

GO4GROWTH

Sustainable growth for mirco businesses,
small businesses and VCSEs



FREE to use




**Step-by-step
guides**



**Tailored to your
business**



A small, vibrant green plant with several leaves is growing out of a black laptop keyboard. The background is a soft, out-of-focus green and white gradient. The text is overlaid on the right side of the image.

“Using the Go4Growth platform 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, Sustainable IT solutions

About us

Go4Growth was founded by Gillian Askew, Jimmy Brannigan and Sheri-Leigh Miles who each have around 30 years' experience as small business owners and in delivering procurement advice to public sector and small business and enterprise owners.

The Go4Growth team is made up of **procurement leaders, bid writing and sustainability experts, entrepreneurs and, most of all, passionate small business owners** who recognise the challenges businesses face when working with the public sector. Importantly, we want to help create sustainable growth so that business can keep doing what they do best.

Our experience means that we've been where you are now – we know **how daunting breaking into the public sector can seem** – trying to find work, win work and keep it can be exhausting and often demoralising if you haven't got the tools in place to help. So our mission is to use our combined decades of expertise to help your organisation succeed in winning business because in doing so, we create a level playing field that allows all businesses to thrive.

We know that more needs to be done to support smaller organisations to access public sector work - Go4Growth aims to fill that gap. **We're committed to removing the barriers that prevent SMEs or VCSEs from being able to compete for the work on offer.**

Our services are fully funded by the public sector which means they're **100% free to use** – forever - for your organisation.



What we do and how we do it

We help small businesses and VCSEs win public sector work through participation in our **Go4Growth fully-funded programme**. Our core purpose is to provide the tools and resources to help smaller organisations develop the skills and confidence to grow their business and win the public sector contracts they want.

The Go4Growth team has designed the programme to work for smaller organisations, mindful of busy business owners, and **we will support you to access opportunities** and understand the procurement process.

Our team of experts provide you with insight and guidance in:

- ✓ Marketing and communications
- ✓ Engagement and outreach
- ✓ Procurement and bid writing
- ✓ Data analysis and intelligence gathering
- ✓ Identifying priorities for targeting
(key sectors, category, pipeline etc.)

We will ensure that local procurement teams in your region are aware of your organisation and help you fully understand how public sector procurement works and support you to secure business.



What we do and how we do it

We also run regular training sessions on a wide range of topics, from understanding the principles and regulations surrounding procurement, understanding how to find and secure work, giving advice on becoming carbon net zero to topics such as writing policies for public sector work and developing your social value narrative.

Whether you're a micro business, SME or VCSE, we know you'll have different skills, experience and requirements and so we **fully tailor and personalise our time with you**. We won't leave you until you're completely confident that you and your teams are ready to enter the procurement process. And even then, we'll still be on hand to offer advice and support anytime you need it, all completely free of charge.

We're fully funded by the public sector, as part of their commitment to encourage smaller organisations to compete for contracts. It's win-win. You get the chance to pitch for contracts and the public sector gets to extend their list of organisations that can help them deliver on their ambitions, goals and targets.

Did you know that the public sector is worth over £280 billion per year and that the Government is committed to increasing the amount of central government procurement spend going to small and medium-sized enterprises? The public sector is therefore keen to work with you – the **Go4Growth programme helps you get your business public sector supplier ready** so that you can take advantage of the opportunities available.

**Ready to enroll? Scan the code
or go to: go4growth.co.uk**



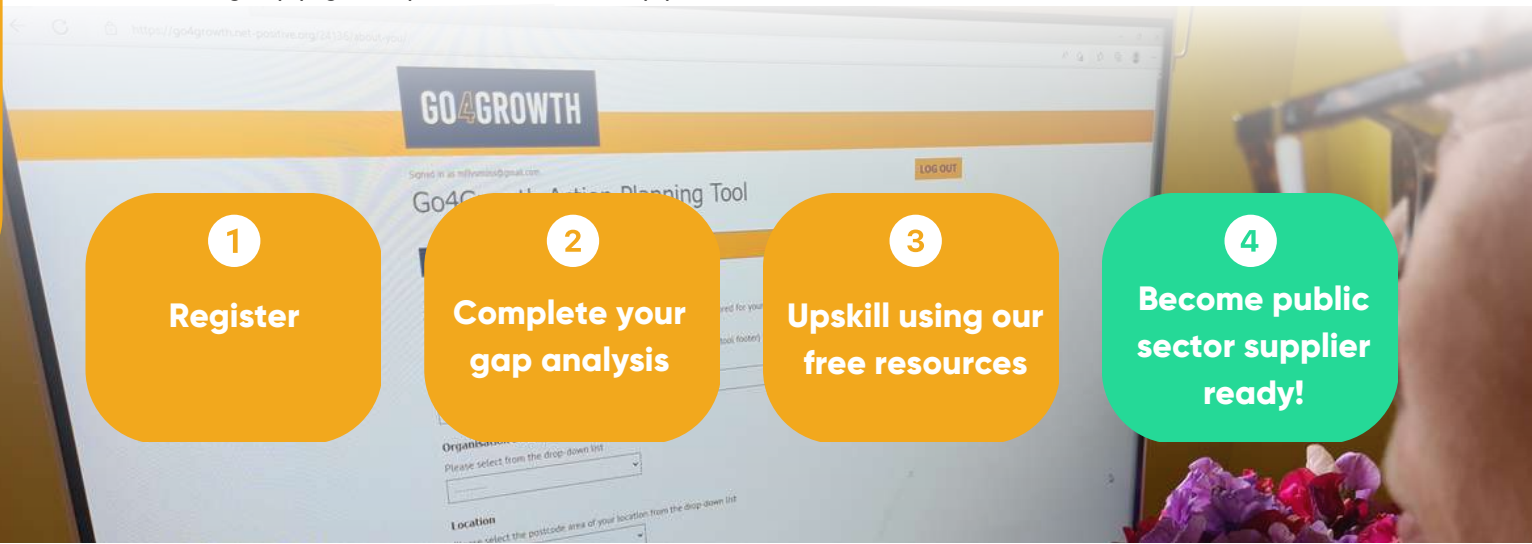
Here for you,
whatever the
business,
whatever the size.



Your personalised plan

We designed our unique Go4Growth programme to provide you and your organisation with highly relevant guidance that helps develop the practical skills needed to win public sector work. Completing this programme provides you with Public Sector Supplier Ready status and the confidence to enter the procurement process.

Starting the programme couldn't be easier: there are just three steps to becoming, or demonstrating, that you are Public Sector Supply Ready. First we take you through the standard selection questionnaire, this will allow you to make sure your business is ready or even pre-qualify for some opportunities. You'll then be guided through the process to gaining Public Sector Supplier Ready status. It's short and easy to complete and if you need any support it's all there for you. You'll have access to webinars, pre-recorded tutorials and a host of guidance and support to help you. In the final step, through the information you give us, you get a copy of your inputs to use in future opportunities as well as a certificate and logo to tell your future customers that you're Public Sector Supplier Ready. By building your skills and knowledge with us, you'll become confident of your own credentials and ability to confidently apply for public sector opportunities.



1

Register

2

**Complete your
gap analysis**

3

**Upskill using our
free resources**

4

**Become public
sector supplier
ready!**

Our impact

Our mission is social; we are ambitious and want our work to be impactful in the world of procurement. We have lived experience of the difficulties facing small businesses.

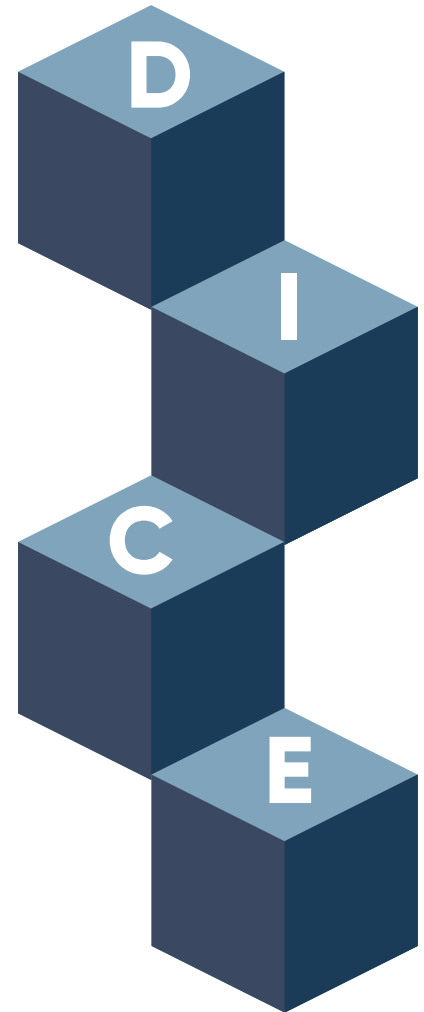
We use DICE to communicate the aims and ambitions of the Go4Growth Programme, everything we do is underpinned by one or more of these elements:

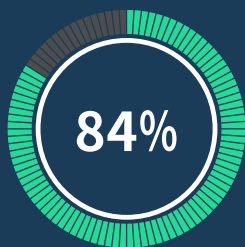
Increasing **Diversity** in the supply chain ensuring that anyone can take part in public procurement opportunities regardless of size or sector. Fulfilling the public sector's ambitions of being open for business to all.

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.





of providers have never had any formal bid training or coaching



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

"The vast majority of the UK's 6 million small businesses don't work with the public sector, don't talk to the public sector, and have never considered them a potential customer. We're here to change that"

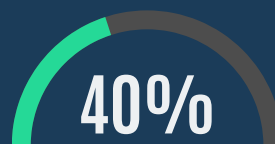
We polled providers at events, through our Go4Growth programme and by conducting surveys and research.



said that having a list of policy requirements by sector or spend category would be helpful



of providers we polled said they're not on procurement portals (including contracts finder and find a tender service)



of providers have considered bidding but then have chosen not to complete the process

Making a difference

OceanSaver is a small but revolutionary eco-cleaning business that was born in 2019 from a deep love of the sea and a concern over single use plastic. Its founders created a complete range of concentrated cleaning EcoDrops that are plant based, non-toxic, plastic free and effective. Its aim is to transform the way that businesses clean by using EcoDrop refills and it partners with charitable organisations that are also helping to protect the oceans.

Rupen Shah, Account Manager said:


“We had worked with some public sector organisations indirectly via our distributor partners but we get lost in the supply chain. We heavily rely on our distributors to put us in front of their public sector customers when they are dealing with hundreds of suppliers and categories. We know that reducing plastic waste and sustainability is of paramount importance for public sector organisations.”

“Our challenge was reaching out to those in public procurement - so by using the Go4Growth tool we were hopeful that we could spread our message that reducing plastic waste from the cleaning category is easy and simple to achieve.”

“Using the Go4Growth tool has really helped us understand public procurement as an opportunity. We thought we were too small to engage directly but now understand we have an important product that we need to get in front of the correct procurement teams. Without the advice from Go4Growth tool we would never have considered working directly with the public sector.”

More case studies at
go4growth.co.uk/case-studies





"We found challenges in accessing public sector contracts, as some are flagged as not suitable for VCSEs and we were not entirely clear on what policies and procedures we needed to have in place to be successful in the tender process. The Go4Growth platform is an excellent tool that helped guide us through the maze to ultimate success. It's well presented and contains lots of information and resources we now use to improve our tenders."

- Office Odyssey, sustainable managed print services

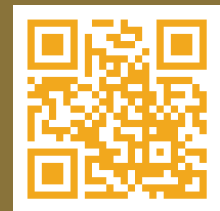
GO4GROWTH

Get in touch:

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Access free guides, templates
and other resources today



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