

# GO4GROWTH

Sustainable growth for businesses, procurement support and expertise for Public Sector



**Public Sector Supply  
Ready accreditation**

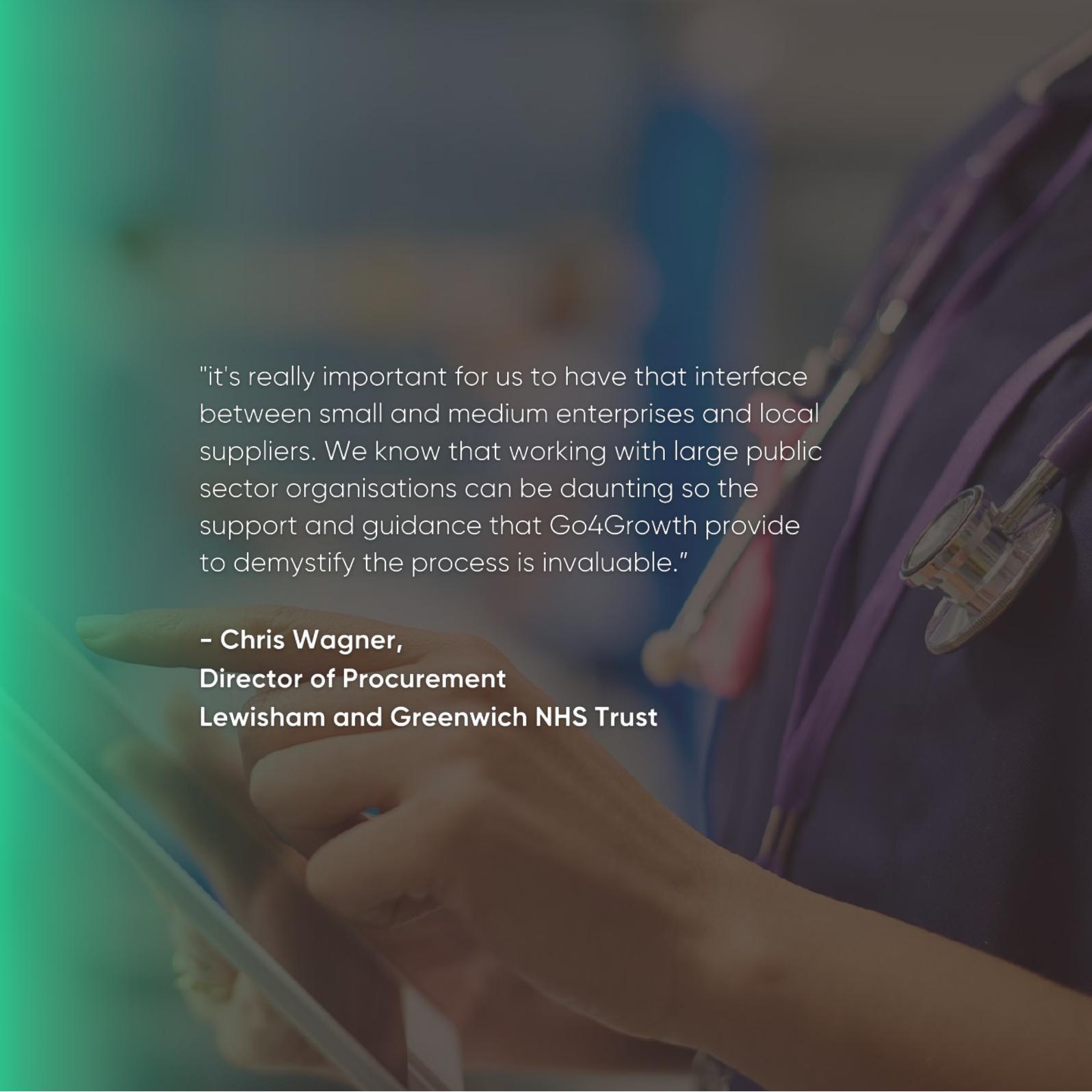


**Marketplace  
intelligence**



**Tailored to you**





"it's really important for us to have that interface between small and medium enterprises and local suppliers. We know that working with large public sector organisations can be daunting so the support and guidance that Go4Growth provide to demystify the process is invaluable."

**- Chris Wagner,  
Director of Procurement  
Lewisham and Greenwich NHS Trust**

# About us

Go4Growth was founded by a team of procurement, sustainability and small business experts to bridge the gap between public sector procurement and small business, VCSEs and enterprise owners.

We're committed to developing a marketplace that removes barriers to small business providers and enables the public sector to support greater supplier diversity at the same time as fulfilling its responsibilities to encourage free and open competition and value for money.

Go4Growth offers public sector organisations a partnership programme of practical support to implement procurement excellence and help secure broader and more diverse participation from local micro, SME and VCSE businesses providers.

Ultimately, our goal – like yours – is to enable economic development and positively impact social, corporate and environmental outcomes.

Who are we for? We're for any micro business, SME or VCSE organisation wanting to access public sector opportunities – and for any public sector organisation wanting to diversify their supply chain and evidence their procurement impact.

**Jump in – let's get started.**



**Gillian Askew FCIPS**  
Director



**Sheri-Leigh Miles**  
Director



**Jimmy Brannigan**  
Director



**Lauren Siddons**  
Apprentice Procurement  
Assistant



# Working with the Public Sector to drive social value

As a public sector organisation, you already know the importance of considering the impact of every public pound that's spent. UK legislative changes are placing social value outcomes prominently in its public spending agenda – are you ready?

Go4Growth will help you meet your procurement targets, fulfil your social responsibility requirements and support the local economy – it really is win-win.

Our team of experts have developed a comprehensive programme of support for both providers and procurement teams, supported by our unique self-service software platform. Our platform is provided free at the point of use to SMEs and VCSEs and combines interactive engagement with personalised support to build the skills and knowledge that enable smaller organisations to more effectively access and apply for public sector contracts.

## **We'll help you increase diversity in your supply chain, meet spend targets and deliver on your goals**

Go4Growth can offer your public sector organisation the opportunity to meet SME and VCSE spend targets on time, increase the diversity in your local supply chain, deliver social value, support the local economy and stimulate innovation.

We'll help you identify and develop key relationships with local providers, keep you up-to-date with information, data and analysis regarding the current issues and barriers that SMEs and VCSEs organisations identify and by accrediting organisations with our unique Public Sector Supply Ready status – you'll know who's good to go.



**Public Sector Supply Ready**

→ Certified



# Tackling barriers in the procurement chain, together

We know that some suppliers are struggling to access your public sector opportunities and that you might be struggling with diversification – Go4Growth bridges the gap, providing the practical skills and tools required to enable sustainable growth on both sides.

We were established as a direct response to the outcomes from the Federation of Small Businesses Special Interest Group which was set up to understand the barriers for small businesses working with the public sector. Not only did the results find that it was disproportionately harder for smaller organisations to take part in public sector opportunities in comparison to their larger counterparts, but that communication between small businesses and public sector was minimal and support to upskill providers was inconsistent or non-existent.

Our own research also finds that Black, Asian and Minority Ethnic owned businesses are disproportionately affected by barriers to the procurement process with 94% stating that they are unsure where to find the most appropriate public sector procurement opportunities and that 88% are keen to have support with bid-writing skills.

Together, we can change this.

By partnering with Go4Growth, you show your commitment to increasing access to public sector opportunities and help level the playing field for everyone.

“

*Traditionally, public sector procurement has been really difficult for smaller organisations to get a foothold in and there's been a vacuum in terms of the support that's available to them... Go4Growth fills that vacuum and provides not only individual support but also very generic and holistic support to any organisation.*

Ian Westlake, Commercial Specialist, Blue Light Commercial

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# The facts...

financial year 2022-23



of providers said they would find a policy review or health check useful



of providers have never had any formal bid training or coaching



of providers are not sure where to find the most appropriate procurement opportunities

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**"Using the Go4Growth tool has really helped us focus on public procurement as an opportunity. We'd had a tendency to think it was too complicated and too resource intensive to invest in. By breaking the tasks into manageable chunks, we have been able to set deadlines. The advice on networking, meet the buyer forums and the links to pipeline updates were also really valuable."**

**– Cistor**

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Hosted 50+ tailored and industry-specific events



Approx £500 Million procurement competitions supported with dedicated resources from Go4Growth



70% increased engagement with competitions



47% first time engagement with the public sector

**Consider us an  
extension of your  
workforce.**



# Join us and let's change things

We talk about marketplace development as a marathon and not a sprint. It takes time to engage a market initially and more still to create change and evidence success. Whilst there is no minimum term associated with Go4Growth, most public sector clients choose to partner with us for two years or more.

The programme fee per annum is £9,500 + VAT - that's just 19% of the average salary of a procurement professional in the UK.\*

Here's a snapshot of what we deliver:



**Public Sector Supply Ready accreditation**



**Tailored marketplace intelligence**



**Online courses and tutorials**



**Industry-specific engagement events**



**1:1 coaching or small group guidance**



**Supplier diversity and ED&I workshops**

# Where there are barriers, we like to find solutions



**We don't have evidence based intelligence around the barriers to entry**



**We'll provide you with that market intelligence to help you position your opportunities**



**We want support in the procurement process and support to offer communications to unsuccessful bidders**



**No problem, we'll help you every step of the way**



**We want analysis on the expression of interest and bid conversion rate**



**We'll supply you with up-to-date reports**



**We struggle to resource the changes required**



**You can consider us an extension of your workforce; some additional resources, there for you when you need us**

# Our commitment to sustainability and social impact

Go4Growth is committed to acting responsibly across all of its endeavours – and encouraging our client providers and public sector partners to do the same.

We are at the forefront of contributing to local economic development by helping businesses to thrive and to thrive in a sustainable way.

We've recently launched our free carbon net positive programme, helping business become carbon net zero ready and help bolster their bidding power.

We use DICE to communicate the aims and ambitions of the Go4Growth Programme, everything we do is underpinned by one or more of these elements:

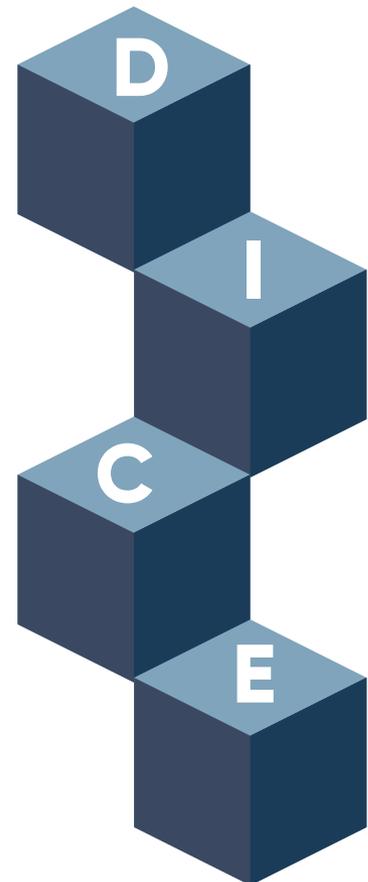
**Increasing Diversity in the supply chain** ensuring that anyone can take part in public procurement opportunities regardless of size or sector. Fulfilling the public sector's ambitions of being open for business to all.

**Achieving positive Impact** through helping to support stable, sustained growth in local marketplaces supporting bottom line impact for businesses and enabling the public sector to fulfil their civic responsibilities.

**Helping providers to have the skills, Capability and confidence** needed to be able to take part in public sector opportunities and to help procurement build capacity to develop sound procurement processes that promote access for all.

**Using Evidence based Engagement** to drive constant learning through research to shape targeted support for marketplaces and feedback for the public sector.

**So, that's our commitment – what's yours?**



# Go4Growth: in action

**“Recovering post-Covid has clearly been really difficult for all industries, but for small business and the voluntary sector, it’s been particularly tough. Especially as a lot of them supported us all the way through Covid.”**

Deborah Gaunt, Corporate Procurement Officer at Calderdale Council continues:

“For Calderdale, the voluntary sector and small businesses are key to our local economy, we have a massive volunteer ethos, lots of volunteer groups and also a growing small business industry – it’s actually one of our biggest gross areas – so for us, one of the things we wanted to open up was their ability to bid for public sector business.

“A lot of it is unfamiliar, it’s bureaucratic – lots of red tape, so we were really pleased to partner up with Go4Growth because what it does is help those organisations develop and learn how they can get better at bidding.

“The key thing for us is that it tells us what we’re doing well and particularly, what we’re not doing well, and this means we can adjust and try to simplify our systems and make it better. Our focus on social value has just grown and grown – we’re really looking forward to taking the relationship forward.”



**Book your  
discovery call**

Or email [support@go4growth.co.uk](mailto:support@go4growth.co.uk)



# GO4GROWTH

## Get in touch:

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