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Award

Leadership Effectiveness Services

East West Rail Company Limited

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-019073

Procurement identifier (OCID): ocds-h6vhtk-050d0e ([view related notices](#))

Published 6 May 2025, 12:47pm

Scope

Reference

CT4524

Description

The Services are the provision of targeted development programs, coaching, and strategic culture-building initiatives to strengthen leadership effectiveness across the Board, Executive, and Senior Leadership teams.

The Services will deliver ongoing coaching, development programs, and culture-building initiatives, tailored to EWR Co., ensuring that all leaders are equally equipped to navigate challenges and contribute to a high-performance environment.

Contract 1

Supplier

- [Kotter Inc.](#)

Contract value

- £800,000 excluding VAT
- £800,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

16 May 2025

Contract dates (estimated)

- 19 May 2025 to 31 March 2026
- 10 months, 13 days

Main procurement category

Services

CPV classifications

- 79996000 - Business organisation services

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Special regime

Utilities

Direct award justification

Single supplier - technical reasons

The East West Railway Company (EWR Co.) has undertaken prior market engagement with alternative providers to assess their capability and capacity to deliver the required services.

Based on this market testing and evaluation, EWR Co. has determined that Kotter Inc. is the only supplier with the demonstrated capability, sector-specific experience, and capacity to deliver the services to the standard necessary for achieving the programme's strategic outcomes. This includes a high level of expertise in leadership development, with a team of experienced facilitators and an established framework that aligns with EWR Co.'s strategic goals. This combination of contextual knowledge and targeted expertise positions Kotter Inc. as the only suitable partner to support EWR Co.'s leadership development initiatives and ensure meaningful, sustainable outcomes.

This direct award is made under Section 41(1)(b) of the Procurement Act 2023, on the basis that the selected supplier is the only provider capable of meeting the specific and complex requirements of the project, thereby ensuring value for money and continuity of delivery.

Supplier

Kotter Inc.

- Public Procurement Organisation Number: PJML-8976-WVXW

5 Bennett Street

Cambridge MA

MA 01238

United States

Email: info@kotterinc.com

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

East West Rail Company Limited

- Companies House: 11072935

The Quadrant, Milton Keynes

MILTON KEYNES

MK9 1EN

United Kingdom

Contact name: Will Green

Email: william.green@eastwestrail.co.uk

Region: UKJ12 - Milton Keynes

Organisation type: Public authority - central government