

ETENDERING TRAINING TO POTENTIAL SERVICE PROVIDERS UNDER THE PEACEPLUS PROGRAMME

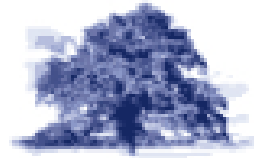
- Ian McKay
- Wed 15 January 2024



Agenda

- 1. Overview of procurement – demystifying the terminology
- 2. Introduction to e-tenders – easily navigate the system:
- 3. What makes for a successful tender
- 4. Responding to a Request for Tenders invitation
- 5. Tender Writing Clinic





Oakleigh Consulting
INDEPENDENT THINKING



Introduction to the Programme Facilitator



An Roinn Caiteachais Phoibli
Sheachadadh PFN agus Athchóirithe
Department of Public Expenditure
NDP Delivery and Reform



Oifig um Sholáthar Rialtais
Office of Government Procurement

Public Procurement Guidelines for Goods and Services

Version 3: Issued
October 2023

Session 1. Overview of
procurement –
demystifying the
terminology

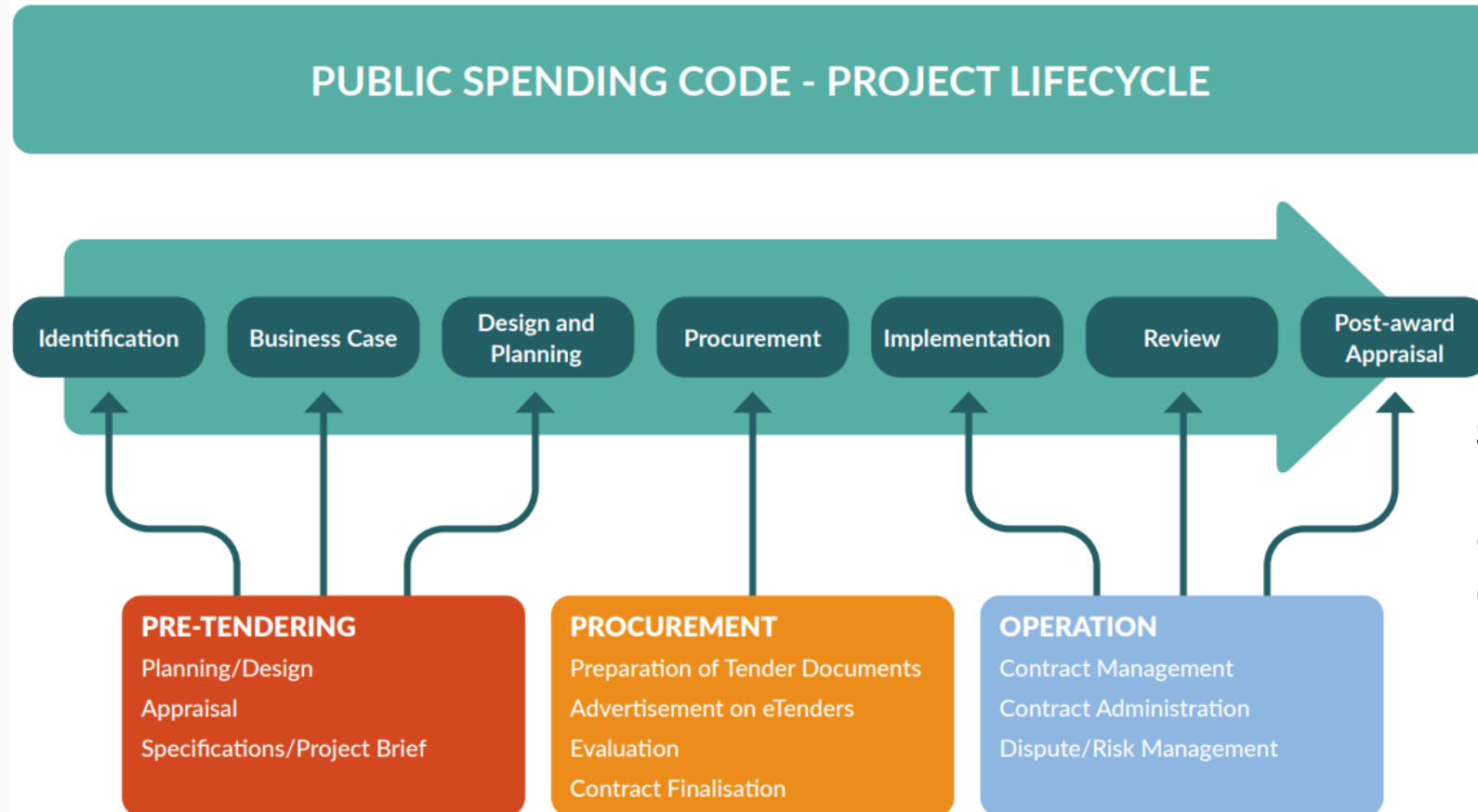
Dealing with the Jargon

<ul style="list-style-type: none">• Terms of Reference (ToR)	<p>‘the terms’ that outline the objectives, scope, and deliverables to be delivered – can be shown as a description or set of objectives.</p>
<ul style="list-style-type: none">• CfT – Call for Tenders• RfT – Request for Tenders• ITT – Invitation to Tender or Instructions to Tenderers	<p>A formal invitation document (often including the ToR) issued to potential suppliers requesting them to submit bids (tenders) for the supply of goods, services, or the completion of a project. The document (usually) outlines the specific requirements evaluation criteria; Submission Requirements and other requirements.</p>

Dealing with the Jargon

<ul style="list-style-type: none">• Lots	A method of reducing large tenders down into smaller groups that firms can bid eg by geography or by theme.
<ul style="list-style-type: none">• Prior Information Notice	Advance notice to the market of an intended tender. Can be used to gauge interest before procuring.
<ul style="list-style-type: none">• MEAT – Most Economically Advantageous Tender	Criterion will be included outside of price – a quality/price ratio, meaning it won't be decided only by price.
<ul style="list-style-type: none">• CPV Codes - Common Procurement Vocabulary	Classification system for different types of public procurement – means in practice you set-up account to receive relevant opportunities.

Understanding the Procurement Process



Source: Public Procurement Guidelines for Goods and Services V. 2 (October 23)

An Effective Procurement Process

**Determination of Need
& Agreement to Proceed**

Research on need or Extension of an Existing Contract
SMT/ Ministerial Sign-off
Agreement of the Budget

**Draw-up of RFT &
Decision Criteria**

Agreement on Desired Outputs/ Outcomes and measures
Drafting and redrafting
Senior level sign-off

Advertise/ Issue the RFT

Agreement from procurement/ supply
Use of existing procurement processes

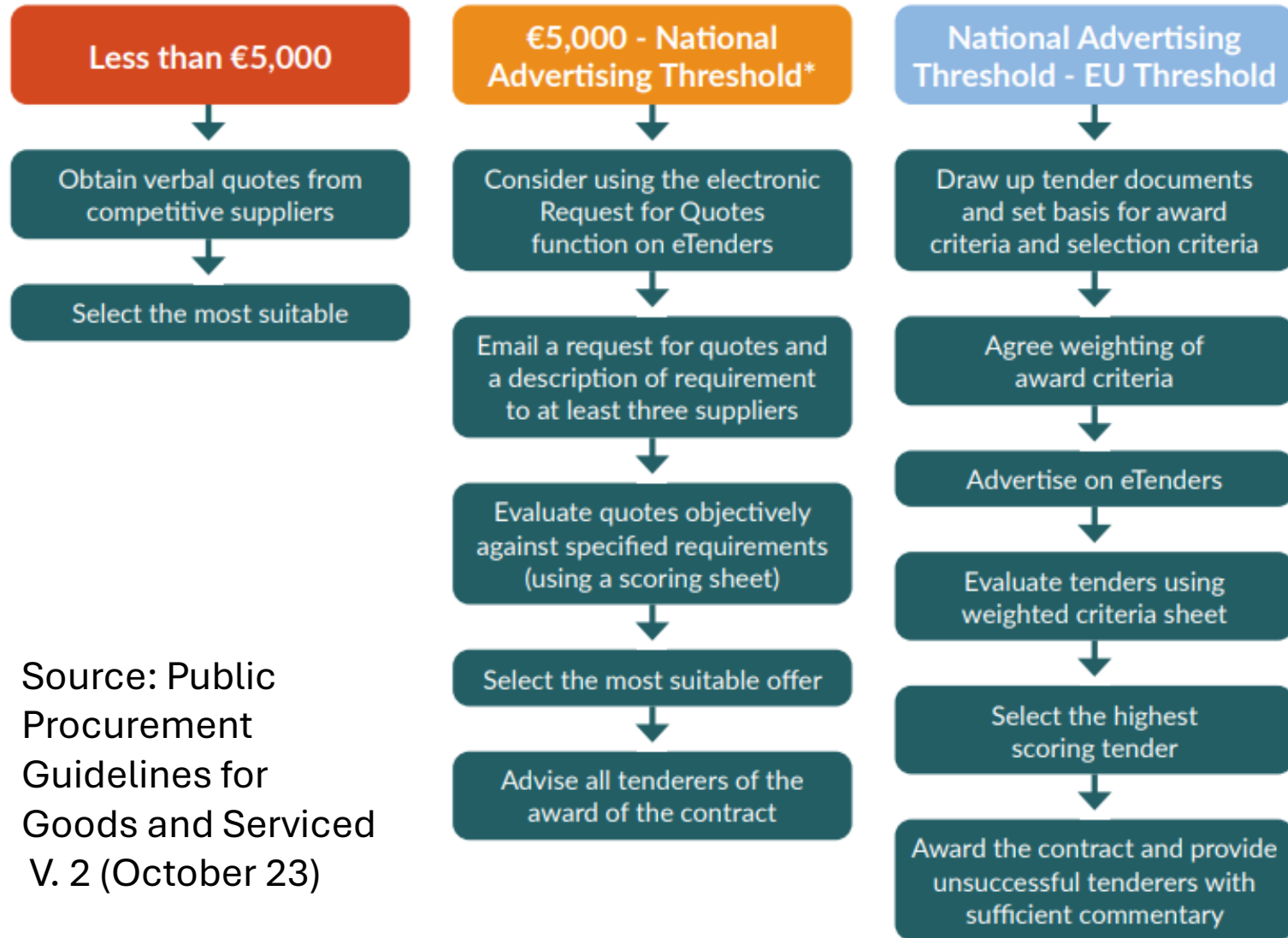
Project team read tender documents
Tenders assessed as a group against criteria
Consensus reached

**Assess Tender Documents
Against the Decision Criteria**

Formal Award Process
'Cooling-off' period
Project Initiation
Contracting

**Award Contract &
Commence Work**

STEPS IN BELOW THRESHOLD PROCUREMENT



Source: Public Procurement Guidelines for Goods and Services V. 2 (October 23)

Understanding the Terminology

- Thresholds

*The national advertising threshold as set out in Circular 05/2023 can be found on the OGP website.

European Dynamics - Welcome to: x +
 https://www.etenders.gov.ie/epps/home.do

gov.ie eTenders Advanced search Latest CFTs Latest Notices EN Log in

eTenders
 Ireland's National Tendering Website

eTenders connects public sector buyers with suppliers who want to sell to Government

Register a Contracting Authority **Register a Supplier**

Guidance Videos **Short User Guides** **How to submit a Tender Response - quick guide** **How to publish a Notice**

FAQ **Contact us**

IMPORTANT NEWS

- 23 DEC 24 IMPORTANT UPDATE ON EFORMS - Software updated to the latest version
- 14 NOV 24 IMPORTANT NEWS - UPDATE TO ETENDERS USER INTERFACE - 11 Nov 2024
- 10 NOV 24 GPP Criteria Search
- 09 NOV 24 Tenders Advisory Service (TAS)
- 09 NOV 24 Notice in relation to the eTenders Legacy Platform

LATEST NEWS

- 09 NOV 24 IMPORTANT NOTE: Revised EU Thresholds will take effect from 1st January 2024
- 09 NOV 24 Publication of Opportunities and approaches for Sustainable Public Procurement
- 19 FEB 24 IMPORTANT NOTE - eForms Standard has been updated to the latest version
- 18 OCT 23 IMPORTANT NOTE: Information on eForms - changes to electronic notices for public procurement contracts on eTenders
- 12 JUL 23 Important Notice for Managers of DPS Competitions
- 05 JUL 23 ESPD Guidance for Contracting Authorities
- 05 JUL 23 ESPD Guidance for Suppliers
- 04 JUL 23 Important Information for Suppliers to the HSE
- 22 MAY 23 Searching for notices published on the OLD eTenders platform
- 19 MAY 23 IMPORTANT NOTICE - Please read this notice if you previously had an account on the old eTenders platform

Session 2.

Introduction to e-tenders – how to easily navigate the system



Session 3. What
makes for a
successful tender



***Connecting your tender –
demonstrating value***

An Overall
Guiding
Principle

Value of your service

Cost of your service



Question:

What is the purpose of a tendering process?

- Stand in the shoes of the buyer - why tendering?



Purpose:

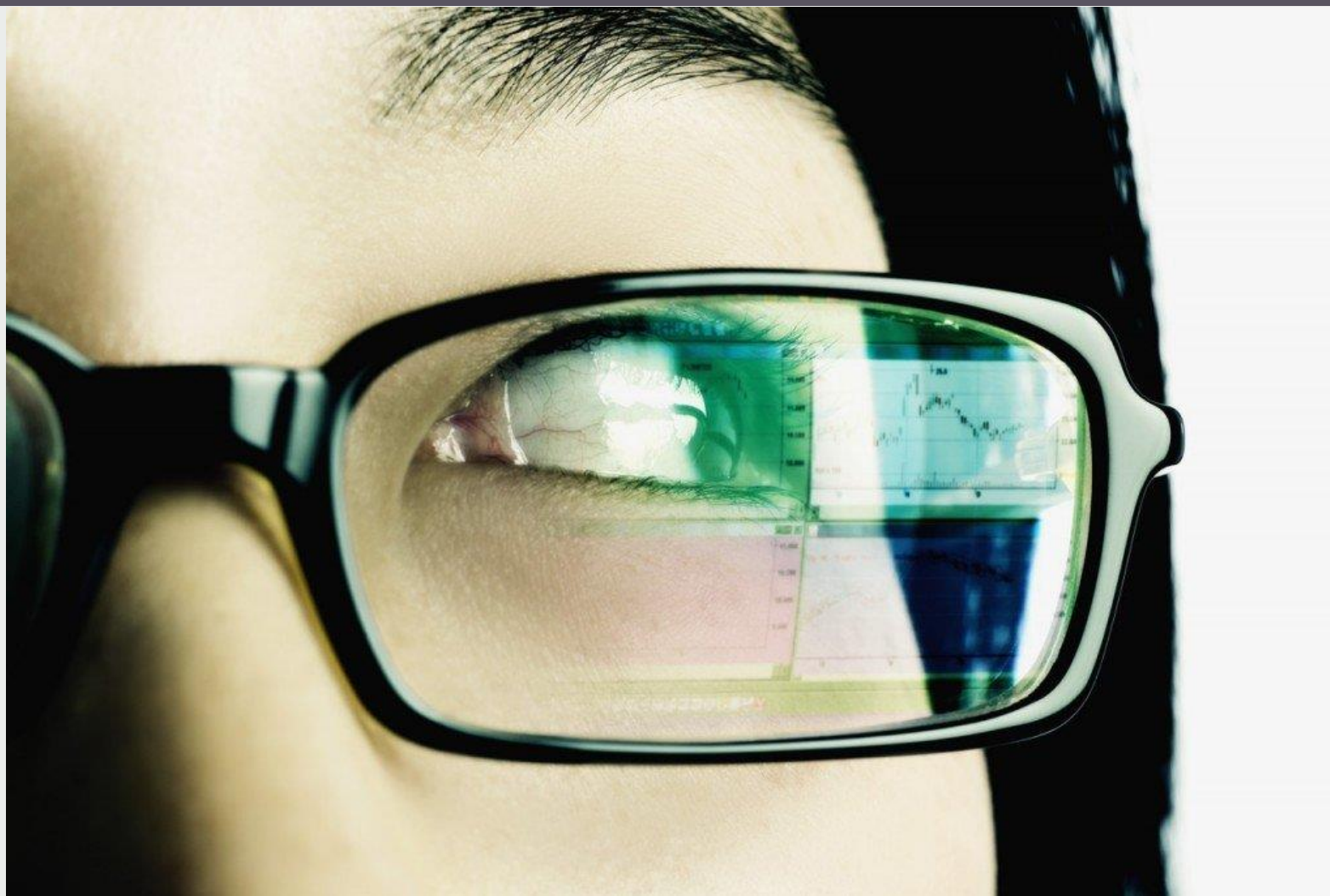
- Value for money
- Guarantee the integrity of the supply chain.
- Innovation – see what's out there or a safe pair of hands.
- Fairness and transparency



Ultimately...

Customers buy to achieve benefits and value to them.

It is imperative to your tendering capability that you understand the benefits and value of what you provide and what the customer needs.



Section 4: Responding to a Request for Tenders invitation

- a. Meeting Selection and Award Criteria
- b. Key tools to support effective bid writing

Seeing the application from the Buyer Perspective – Key Principles

- **Alignment with Programme Priorities:** The Peace Plus programme funds projects that promote peace, reconciliation, and cross-border cooperation. It's essential that applicants ensure their applications align with the specific priorities outlined in the programme.
- **Impact-Oriented Proposals:** Focus on the outcomes and the lasting change your project will bring, both in terms of peacebuilding, economic and community development etc.

Seeing the application from the Buyer Perspective – Key Principles

- **Clear Objectives & Measurable Results:** clarity on objectives and how you will measure success.
- **Collaboration & Partnership:** Emphasise the importance of partnerships between organisations, local authorities, and communities, as collaboration is a key part of the programme's ethos.
- **Sustainability:** Demonstrating how your project will continue to have an impact beyond the funding period is essential for funders.

Meeting Base/ Qualification/ Pass Fail Typical Criteria – Commonly Associated with PEACE+

- General Company Information.
- Tax Compliance – often a declaration eg PPSN/
Tax Reference Number eg:
- Insurance eg:

Employers Liability	€13k	Public Liability	€6.5k
Product Liability	€6.5k	Professional Indemnity	€1k

- Previous Experience.
- Declarations.

Meeting Base/ Qualification/ Pass Fail Criteria -

Typical Criteria in Procurement – could be relevant

- Economic/ Financial Standing and scale
- Professional and technical knowledge such as relevant qualifications of personnel
- Industry & Legal Standards, processes and systems – health & safety, quality assurance, environmental management

Award Criteria: Indicative Criteria

1	Quality of project design	25%
2	Contribution of the project to the defined results and outputs of the programme. To include <ul style="list-style-type: none">- Monitoring and Evaluation arrangements- Quality of cross community co-operation with demonstrable added value	25%
3	Quality of the project team and implementation arrangements	20%
5	Cost	20%
7	Contribution to sustainable development	5%
8	Contribution to Equality	5%
TOTAL		100%

Potential of Partnerships or Consortia

- Could partnership working strengthen your bid capability e.g. through adding credibility/ experience?
- Could partnership working strengthen your experience, capacity and capability?
- Could additional subject matter experience give your application a USP?
- Could your organisation add something to another organisation that would be mutually beneficial?
- Could you consider a partnership across borders?

Step 1: Seeing Through the Buyer's Lens

- *Benefits/ Value > Cost of the Project - Demonstrating this is key*



To the client this might mean:

Increasing Something

Improving Something

Reducing Something

Gaining Something New/
Innovative

Removing a Problem/
Issue/ Risk

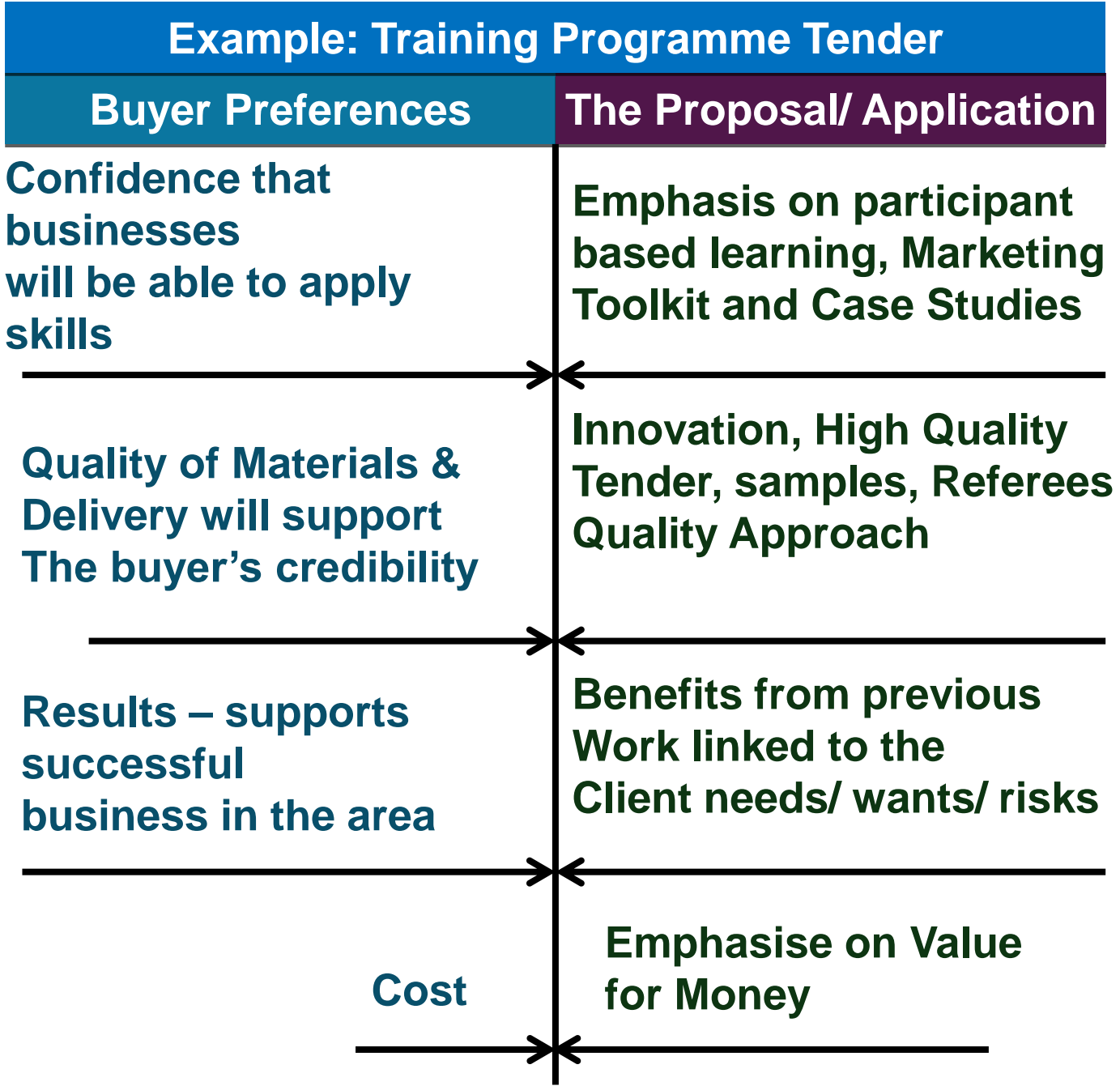
Collaborating to improve something already in place

Identifying and Communicating Benefits/ Outcomes is Vital

Step 1: Seeing Through the Buyer's Lens

Key Tool for Development of Each Award Criterion

Forcefield Analysis: Training Example



Step 2: Key Tool

Developing a Proposal Strategy for Each Award Criteria

Step 2: Develop a Proposal/ Application Strategy for Each Criterion

- *Build on the previous step to match your approach/ solutions to the buyer's requirements. Key themes:*
 - Demonstrate a High understanding on what the programme is seeking to achieve – show empathy
 - Play-up your Strengths and remove/ reduce impact of any weaknesses
 - Place Emphasise on your Benefits and USPs – linked to funder needs
- Demonstrate how you are better (for them) than your competitor(s)

2. Developing a Proposal Strategy

Buyer Preference	Strategies
Confidence that businesses will be able to apply skills	<ul style="list-style-type: none">- We will show we understand what the buying organisation is attempting to deliver and show empathy on the issues faced.- We will tailor a programme to the needs of the participants that supports what the buying organisation is trying to achieve.- We will design the programme to permit application of learning exercises, Clinics and sharing so as participants can apply learning.- We will test learning throughout and take relevant action to ensure understanding.- We will introduce an effective planning tool and marketing toolbox

2. Developing a Proposal Strategy

Buyer Preference	Strategies
Quality of Materials & Delivery will support The buyers credibility	<ul style="list-style-type: none">- We will emphasise our values and commitment to quality- Our tender will be of the highest quality demonstrating our commitment to Quality- We will provide a senior contact who would take responsibility for quality- We will use experienced consultants with widespread experience of delivery, working with this client group, knowledge of both economies in Ireland and achieving benefits and results- We will provide a sample of our quality materials- We will provide feedback from previous programmes on quality

2. Developing a Proposal Strategy

Buyer Preference	Strategies
Results – Supports successful business in the area	<ul style="list-style-type: none">- We will provide case studies highlighting outputs and outcomes/ results<ul style="list-style-type: none">- What happened as a result of our work- Quotes from Clients and Referees- Groundbreaking and emphasise on change and improvement
Cost	<ul style="list-style-type: none">- We will be competitive but place emphasis on value/ benefits/ outcomes

NB If you are light on the right-hand side this may influence thinking around partnership or even tendering is right for you.

Key Tool for Development of Developing a Proposal Strategy

Step 1: In Practice – Forcefield Analysis for a typical project under PEACE Plus

- Anytown Council are seeking tenders to deliver a youth diversion programme that offers activities such as sport, arts or cultural activities on Friday evenings for a pilot of 10 weeks.
- The design of the project should focus on those coming to the attention of the police and across the communities of the Council area.
 - Quality of the project design.
 - Achievement of outputs and outcomes.
 - Quality of the team.



it's Time For Challenge

Step 3: Test Your
Application Strategy:

Who could provide
insight and positive
challenge?

Step 3: Challenge

Positive challenge on the proposal strategy to drive towards an outstanding/excellent response.

Assessment scoring

Score	Meaning	Interpretation
90 – 100%	Outstanding	A very comprehensive response demonstrating extensive understanding offering full assurance to client – fully supported with no reservations.
80 – 89%	Excellent	An excellent response demonstrating excellent understanding offering assurance to client – strongly supported.
70 – 79%	Very good	A very good response demonstrating very good understanding offering assurance to client – fully supported.
60 – 69%	Good	A good response demonstrating good understanding offering assurance to client – well supported.

Step 4: Summarise Strategy into Guiding Principles

- If the Proposal/ application is large/ complex with numerous people contributing; it can be helpful to develop guiding principles for each award criterion. Summarise and share:
 - The key messages for the criterion
 - The key benefits results/ quality/ capacity building/ change etc
 - The USPs to be delivered

Demonstrating Experience – Consider STAR Structure

- **Situation:** In a community with rising youth crime and antisocial behavior on Friday nights, local authorities sought a solution to provide young people aged 13-18 with positive activities. They launched a 10-week diversion program offering arts and sports every Friday evening.
- **Task:** The goal was to engage youth in constructive activities, reduce antisocial behavior, and foster community ties over the 10-week period. The program aimed to provide an alternative to risky behaviors on Friday nights.
- **Action:**
 - **Program Design:** The weekly activities alternated between sports (football, basketball) and arts (graffiti workshops, dance, drama).
 - **Outreach:** Flyers, social media, and personal invitations targeted local youth.
 - **Partnerships:** Local sports clubs, artists, and the police supported the program.
 - **Monitoring:** Attendance and feedback were tracked, with youth workers ensuring a safe, inclusive environment.
- **Result:** The program attracted an average of 50 participants weekly. Antisocial behavior decreased by 25%, and participants reported feeling more connected to their community. The initiative improved relationships with the local police and boosted confidence and skills among participants.

Demonstrating Experience – Selling Through People

Tazmin O'Neill

Role: Project Manager

Tazmin O'Neill is an experienced social psychologist and project manager specialising in digital and social media. She works with brands and organisations to develop effective digital marketing and PR strategies.

Recent clients include: ABC, Kabana, Steauavision, Rola Cola, Caspian and Firefly Productions. With particular relevance to this project for.





Section 5: Tender Writing Clinic

THANK YOU



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