

# **Catering tenders**

## **(Tips and techniques for submission)**

12 October 2017, Manchester

18 December 2017, Glasgow

22 January 2018, Central London



# Catering tenders – tips and techniques for submission

## Introduction

APSE training is pleased to offer offering an introductory skills development course on submitting tenders.

This course aims to give a practical overview to operational and business development managers seeking to improve their learning in this area and help them face the challenges of submitting tenders and compete against the commercial sector in a local authority context.

## Outcomes:

- Understand the key stages of a tender from Expression of Interest through to contract award and mobilisation of a new contract
- Gain advice on submitting Supplier Questionnaires
- Understand the different types of client relationship including consultants, through the tendering process and onto contract management
- Learn techniques for tender process control
- Learn tips on writing quality method statements
- Learn tips on pricing in competition and minimising risk
- Learn tips on developing a strategy for the tender

## Who Will Benefit?

Operational managers, service managers, finance officers, business development managers, business managers, trade union officials, elected members or anyone seeking to improve their knowledge and understanding of the commercial world of tendering, in particular with regard to catering, although it will also benefit other services

## Duration

1 day event: Start time: **9.30 am**      Finish time: **4.30 pm**

## Trainers

The sessions will be delivered by APSE Associate Sharon Jarvis, supported by Jan Kennedy, Head of APSE Training.

## **Sharon Jarvis – APSE Associate**

Sharon has worked in Education Catering for 20 years starting as a Marketing Manager for a local authority and completing her first tenders as a Service Development Manager in a London Borough. She then progressed to the commercial sector as an Operations Director responsible for £17 million turnover for the state Secondary School division of a French contract caterer.

Sharon returned to the public sector becoming Head of Catering and Client prior to spending 10 years in Business Development in the Facilities Management sector, winning £19 million of new business. She predominantly focused on whole local authority catering and healthcare catering tenders, supporting cleaning tenders, competitive dialogue, framework tenders, joint venture tenders, mini competitions and frequently also tendered to single schools.

Sharon's clients have been local authorities, consultants, schools and other FM companies spanning Cornwall to Redcar.

Sharon's experience includes:

- Retention: Client Relationship Management and focusing on what the customer really wants, managing from the school up
- Reviewing school catering services from a competitive point of view
- Supporting services to complete tenders
- Service Development and service quality
- Growth strategy development
- Strategic Management

Sharon has a degree in Hotel and Catering Management, a Masters in Marketing Management and is currently completing an MA in Creative Writing.

## **Jan Kennedy – Head of APSE Training**

Jan Kennedy is Head of APSE Training and has responsibility for the learning, skills and development arm of the Association. Jan has a background in training and development, firstly as an executive training officer in central government where she gained her CIPD in Training & Development.

She moved to local government in 1999 where she joined Liverpool City Council as a member of the corporate training team. Jan has experience of managing and delivering a wide range of training and development including Liverpool's One Stop Shop training

programme. Prior to joining APSE Jan managed the Lifelong Learning Employability curriculum in Adult and Community Education.

Jan holds a Certificate in Post 16 Education and a CLAIT Advanced in ICT. Jan is also qualified in level A and level B psychometric testing. Her current study is helping learners with dyslexia.

Since joining APSE Jan regularly delivers training on a range of topics including Project Management, Leadership, Supervisory skills (across service sectors), Managing Change, Negotiation Skills, Time Management, Marketing, and Service Level Agreements. Jan works in partnership with Hull University to deliver training modules to lunchtime supervisors. Jan also co-delivers on the current Master Classes on Health and Safety Issues.

Jan can be contacted at e-mail address at: [jkennedy@apse.org.uk](mailto:jkennedy@apse.org.uk) or by telephoning her on either 0161-772-1810(Office) or 07764-252-107 (Mobile)

## Course Outline – Catering tenders (tips and techniques for submission)

09.15 - 09.30

### Registration

Domestics, Objectives and Ice Breaker

### Tenders – why do we have to do them?

- Motivation for completing tenders, and managing expectations

### What are the key requirements for winning a tender?

- Rules, Price, Quality, relationships

### Key stages of a tender

- Expression of interest and submitting pre-tender clarifications to handover or mobilisation

11.00 - 11.15

### Morning Break

#### Supplier Questionnaires

- Financial and commercial standing
- Technical statements

#### Client Relationships and their differences

- Consultants
- Other local authority procurement teams
- Schools

#### Tender Process Control

- Reading, asking for clarifications and getting a project plan

13.00 - 14.00

### Lunch Break

#### Pricing in competition and minimising risk

- Fixed price versus Cost Plus
- Business development price v operational budget? pricing from the bottom up
- Pricing strategy, get to know your competitors
- Evaluating workforce data
- Strategy for the tender

15.0 - 15.15

### Afternoon Break

#### Quality Method Statements

- Mobilisation and organisational strategy
- Types of method statement
- Understanding what they are looking for
- The role of innovations
- How to Score more highly

16.15 – 16.30

### Evaluations, Certificates and Close

