



Meet the buyer ... Competing successfully for public sector contracts

Improving your success rate and winning work

Presentation by Jon Stuart, Keypath Group



Jon Stuart Keypath Group



Thirty years experience within public sector corporate management

A wide range of procurement experience, including procuring a helicopter, a fleet of school buses from the US, major construction contracts, leasing, IT and consultancy services

Six years experience in the private sector, selling IT and consultancy to the public sector





BACK DROP ... Government opens up contracts to small business – Feb 2011

A package of measures to open up the way that Government does business and to make sure that small companies and voluntary organisations are in the best possible position to compete for billions of pounds worth of contracts was outlined by the Prime Minister





BACK DROP ... Government opens up contracts to small business – Feb 2011

Government is taking action to ensure that small firms and voluntary organisations, which it considers to be vital to the economy and promoting growth, are no longer shut out of procurement processes because of excessive bureaucracy and petty regulation





BACK DROP ... Government opens up contracts to small business – Feb 2011

Government announcements also go one step further and ensure that procurement opportunities will be available for everyone to see, free of charge, meaning Government deals are more transparent than ever before





BACK DROP ... Government opens up contracts to small business – Feb 2011

This marks the end of what I call the procurement oligopoly – where innovative small businesses and organisations are too often shut out of contract processes early on because of ridiculous rules and unnecessary bureaucracy. This is not only bad for those affected, it's also bad for Government as it stifles competition

... Minister for the Cabinet Office, Francis Maude





CONTEXT ... Government opens up contracts to small business – Feb 2011

Each year the public sector spends around £236 billion buying a huge array of goods and services. The public sector needs to be able to purchase the most innovative, flexible and cost effective solutions to meet its needs and to ensure that taxpayers get value for their money





CONTEXT ... Government opens up contracts to small business – Feb 2011

Public sector procurement rules had largely been devised by ‘big four’ type consultancy practices and were blatantly designed to protect their own revenue streams

The public sector ‘ethos’ of ‘big is beautiful’ drove it down the route of national/regional consortia to seek economies of scale





Assessing the opportunities ...

Major contracts are advertised in regional business portals. These are the main websites for all council tenders in the region, including county, borough and district councils

The largest contracts are also advertised throughout the EU via Tenders Electronic Daily, a supplement to the Official Journal of the European Union





Assessing the opportunities ...

Smaller business opportunities are not necessarily advertised. Companies interested in supplying smaller quantities of goods, services or works should make contact via

- advertised contracts for new opportunities**
- current contracts register for existing contracts**
- approved supplier lists for major goods, services or works**





Assessing the opportunities ...

The tendering process is the formal mechanism used for larger value contracts

- **Different procedures apply based on the value of the contract**
- **There are published and transparent criteria for awarding contracts**
- **A range of evaluation criteria are utilised including price and quality, usually the 'most economically advantageous tender'**



How to improve your chances ...



UNDERSTAND THE PUBLIC SECTOR

- Know what the public sector buys
- Assess quality versus value criteria
- Know how procurement teams operate
- Get to grips with E-procurement
- Be aware of tendering advantages and disadvantages





How to improve your chances ...

UNDERSTAND THE TYPES OF CONTRACT AND THE TERMINOLOGY

- **EU procurement directives**
- **EU thresholds**
- **Stepped procurement**
- **Requirement to advertise**
- **Competitive tendering**
- **Approved suppliers**





How to improve your chances ...

UNDERSTAND THE BIDDING PROCESS

- Expression of interest
- Pre-qualification questionnaire
- Invitation to tender
- Preparing the tender
- Evaluation
- Contract award
- Feedback



How to improve your chances ...



RISE TO THE CHALLENGE

- **Set your goals**
- **Plan your approach**
- **Build a relationship**
- **Gain from every experience**
- **Constantly consider alternatives**
- **Evaluate local, regional, national and international strategies**





Free Government procurement course for business ...

'Winning the Contract' is a free online procurement course launched by the Department for Business, Innovation and Skills

The course has been designed to help businesses learn about public procurement and how to bid for public sector contracts

... More information from Business Link

