

# Improving Diversity; Winning New Business

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# Supply London

- A London Development Agency and European Regional Development Fund project
- Timescale: Oct 2008 – March 2011
- Delivered by Pera
- Objective: To increase the contract win success rate of London SMEs
  - *£30M new contracts won*

# Alignment with Equality and Diversity

- Supporting the supplier diversity objectives of the GLA group and CompeteFor
- Facilitating interaction between larger Tier 1 organisations that wish to achieve supply chain diversity and London SMEs.
- Ensuring our support reaches priority groups – women-owned, disabled-owned and BAME-owned businesses
- Helping SMEs to understand and apply equality and diversity principles to tender writing and business operations.

# The Supply London model

- Provision of intensive one to one support
- Facilitating workshops on topics that will deepen sector specific knowledge required by contract specifications
- Business growth support

# Workshops

- Core workshop programme
  - Bid writing
  - Quality management systems
  - Understanding and communicating your USP
  - Winning new business and contracts workshop
- Flexible workshop programme
  - Sustainability
  - Subcontract law, company structure and tax

# Business growth support

- Providing a pipeline of contracts
- Mentoring support
- Supporting deeper market sector understanding
- Meet the Buyers
- Closer integration with other business support and large enterprises wishing to achieve supply chain diversity

# Testimonials

- **Identification of opportunities:** Supply London advised about signing up for the Supply 2 gov site and the Olympics Authorities websites. These have enable us to quickly identify a number of opportunities which otherwise we would not have been able to pursue
- **Seminars** - Supply London seminars have given a large amount of information on how to approach new suppliers and tender opportunities
- **Meet the Buyer events** - has enabled us to meet new suppliers and gain contacts into corporate such as Balfour Beatty (Kilpatrick) etc - no results as yet but early days

# Testimonials

- **Expression of interest** - we have expressed interests in a number of contracts after encouragement from Supply London
- **PQQs** - as a small consultancy, the input from Supply London has been invaluable and has changed how we approach PQQs within the public sector in the London area and beyond. This applies particularly to how we present our accounts and explain a low turnover for the first three years of operation. Supply London has also advised us on how to approach requests for high PI insurances which has reduced our pre-sales costs.
- **PQQ successes** - short-listed by Islington Borough Council for two tenders: Disability Equality Training for 3500 employees and Fire Risk Assessments for educational Establishments; Chelmsford Riverside Leisure development.

# Testimonials

- **PQQs** - Our PQQ tender has got us to the second stage (and only because of the advice and help that you gave – thank you again) and we now have a fairly hefty document titled: ‘Invitation to Tender
- **Tenders** - Supply London has been very supportive in helping us to submit effective tenders; reviewing proposals before we submit and providing constructive critics.
- Thanks for your encouraging email. We are glad we went for the Tower Hamlets tender as it meant meeting you and hearing your valuable advice - it has changed us loads!!

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Thank you for listening

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