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Contract

## Leadership Effectiveness Services

East West Rail Company Limited

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-025523

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

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## 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 2**

### **Supplier**

- [Kotter Inc.](#)

### **Contract value**

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

Above the relevant threshold

### **Date signed**

20 May 2025

### **Contract dates**

- 21 May 2025 to 31 March 2026
- 10 months, 11 days

### **Main procurement category**

Services

## **CPV classifications**

- 79996000 - Business organisation services

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **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.

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## Supplier

### **Kotter Inc.**

- Public Procurement Organisation Number: PJML-8976-WVXW

5 Bennett Street

Cambridge MA

MA 01238

United States

Email: [info@kotterinc.com](mailto:info@kotterinc.com)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2

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## 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](mailto:william.green@eastwestrail.co.uk)

Region: UKJ12 - Milton Keynes

Organisation type: Public authority - central government