



Winning UK Tenders

Breaking down the barriers to business success in the UK public sector

Central Government – NHS – Education – Local Government – Emergency Services

UK public sector procurement is worth over £100billion per annum, yet over 80% of companies say winning such work is too complicated.*

A new consultancy service from DTW and Private Public Ltd (PPL) is designed to equip businesses with the knowledge and assets to compete successfully in public sector markets.

The consultancy programme takes companies step by step through procurement processes and the complexities of UK and EU law, providing them with everything they need to win new business through the different stages:

- Registering for and recognising opportunities
- PQQ (Pre-Qualifying Questionnaire)
- ITT (Invitation to Tender)
- Presentations and pre-contract clarification meetings

The Winning UK Tenders service is hands-on and tailored to individual companies and the specialist sectors in which they work. PPL-DTW consultants will identify any weaknesses in the client's credentials and approach, before putting in place approaches to overcome these barriers to market.

* North East England Chamber of Commerce survey, November 2009

The Winning UK Tenders programme

The programme is modular:

Scoping

Initial review of the company, products, services and markets; current approach to business development; compliance with public sector procurement requirements; strengths and weaknesses; action plan.

Policies and accreditations

Review of policies and accreditations; identify critical non-compliances; develop new policies where necessary.

Smart tendering

Intelligent selection of tender opportunities; financial limits; working with partners; gaining an advantage; use of plain English.

Market intelligence

Registering for tender alerts; working through framework agreements.

Successful PQQs

Review and drafting of core content for successful pre-qualifying questionnaires.

Presentations

Preparing for presentations and clarification meetings; the "pitch" team; rehearsals; use of visual aids.

Marketing support

Presenting your brand; market positioning; visual identity; www and printed collateral; use of case studies.

About DTW and PPL

DTW is a leading marketing and communications consultancy which specialises in work for the public sector. The company has wide-ranging experience in public sector procurement practice and of supporting companies in bidding for major contracts.

DTW handled the successful marketing campaign for the Department of Communities & Local Government's "Regional Centres of Excellence" procurement programme, aimed at introducing new approaches to purchasing practice.

DTW is also the Department for Children, Schools & Families' contractor for schools competitions across northern England, where it is closely involved with market development and the introduction of new approaches to the running of public services by organisations independent of government.

PPL is an independent consultancy working with a range of commercial and government organisations. PPL's current public sector clients include the NHS, local government and education providers with a combined budget in excess of £10 billion per annum.

The PPL team brings unique personal experience of public sector procurement both as former senior executives within, and current senior advisors to, a range of public service organisations. The team has developed and evaluated public sector tenders and responses from multi-million pound "OJEU" procurements through to local, highly targeted requests for support.

PPL's public sector background is combined with a track record of successfully responding, as a commercial organisation, to requests from government – and assisting others in doing so. PPL has advised both SMEs and global service organisations in dealing with every stage of public sector procurement, from initial pre-qualification to developing winning proposals.

Consultancy rates

Daily consultancy rates are in the range £650 to £850. A typical project cost, from start-up to getting you successfully pitching, costs between £5,000 and £15,000, depending on the organisation's previous experience and credentials.

Contact

For more information and initial consultation, contact:



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