies House: 09002645
- Public Procurement Organisation Number: PLWC-8369-RVYR

6th Floor 2 London Wall Place

London

EC2Y 5AU

United Kingdom

Email: invoicing@sannams4.com

Website: <https://acumen.education/>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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

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

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government