

AUGUST 2025

Public Sector Frameworks:

5 Proven Strategies to win more work

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19th August 2025

tussell^o GOVNET

Trusted Insight on Government Contracts
and Spend



Agenda

1. The role of frameworks in today's market
2. 5 proven strategies to win more work

The market's trusted data source

Sample Customers and Media Partners

Corporates



Government



Cabinet Office



Crown
Commercial
Service



National Audit Office



Media



380+

Press citations in 2024

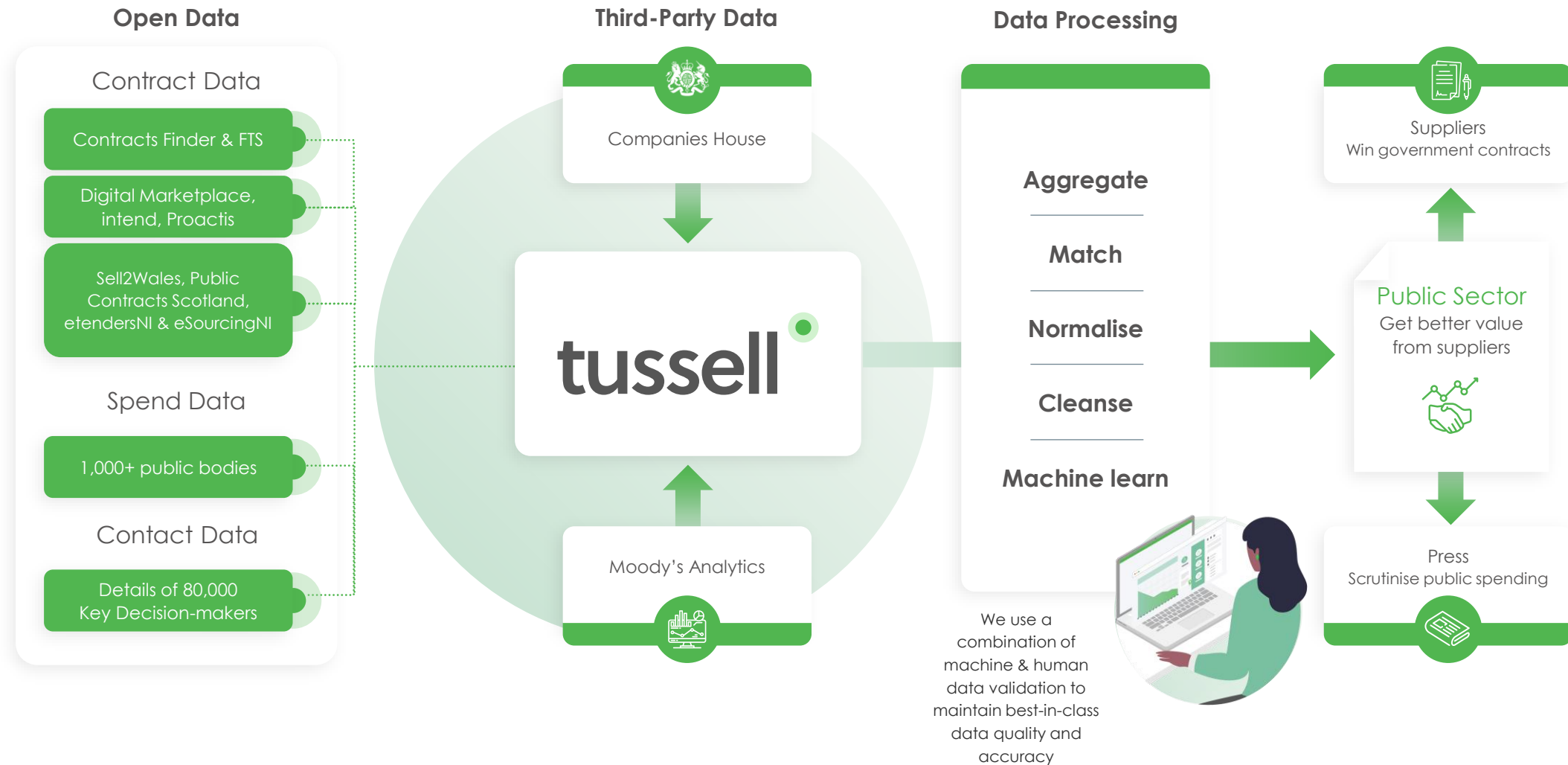


"Serious-minded
business data
provider Tussell"

Matthew Vincent



Transforming open data into actionable data



Recap: what is a framework agreement?



A 'preferred supplier agreement'



Lot 1



Lot 2



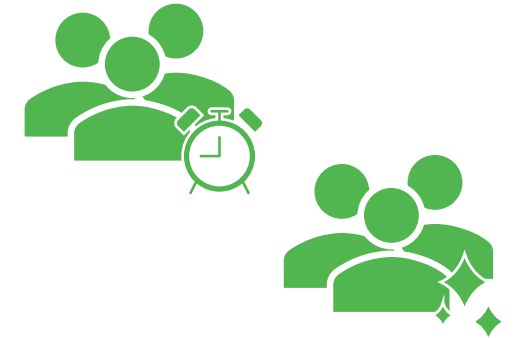
Lot 3



Typically divided into
'Lots'



Direct vs. mini-competitions

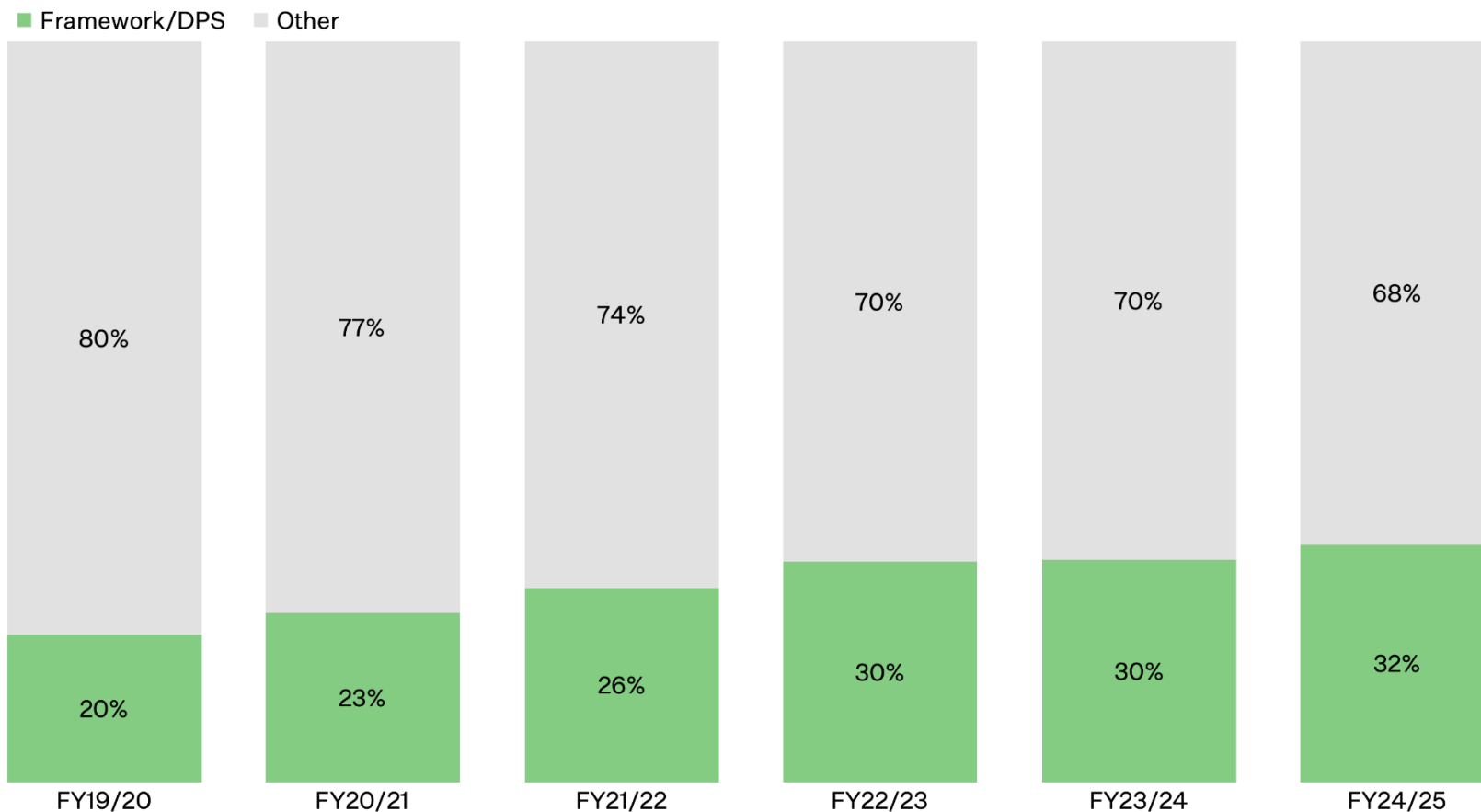


2023 Procurement Act:
Open Frameworks &
Dynamic Markets

Frameworks are an increasingly popular route-to-market

More contracts are being called-off via frameworks each year

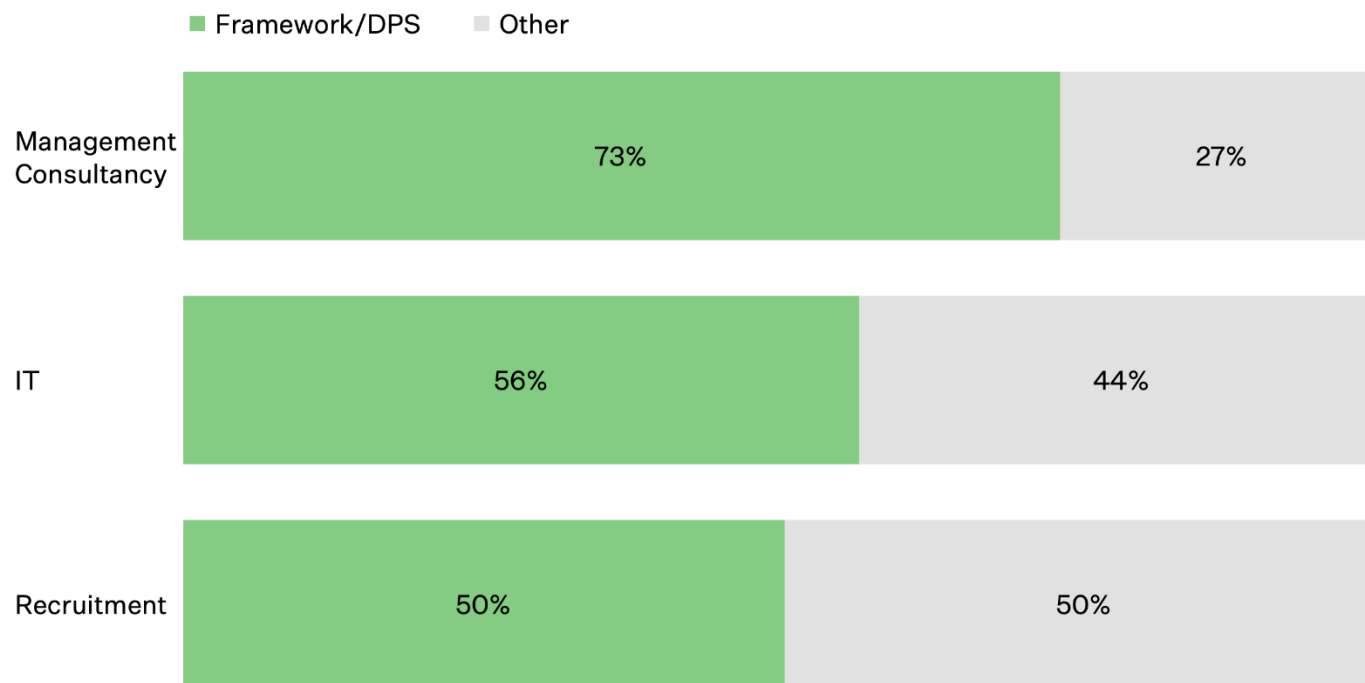
Proportion of contract volume awarded via a framework, over time



Certain sectors are dominated by frameworks

How reliant is your niche on frameworks?

Proportion of contract value awarded via a framework by sector, FY24/25



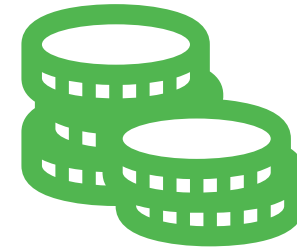
Why are frameworks becoming so popular?



**Faster, compliant
procurement**



Promoted as '**default**'
route-to-market for
many



Revenue incentive

... but why are suppliers often left disappointed?

1 day in

It took a lot of effort to
apply for this framework –
but the work will roll in
now!



12 months in

We haven't won
anything!



Why?



Frameworks seen as an
end in itself



Buyers **don't know**
about your framework,
or how to use it
compliantly



Your frameworks
aren't useful to many
buyers



Framework
proliferation – too
much choice leads to
buyer paralysis

Agenda

1. The role of frameworks in today's market
2. 5 proven strategies to win more work

#1 – Mindset change

Passive to active

Before

It took a lot of effort to
apply for this framework –
but the work will roll in
now!



After

Great, we're on a
framework – now the
hard work starts!



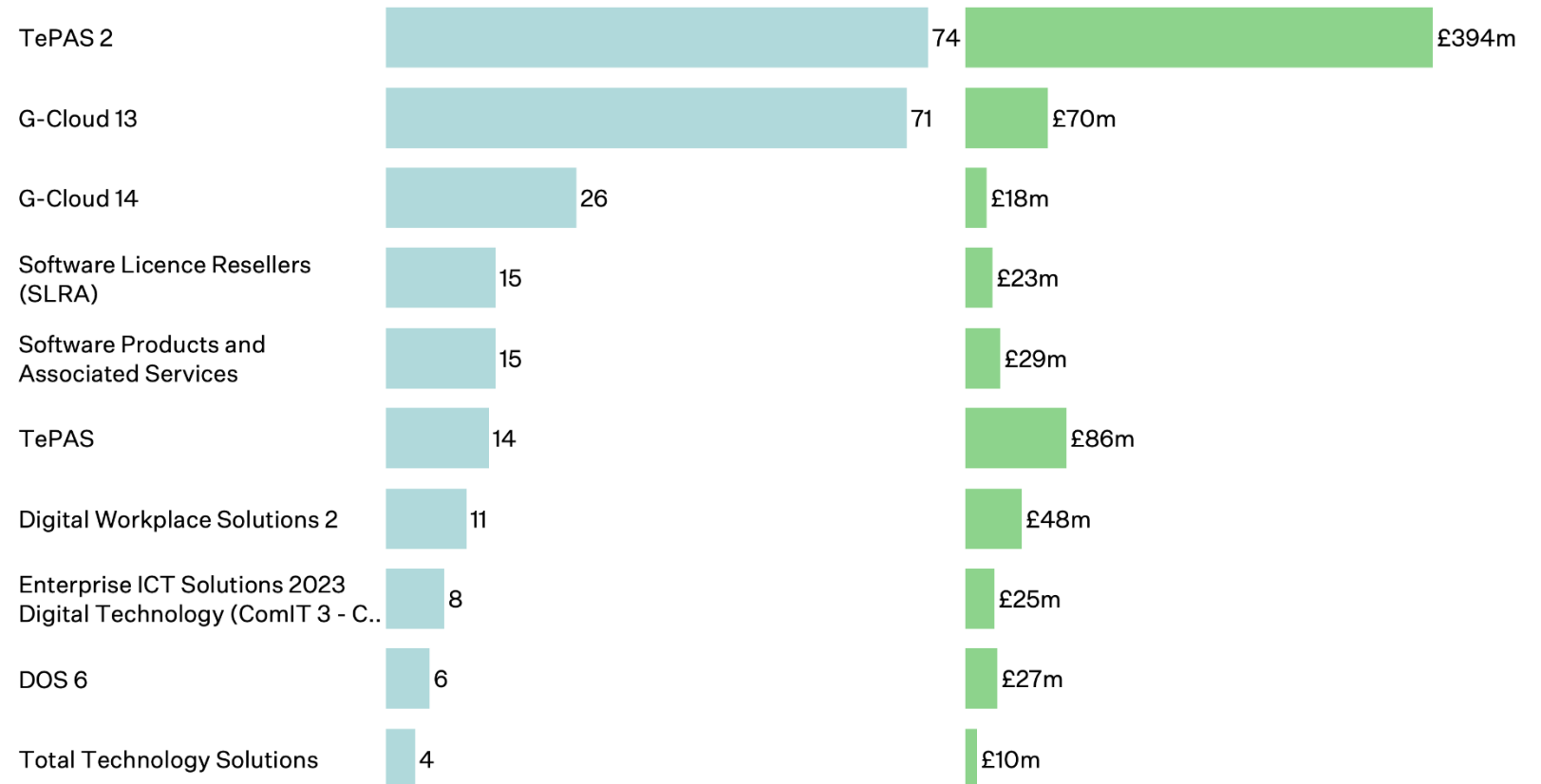
#2 – Setting yourself up for success

Using data to prioritise the *right* frameworks for your business

Turn to the data to
see which
frameworks are used
**to call-off contracts
in your niche**



Top 10 frameworks used to award Microsoft-related contracts, by contract volume in FY24/25



#2 – Setting yourself up for success

Using data to prioritise the *right* frameworks for your business

Top frameworks used in FY24/25 by call-off volume, by buyer type

Central Government			Local Government			NHS		
1	UK SBS PR17075 Monitoring Services for Innovate UK	1,317	1	PAN3059 - Passenger Transport Services DPS	1,460	1	G-Cloud 13	209
2	G-Cloud 13	810	2	Provision of Client Assisted Passenger Transport Service for vulnerable Children & Adults	925	2	TePAS 2	123
3	TePAS 2	412	3	DPS for the supply of Passenger Transport Services	855	3	SBS10190 Healthcare Planning, Construction Consultancy and Ancillary Services	100
4	Historical Railways Estate (HRE) - Works Framework 2020	350	4	G-Cloud 13	471	4	G-Cloud 14	95
5	G-Cloud 14	333	5	Ageing Well Care Homes Framework	409	5	Digital Workplace Solutions 2	86

Turn to the data to see which frameworks are used **by your target accounts**



#3 – Maximising frameworks you're already on

Using data to get more value from your existing frameworks

Use new **Pipeline Notices** to anticipate future call-off contracts



Digital Services for Integrated Care Catalogue

Pipeline

NHS England (DHSC ALB) - Leeds, Yorkshire And The Humber, United Kingdom

Sources

[Find a Tender Service](#)

To a
Cat
under PCR 2015.

this will be procured via Crown Commercial Services - RM6345 Digital Capability for Health 2

under PCR 2015.

2nd Class Postal Services Solution

Pipeline

Cornwall Council - Truro, South West, United Kingdom

Sources

[Find a Tender Service](#)

Corn
Lot
ensu
a cri

Cornwall Council is going out to further competition on CCS framework RM6017 Postal Goods, Services and Solutions.

Lot 3 - Collection and delivery of letters, large letters and parcels

House of Lords Temporary Accommodation

Pipeline

House of Commons (HOC) - London, London, United Kingdom

Sources

[Find a Tender Service](#)

The Restoration and Renewal Delivery Authority Limited (the Delivery Authority) is responsible for planning and carry of a U been gener During the restoration and renewal of the Palace of...

The Delivery Authority intends to procure via RM6267 - Construction Works and Associated Services 2 (CWAS2) / ProCure 23 (P23) - Lot 5.

[Read more](#)

#3 – Maximising frameworks you're already on

Using data to get more value from your existing frameworks

Turn to the data to see **build a pipeline of expiring call-off contracts**



Value of live contracts expiring on G-Cloud frameworks, by contract end date between 2026 - 2028

	January	February	March	April	May	June	July	August	September	October	November	December	Grand Total
2026	£35m	£47m	£286m	£87m	£42m	£56m	£58m	£39m	£64m	£87m	£948m	£107m	£1.9b
2027	£65m	£53m	£89m	£76m	£32m	£69m	£47m	£48m	£84m	£33m	£19m	£49m	£664m
2028	£22m	£25m	£68m	£35m	£39m	£12m	£24m	£5m	£24m	£11m	£8m	£14m	£288m
Grand Total	£122m	£125m	£443m	£197m	£113m	£137m	£130m	£92m	£172m	£132m	£975m	£171m	£2.8b

#4 – Marketing your frameworks

Don't presume buyers know about your frameworks!



Comms strategy



Email marketing



Case-studies



Videos, explainers &
fact-sheets



Landing pages

#4 – Marketing your frameworks

Examples

The screenshot shows the 'Frameworks in numbers' landing page for Graham Construction. The page features the Graham logo at the top, followed by a navigation menu. The main heading is 'Frameworks in numbers'. Below this, three key statistics are displayed: '50+ frameworks', '220+ clients / authorities', and '£1bn total value of works'. The page also includes a section titled 'Benefits of using Frameworks' with two sub-sections: 'Strategic Alliances' and 'Fastest Routes to Market'. The 'Strategic Alliances' section describes how frameworks provide a platform to build strategic alliances with public-sector partnerships, government bodies, local authorities and private sector clients, delivering social value at the greatest point of impact within our communities. The 'Fastest Routes to Market' section states that for clients, frameworks can be one of their fastest routes to market, streamlining the tender process and providing demonstrable value for money. They also allow for measurable time, quality and cost savings whilst promoting collaboration and partnership.

GRAHAM

About GRAHAM Divisions Projects ESO News Work with us Where we work

Frameworks in numbers

50+
frameworks

220+
clients / authorities

£1bn
total value of works

Benefits of using Frameworks

Strategic Alliances
Frameworks provide us with the platform to build strategic alliances with public-sector partnerships, government bodies, local authorities and private sector clients, delivering social value at the greatest point of impact within our communities.

Fastest Routes to Market
For our clients, frameworks can be one of their fastest routes to market, streamlining the tender process and providing demonstrable value for money. They also allow for measurable time, quality and cost savings whilst promoting collaboration and partnership.

Graham Construction:

Landing page, explaining framework benefits & listed agreements

<https://www.graham.co.uk/frameworks/>

The screenshot shows the 'National Frameworks' section of the Graham Construction website. It features a grid of five logos representing different public sector clients: Crown Commercial Service Supplier, Department for Education, Defence Infrastructure Organisation, Ministry of Defence, and NHS SCOTLAND. Each logo has a 'Read more >' link below it. Below the grid, there are additional logos for NHS and Defence, which are partially visible.

National Frameworks

Crown Commercial Service Supplier
Read more >

Department for Education
Read more >

Defence Infrastructure Organisation
Read more >

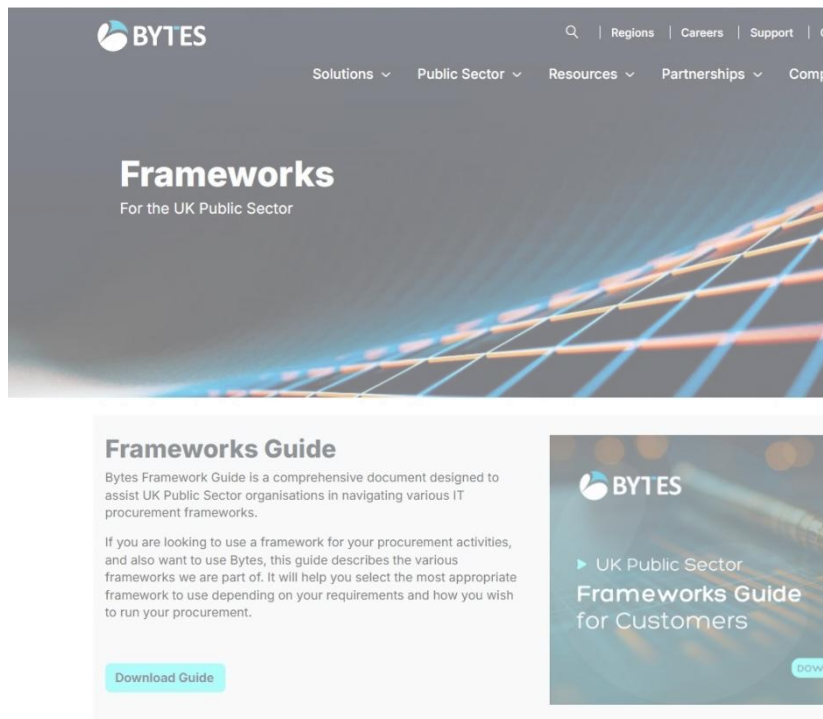
Ministry of Defence
Read more >

NHS SCOTLAND
NHS Scotland >

NHS
Defence

#4 – Marketing your frameworks

Examples



PUBLIC SECTOR FRAMEWORKS GUIDE FOR CUSTOMERS

BY CHRIS SWANI

OCTOBER 2024

Frameworks Guide

- 1 -

© Bytes 2020
www.bytes.co.uk

Bytes:

PDF Guide, 'Public Sector Frameworks Guide for Customers'

<https://www.bytes.co.uk/customers/verticals/government-frameworks>

#5 – Turning your sales team into educators & advocates

Examples



Assume buyers don't know about your frameworks



Reassure buyers they're allowed to use your framework (if relevant), and educate them on how to procure through it



Explain why it's beneficial to use your framework (vs. open competition)



Team up with procurement – you have the same goals!

Recap

- 1. Frameworks are an increasingly popular route-to-market**
- 2. Therefore: you can't afford a passive approach**
- 3. 5x strategies to maximize your frameworks:**
 1. Mindset shift, from passive to active
 2. Use data to prioritise the frameworks that will set you up for success
 3. Use data to build call-off pipeline
 4. Market your frameworks with a proper comms strategy
 5. Educate and help buyers to use your frameworks

Connect with me!



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tussell

All the data in this report came directly from Tussell's **online market intelligence platform.**

Contract Awards

- Contract**
Contains any of these keywords
 - ☒ Human Resources
 - ☒ HR

Key Decision-Makers

- Job Title**
Job Title
 - ☒ Commercial Director

- By Contact Information**
 - ☒ Has email
 - ☒ Has phone number

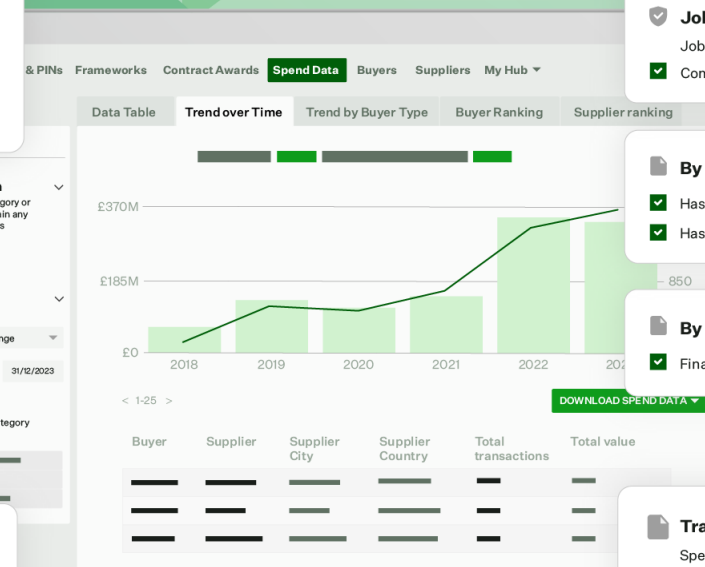
- By Function**
 - ☒ Finance

Frameworks

- By Framework**
Contract Framework
 - ☒ G-Cloud 12
 - ☒ Technology Services 2 - RM3804

Spend Data

- Transaction**
Spend type, category or description contain any of these keywords
 - ☒ Facilities Manager
 - ☒ FM



To learn more and see it in action visit tussell.com



GOVNET



GOVNET



Healthcare

Offers opportunity for growth by uniting Health Tech and Digital Health providers with leaders from across the NHS.

HETT



Technology

Uniting tech, fraud and justice providers with key public sector budget holders from Central and Local Government, Healthcare, and the wider public sector.

**DiGi
GOV** EXPO

MODERNISING
**CRIMINAL
JUSTICE**
CONFERENCE

 **COUNTER
FRAUD**



Education

Connecting education suppliers with buyers from Universities, Schools, Academies, MATs and the wider education Sector.



We help suppliers connect with buyers across healthcare, technology and education sectors.

Frameworks Are the Route — People Are the Drivers

Why Face-to-Face Still Matters

In today's digital-first procurement landscape, we often overlook the human element. This section of the webinar will explore how combining structured frameworks with meaningful face-to-face engagement creates optimal outcomes for winning contracts across the NHS, Central and Local Government.



What Frameworks Miss

Frameworks offer essential structure, but they're only part of the procurement story. They help buyers filter options efficiently but can't replicate the nuanced understanding that comes from direct engagement.

While frameworks standardise the selection process, they don't capture the full context of how solutions work in real-world scenarios or the cultural fit between organisations.

Structure Without Context

Procurement decisions aren't made on paper alone - specifications tell only part of the story.

Filtering, Not Choosing

Frameworks help buyers filter options but don't provide the insight needed for final selection.

Value Beyond Capability

Face-to-face gives insight into supplier *value*, not just technical capability.



Public Sector: The Value of Face-to-Face

How Face-to-Face Bridges the Gap



- Demonstrations and site visits build clarity
- Real dialogue ensures better fit
- Shifts focus from "what it does" to "why it matters"

Final decisions are shaped by:

- Clinical input in the NHS
 - Policy alignment in central government
 - Local context in local authorities
- all elements are best understood through direct engagement.





Trade Show Insight

62%

Discovery Rate

Public sector attendees discover 1-3 new potential vendors at trade shows

82%

Decision Authority

Trade show attendees have direct purchasing authority

3

Key Benefits

Build trust, context, and mutual understanding

Procurement is fundamentally personal, despite the digital transformation of the purchasing process.



Frameworks Enable Access, F2F Creates Outcomes

Frameworks Help You:

- Simplify Procurement
- Ensure Compliance
- Promote Value for Money

Face-to-Face Helps You:

- Build trust between organisations
- Understand real-world implementation needs
- Improve delivery outcomes through relationship

You need both — frameworks get you in the door, but conversations seal the deal.



Three Essential F2F Touchpoints



Supplier Days & Discovery Events

Early market engagement sessions where buyers can explore options before formal procurement begins



Site Visits & Co-Design Workshops

On-site demonstrations and collaborative sessions to understand operational fit



Industry Events

Trade shows, conferences, and roundtables that bring stakeholders together

These touchpoints create access to decision-makers, opportunities to shape understanding, and better alignment with operational realities.



F2F = Meaningful Engagement



Being Present Enables:

- Real Engagement
 - Connect with multiple stakeholders simultaneously
- Stronger Outcomes
 - Build relationships that survive implementation challenges
- Unwritten Requirements
 - Hear what's *not* in the spec but still matters



Decision Influence

Trade show attendees can influence purchasing decisions



What You Can Do Next

1

Activate Your Presence

Don't just join frameworks - actively engage with buyers through events and demonstrations

2

Build Visibility & Trust

Use industry events strategically to establish credibility with decision-makers

3

Start Early Conversations

Engage before formal procurement begins to shape requirements



Join Us In Person

HETT Show

7-8 Oct 2025, ExCeL London

- 4,500+ healthcare technology attendees
- 200+ expert speaker
- Network with NHS leaders, CIOs, and technology decision-makers



DigiGov Expo

24-25 Sept 2025, ExCeL London

- £21.98bn in live value from 3,449 contracts represented in 2024
- 150+ Public Sector tech suppliers due in 2025
- 3,000+ public sector tech professionals expected to attend



Come meet the teams behind the decisions

GOVNET



To Summarise...

1. Use hard data to prioritise the agreements that are *actually* used to award work in your niche
2. Meeting the Public Sector in person builds the relationships that turn these agreements into contracts.

Get in touch

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