

Invitation to Quote (ITQ) on behalf of Department for Business, Energy & Industrial Strategy (BEIS)

Subject: UK SBS PS17042 Building a strong brand for BEIS public appointments

Sourcing reference number: PS17042

UK Shared Business Services Ltd (UK SBS) www.uksbs.co.uk

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Section 1 – About UK Shared Business Services

Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping our customers improve efficiency, generate savings and modernise.

It is our vision to become the leading provider for our customers of shared business services in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our customers. This allows our customers the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by its customers, UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

Our Customers

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business, Energy and Industrial Strategy (BEIS) transition their procurement to UK SBS and Crown Commercial Services (CCS – previously Government Procurement Service) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Customers.

Our Customers who have access to our services and Contracts are detailed <u>here</u>.

Section 2 - About Our Customer

Department for Business, Energy & Industrial Strategy (BEIS)

The Department for Business, Energy and Industrial Strategy (BEIS) is the department for economic growth. The department invests in skills and education to promote trade, boost innovation and help people to start and grow a business. BEIS also protects consumers and reduces the impact of regulation.

BEIS is a ministerial department, supported by 47 agencies and public bodies.

Our priorities for 2016 to 2017 include:

- business and enterprise
- competitiveness and exports
- science and innovation
- apprenticeships and skills
- higher education
- labour markets

We have around 2,500 staff working for BEIS plus around 500 people working for UK Trade & Investment in the UK.

Our partner organisations include 9 executive agencies employing around 14,500 staff.

We have BEIS offices in London, Sheffield, Billingham, Cardiff, Darlington, Glasgow, Manchester, Nottingham, Runcorn and Watford.

Department for Business, Energy & Industrial Strategy achievements include:

- Funding 457,000 apprenticeship starts in 2010-11 Academic Year
- Committing £75 million to support innovation in technology-based SMEs
- Helping 25,000 UK businesses (mainly SMEs), employing over 13 million people, to
 make the most of opportunities for growth in overseas markets; Growth Accelerator is
 a new Department for Business funded-service to help up to 26,000 small and
 medium enterprises (SMEs) grow as much as they can over three years. Working
 with an experienced coach, businesses will receive a personalised growth plan,
 training and workshops, networking and peer to peer support. SMEs can also learn
 how to develop their leadership and management capability.
- With the Cabinet Office, leading the review of 1,200 regulations across Government as part of the Red Tape Challenge, more than half of which will be scrapped or improved.

http://www.beis.gov.uk

Section 3 - Working with UK Shared Business Services Ltd.

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Secti	Section 3 – Contact details		
3.1	Customer Name and address	Department for Business, Energy & Industrial Strategy (BEIS) 3 Whitehall Place London SW1A 2AW	
3.2	Buyer name	Jack Noden	
3.3	Buyer contact details	Professionalservices@uksbs.co.uk	
3.4	Estimated value of the Opportunity	Maximum contract value is £40,000.00 excluding VAT	
3.5	Process for the submission of clarifications and Bids	All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here. Please note submission of a Bid to any email address including the Buyer will result in the Bid not being considered.	

Section	Section 3 - Timescales			
3.6	Date of Issue of Contract Advert and location of original Advert	02/03/2017 Contracts Finder		
3.7	Latest date/time ITQ clarification questions should be received through Emptoris messaging system	10/03/2017 11:00 GMT		
3.8	Latest date/time ITQ clarification answers should be sent to all potential Bidders by the Buyer through Emptoris	13/03/2017 14:00 GMT		
3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	16/03/2017 14:00 GMT		
3.10	Date/time Bidders should be available if clarifications are required	22/03/2017-24/03/2017		
3.11	Anticipated rejection of	28/03/2017		

	unsuccessful Bids date	
3.12	Anticipated Award date	28/03/2017
3.13	Anticipated Contract Start date	03/04/2017
3.14	Anticipated Contract End date	15/05/2017
3.15	Bid Validity Period	60 Days

Section 4 – Specification

Background to the Requirement

Public bodies across the UK deliver important and essential public services. This includes large public bodies overseen by boards of non-executive directors and small, advisory committees made up of lay members, experts and specialists.

An appointee to the board of a public body will often be involved in:

- Providing direction and leadership this includes setting the organisation's strategy, agreeing business plans to deliver the strategy and recruiting key staff;
- Holding senior staff to account this includes holding managers to account on how the body is managed, how business plans are delivered and how the budget is spent; and
- Representing the work and views of the body this might be to ministers, parliamentarians, key stakeholders and the wider public.

The <u>Centre for Public Appointments</u> is a dedicated team leading a Government regulated process, working across all government departments. Each department is responsible for running their own recruitment campaigns for board members and advisory committees. The Department for Business, Energy and Industrial Strategy ("BEIS") runs the recruitment of its public appointments through its own central team, who work closely with policy officials and Ministers. The central team runs the recruitment process and the Secretary of State makes the final decision on who is appointed to a board.

BEIS has 47 partner organisations, the largest number of any government department. Our boards span a wide and varied number of policy areas and sectors, from science, research and innovation: to energy and climate change; business growth and regulation. Public appointments are open to experienced candidates looking further their career, as well as individuals seeking a stepping stone into their first appointment.

The challenge

As a department, we sometimes struggle to attract high calibre and diverse talent to join the BEIS 'family'. Some of the issues we face as a department include:

- Diversity: we have more to do in encouraging equal gender balance across our public appointments.
- Brand: we need a stronger, more compelling 'story' to communicate to candidates through, for example, job descriptions, adverts and candidate packs to evoke interest and entice top candidates to our roles.
- Marketing: we want to improve the information we give to candidates.
- Competition: We need to be in a position to tailor role descriptions and attract strong candidates to these roles. We need to be able to compete with other public and private sector organisations and ensure that people of the highest calibre want to work for our department.

Aims of assignment

Our goal is to attract and retain the best candidates, through a strong and compelling brand that can be used to market our public appointments. From this assignment we want to:

- Have a clear brand, value proposition and messaging that resonates with everyone in the BEIS family and secures senior buy-in so the storytelling comes from the top.
- Understand what attracts and inspires candidates, and be able to better communicate
 what BEIS has to offer in terms of career progression and the variety and scope of
 roles on offer.
- Consistently and effectively market roles to those already sitting on other boards and to potential candidates of the future.
- Know the recruitment platforms candidates are using to identify board appointments and opportunities, so BEIS can effectively target the right channels and reach its target audience.
- Have job descriptions which are inclusive and are consistent in terms of brand, content, quality and voice.
- Ensure all core recruitment products are compelling, insightful and that they provide
 good quality information to enable candidates to screen themselves in or out of a
 role, from a skills, experience and culture-fit perspective.

Scope

This project relates the 100 public appointments we make each year (Chairs and Non-Executive Directors) made to our 47 Partner Organisations. We are open to exploring different methodologies for approaching this work, but the successful supplier will be given access to a variety of BEIS stakeholders to carry out this work including policy teams, the Chairs & NEDs of our partner organisations, panel members, candidates and other government departments (OGDs) for best practice benchmarking.

We are interested in benchmarking BEIS public appointments against other government departments and public sector organisations both nationally and internationally.

The outputs will need to focus on executive recruitment and be bespoke to our Department.

Deliverables

- Undertake a <u>Brand Review</u> to analyse how the BEIS brand is currently performing.
 - Outline BEIS's capabilities, strengths and weaknesses.
 - Help us understand our competitive landscape, current marketplace and identify all competitors
 - Provide examples of best practice in both the public and private sectors and undertake benchmarking with public sector organisations to review our market position.
- Produce <u>best practice guidance</u> for future campaigns. The guidance should set out an 'exemplar' in terms of how we can attract a high quality and diverse candidates to our roles. The guidance should:

- Enable policy officials and campaign managers to promote diversity at each stage (e.g. at advertising, shortlisting or interview stage).
- Help us to understand the candidate experience and expectation at each stage of the campaign.
- Set out a future Marketing Strategy so there is:
 - A clear brand, value proposition and messaging that resonates with everyone in the 'BEIS Family' (the core department and the 47 partner organisations), so we can use it to communicate and sell the value proposition for our Boards.
 - A Unique Selling Point (USP) so we are aware what attracts and inspires candidates and what we have to offer them. We should be able to use such a USP so we are able to consistently and effectively market the offer to our existing talent pool and to potential candidates of the future.
 - Identification of the most effective channels to better market our roles in the digital age.

Requirements

- The supplier will be expected to keep in touch on a regular basis with the Search, Diversity and Inclusion team throughout the assignment and, if any issues arise, get in touch without delay so these can be resolved together.
- Attend meetings when required.
- Familiarise themselves with the Commissioner for Public Appointments <u>Code of Practice</u> and the Cabinet Office <u>Making and Managing Appointments</u>, <u>Best Practice</u> Guidance.
- Handle sensitive personal data securely. You are asked to note that personnel
 working on this assignment should not hold any data of a personal nature relating to
 applicants on an unencrypted laptop, drive or memory stick.
- Head all documents / emails that contain information about applicants with the following protection marking "official sensitive"
- Ensure quality of standards, as set out in your proposal, are delivered throughout this assignment.
- Provide each of the 3 deliverable (reports) in Word or PowerPoint format.
- Each output should be supported by a presentation from the supplier in order for the supplier to explain the outcomes and hold a discussion and Q&A session with the team (including the Deputy Director, Strategic Planning; Head of Search, Diversity and Inclusion (Grade 7); Search, Diversity & Inclusion Manager (Higher Executive Officer); and a recruitment specialist).

The BEIS team

The BEIS public appointments team are located within the Communications and Strategic Planning Directorate. The Head of Search, Diversity and Inclusion for public appointments will be responsible for overseeing the assignment and one junior manager is available to support the assignment in terms of helping the supplier to navigate around understanding the process, procedures and current products. All deliverables will be reviewed and signed off by the Deputy Director for Strategic Planning.

You will be working primarily with the Head of the Search, Diversity and Inclusion within the

BEIS public appointment teams, who will be responsible for:

- Contract management for the duration of the contract, ensuring the assignment delivers its key milestones and success criteria.
- Project managing the assignment to ensure it remains on track and any risks / issues are mitigated / addressed;
- Working with the appointed consultants on the content of the final reports "outputs"
- Give access to, and/or set up meetings with key stakeholders within the UK government, for the desk research, interviewing and market analysis. We expect there will be a proportion of desk research required for the benchmarking and market analysis part of this assignment.

As outlined above, we will be able to provide the contractor with access to relevant stakeholders within the UK government. However, we would expect the contractor to be able to make contact with stakeholders' external the UK government, where we do not have existing contacts (e.g. other public sector organisations and private sector companies within the UK and internationally).

Timetable

Contract award date: 28 March 2017

Duration: We expect the assignment to take between 4-6 weeks

Contractor start date: 03 April 2017

Final deliverable: 15 May 2017

Payment schedule: we propose the reports are provided in two stages, with the brand audit report being the first deliverable, to allow discussion with the senior team on direction and next steps, prior to the delivery of the blueprint and marketing strategy. As part of this we propose a two phased payment schedule:

- Brand Review (35%)
- Best Practice Guidance & Marketing Strategy (65%)

Milestones:

- Benchmarking and market research completed: 14 April
- Stakeholder interviews/ research and desk research completed: 14 April
- Brand Review report delivered: 21 April
- Best Practice Guidance delivered: 28 April
- Marketing Strategy delivered: 3 May

Terms and Conditions

Bidders are to note that any requested modifications to UK SBS Terms and Conditions on the grounds of statutory and legal matters only, shall be raised as a formal clarification during

the permitted clarification period.

Section 5 - Evaluation model

The evaluation model below shall be used for this ITQ, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

The evaluation team may comprise staff from UK SBS, the Customer and any specific external stakeholders UK SBS deem required. After evaluation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ($5+5+6=16\div 3=5.33$)

Pass / fail criteria		
Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	AW4.1	Contract Terms
Quality	AW6.1	Compliance to the Specification
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement UK SBS has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. UK SBS considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	30%
Quality	PROJ1.1	Brand audit report	20%
Quality	PROJ1.2	Developing a blue print	20%
Quality	PROJ1.3	Defining the marketing strategy	20%
Quality	PROJ1.4	Project management	10%

Evaluation of criteria

Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20.

Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation: Score/Total Points available multiplied by 20 ($60/100 \times 20 = 12$)

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

Example if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 ($60/100 \times 10 = 6$)

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 40

Evaluator 4 scored your bid as 40

Your final score will $(60+60+40+40) \div 4 = 50$

Price elements will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.

All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100.

Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80

Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.

Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.

Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.

Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50.

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 (80/100 x 50 = 40)

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on completion of the questionnaire is available at http://www.uksbs.co.uk/services/procure/Pages/supplier.aspx

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

What makes a good bid – some simple do's ©

DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions.
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.
- 7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our ITQ. You should note that typically we will release the answer to the question to all bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who your customer is and what they want a generic answer does not necessarily meet every customer's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear and concise contact details; telephone numbers, e-mails and fax details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do check and recheck your Bid before dispatch.

What makes a good bid – some simple do not's ⊗

DO NOT

- 7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.
- 7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.
- 7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Customer to discuss your Bid. If your Bid requires clarification the Buyer will contact you.
- 7.16 Do not contact any UK SBS staff or Customer staff without the Buyers written permission or we may reject your Bid.
- 7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.18 Do not offer UK SBS or Customer staff any inducement or we will reject your Bid.
- 7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.21 Do not exceed word counts, the additional words will not be considered.
- 7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

Some additional guidance notes

- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool may be submitted to Crown Commercial Service (previously Government Procurement Service), Telephone 0345 010 3503.
- 7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered.
- 7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.27 We do not guarantee to award any Contract as a result of this procurement
- 7.28 All documents issued or received in relation to this procurement shall be the property of UK SBS.
- 7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.
- 7.30 If you are a Consortium you must provide details of the Consortiums structure.
- 7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.
- 7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public
- 7.33 Your bid will be valid for 60days or your Bid will be rejected.
- 7.34 Bidders may only amend the Contract terms if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract and UK SBS fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.
- 7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.36 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.
- 7.38 Bidders should note that if they are successful with their proposal UK SBS reserves the right to ask additional compliancy checks prior to the award of any Contract. In

the event of a Bidder failing to meet one of the compliancy checks UK SBS may decline to proceed with the award of the Contract to the successful Bidder.

- 7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris.
- 7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement including ensuring value for money and related aspects of good procurement practice.

For these purposes, UK SBS may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to UK SBS during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this ITQ consent to these terms as part of the competition process.

7.41 From 2nd April 2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC from 2nd April 2014. The link below to the Gov.uk website provides information on the new GSC:

https://www.gov.uk/government/publications/government-security-classifications

UK SBS reserves the right to amend any security related term or condition of the draft contract accompanying this ITQ to reflect any changes introduced by the GSC. In particular where this ITQ is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

USEFUL INFORMATION LINKS

- Emptoris Training Guide
- Emptoris e-sourcing tool
- Contracts Finder
- Tenders Electronic Daily
- Equalities Act introduction
- Bribery Act introduction
- Freedom of information Act