

Public Sector Ready.

Find the right opportunities.
Prepare the business behind the bid.



Find your focus.

Build your readiness.

For resellers and managed service providers building a focused, credible public-sector business.

- 01

Find

Buyer signals

Explore →


- 02

Understand

Buying routes

Explore →


- 03

Prepare

Bidder capability

Explore →

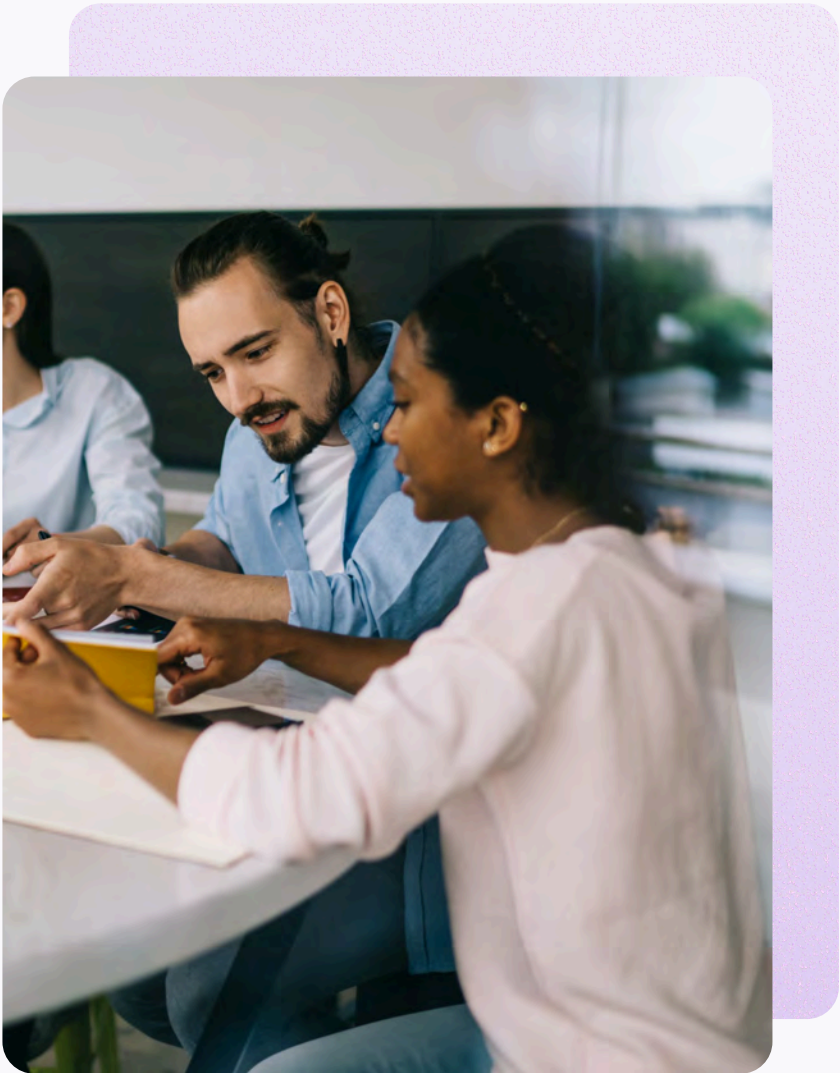

- 04

Pursue

Selected opportunities

Explore →





The Gamma partner leads the bid and owns the buyer contract.

Do not wait for the tender.

Public-sector opportunities often become visible before a formal competition. Earlier insight creates time to prepare.

Find a Tender is the Central Digital Platform (CDP): notices and core supplier information. The buyer's portal may handle documents, clarifications and submission.



THE SIGNAL

WHAT IT TELLS YOU

- 01 Pipeline**
 What a buyer expects to procure.
- 02 Market engagement**
 A buyer tests needs and market options.
- 03 Planned procurement**
 Advance information about a competition.
- 04 Tender**
 The competition is now live.
- 05 Award and delivery**
 Information about the contract and supplier.

- Monitor likely scope and timing; plans can change.
- Learn, question and share evidence through fair market engagement.
- Check the likely route and begin resolving material gaps.
- Check the actual requirements, deadlines and evaluation criteria.
- Understand incumbents, contract scale and future renewal cycles.

Illustrative signals: not every procurement publishes every notice, or follows this sequence.

PME = Preliminary Market Engagement • FTS = Find a Tender Service

DO THIS NOW

Select a few buyers and service themes; combine alerts with buyer plans and renewal intelligence.

SUPPORT TO DISCUSS

Target-market research and opportunity qualification turn raw signals into a realistic pipeline.

[CDP guidance](#) [Pipeline notices](#) [Market engagement](#)

Joining a route is different from winning a contract.

First establish what is being bought, which rules apply and which legal entity will hold the contract.

WHAT ARE WE TRYING TO DO?

01

Join or Qualify

Framework

Appointment creates access to later call-offs. Check entry windows; open frameworks reopen through successive competitions.

Dynamic Market (DM)

A qualification list open to applications. Membership creates eligibility, not an order.

Legacy DPS

Dynamic Purchasing Systems still operate under the old rules. LVPS is a specific below-threshold example.

02

Win A Specific Contract

Open Procedure

Any interested supplier may tender against the stated conditions and requirements.

Competitive Flexible Procedure

A buyer-designed process, potentially with several stages. Used for contracts under a DM.

Call-off or other Lawful Award

Follow the framework or applicable rules. Award without competition requires a lawful basis.



ITT = Invitation to Tender

The invitation and pack, not a legal procedure. Lower value may simplify the route, but still carries obligations.

Scope: mainly Procurement Act 2023 (PA23) routes for central government and English bodies; other rules may differ.

[Frameworks](#) ↗ [Dynamic Markets](#) ↗ [Direct award](#) ↗

Who owns the opportunity?



01

Gamma Partner

Leads the bid, contracts with the buyer and owns delivery.

02

Gamma Wholesale

Provides agreed inputs for the Gamma elements of the solution.

03

Specialist Supplier

Closes a defined scope gap with clear responsibilities.

IN PRACTICE

Example: a Gamma partner leads a communications bid and uses a non-Gamma MSP for national field installation. Agree evidence, pricing, disclosure and contractual interfaces before committing.

The Gamma partner leads the bid and owns the buyer contract.

LVPS: A practical lower-value route.

The Low Value Purchase System (LVPS) can make a suitable supplier visible for smaller, uncomplicated requirements. This is the single busiest framework run by the GCA.

RM6237

Open to Applications

A legacy DPS established under the previous procurement rules for below-threshold purchasing.

Published Status

As the LVPS falls under the old procurement regime it will be reviewed in due course with the potential to extend or replace.



Where it can help

Buyers can filter by service and location. LVPS permits mini-competitions or direct award, subject to its rules and the buyer’s procurement policy.

ASSESS FIT BEFORE APPLYING

Scope

Does your real delivery offer fit the categories?

Pace

Can product, pricing and approvals move quickly?

Economics

Will bid, mobilisation and support costs be justified?

1 Assess

Fit and entry

2 Apply

3 Qualify

Each opportunity

Membership does not create demand.

DO THIS NOW

Check category fit and likely buyers before investing in an application.

SUPPORT TO DISCUSS

Application support and any future reapplication needs, on an agreed basis.

SOURCE: [Government Commercial Agency \(GCA\) / RM6237](#)

Product capability is only part of bidder capability.

A buyer also assesses the organisation taking responsibility for the service. These five questions show where a tailored review should begin.



FIVE QUESTIONS BEFORE COMMITTING BID BUDGET

01

What exactly are we offering?

Define the buyer problem, service boundary and customer scale. Make clear what you, Gamma and any supplier will deliver.

A broad product portfolio is not a focused proposition.

02

Can a buyer verify our delivery record?

Identify comparable contracts, measurable results and reference permissions for the named bidding entity.

A product case study is not automatically a bidder case study.

03

Can the business pass due diligence?

Check entity information, accounts, insurance, security, privacy, continuity and relevant environmental and corporate declarations.

Expired evidence or another group company's documents may not work.

04

Can we own the full service commitment?

Think through mobilisation, service levels, escalation, resilience, supply-chain responsibilities and exit.

An uncommitted subcontractor is still an unresolved dependency.

05

Can we resource the pursuit?

Secure sales, technical, finance, legal, security and operational input, with time for review and senior approval.

One salesperson cannot own every specialist decision.

A review should give you a usable decision.

Evidence you can reuse • critical gaps • realistic routes • accountable owners • priority actions

Promise what you can deliver.

Social value must survive contract award. Begin with the buyer’s chosen outcomes, then test the commitment with the people who will deliver it.

SOURCES: [Social Value Model guidance / PPN 026](#) ↗

SIX TESTS FOR A CREDIBLE COMMITMENT

- 1 Relevant**
Does it address the buyer’s outcome?
- 2 Deliverable**
Can the delivery team make it happen?
- 3 Costed**
Are people, time and reporting funded?
- 4 Measurable**
What output or outcome will be recorded?
- 5 Owned**
Who is accountable for delivery?
- 6 Reportable**
Can progress and evidence be supplied?



AN ILLUSTRATION

GOOD INTENTION

“We will support local skills.”

CREDIBLE COMMITMENT

A defined activity for a relevant group, with a delivery period, owner, measure and evidence.

Activities and quantities must be tested against the actual tender.

For a communications partner, relevant themes might include employment pathways, digital skills or targeted work experience. Follow the buyer’s criteria: core service benefits and legal compliance do not automatically qualify.

DO THIS NOW

Bring delivery owners into the bid early.
Keep promises relevant, costed and evidenced.

SUPPORT TO DISCUSS

Buyer-specific commitments and measures.
See later on for the January 2027 policy change.

Winning starts before the ITT.

Tenders and frameworks are procurement events. Sustainable growth needs a focused commercial campaign around them.



AN ILLUSTRATIVE RUNWAY FOR A LARGER PURSUIT

01	12-18 MONTHS	Select Choose buyer segments, propositions and likely renewal windows.
02	6-12 MONTHS	Learn Understand pressures, engage through market activity and develop evidence.
03	3-6 MONTHS	Prepare Test the route, resolve gaps and secure the people and commercial position.
04	TENDER LIVE	Compete Integrate a compliant response, approvals and a controlled submission.

Timescales vary by opportunity; this is a planning illustration, not a minimum lead time.

Before full bid launch, ask:

Can we meet the requirements? Is the evidence credible? Why might we win? Is the route accessible?
Are the people and approvals available?

After award: hand over the promise

Transfer contractual commitments, service levels, social value, mobilisation actions and assumptions to the delivery team. A strong reference starts with delivering what was sold.

DO THIS NOW

Choose a manageable set of pursuits and name an accountable opportunity owner.

SUPPORT TO DISCUSS

Capture planning, opportunity qualification and guided or managed bid support.

What to watch. Where to act.



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A dated view of market change. We will aim to refresh this page quarterly, or after a material change to policy or commercial routes.

01

LVPS remains open

RM6237 is currently accepting applications and will be reviewed/renewed in due course, as are all such frameworks. Maxim Growth will update Partners when any developments arise. The LVPS is the Government's busiest and most effective framework.

[GCA: LVPS ↗](#)

02

Council reorganisation

Surrey's new councils begin in April 2027; the wider programme targets April 2028. Voice, network and contact-centre consolidation are potential needs, not announced contracts. Monitor each council's plans.

[Government: programme and timetable ↗](#)

03

Social value changes

PPN 026 applies to relevant central-government PA23 procurements from 1 January 2027; earlier transition is encouraged. Minimum weighting: 10% at £1m-below £5m; 20% at £5m+, including VAT. Absolute methods apply these shares to non-price criteria.

[Cabinet Office: PPN 026 ↗](#)

04

Technology Products & Services (TePAS 3)

TePas 3 opens to applications in January and will run for four years with an estimated value of £20bn. Buyers across the public sector will use the new Framework as a route to market for technology, hardware, software, and associated support services.

PPN = Procurement Policy Note. Official sources linked above; commercial implications are judgments, not notices.

YOUR NEXT STEP

Turn market interest into a plan.

Start with your Gamma Account Manager. Discuss the support you need for a realistic entry plan and a focused first 90 days.



01

Entry conversation

02

Fit + readiness

03

Target + pipeline

04

Opportunity qualification

05

Bid support