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Award

Get Britain Working Coaching Academy

Department for Work and Pensions

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

Notice identifier: 2025/S 000-037483

Procurement identifier (OCID): ocids-h6vhtk-055945

Published 4 July 2025, 2:49pm

Scope

Description

To enable and support the delivery benefits of the Get Britain Working White Paper, DWP need to design and deliver a Get Britain Working Coaching Academy to; transform DWP into a genuine "Department for Work" with a new national jobs and careers service, address the 2.8 million people out of work due to long-term sickness, reduce the number of young people not in education, employment, or training (NEET), tailor support to local needs and reduce regional disparities and deliver reforms and ensure accountability.

The Academy will enable service delivery colleagues to provide professional coaching and employment support that moves customers towards their work and career objectives that benefits them and fulfil wider employment, skills and health objectives in their communities.

DWP's scope of requirements;

Have a significant practical insight and experience of effective employability support, to help design and develop the Academy (employability professionals). This is so it will enable Jobcentres alter the employability landscape, equipping and upskilling staff with the; skills, knowledge, professional credentials and networks to support more people into sustainable work.

Can support the development of the Academy to influence and equip staff to understand the potential impact they have on their local employability ecosystem, working with employers, partners, organisations, Local Authorities and sector stakeholders to shape local approaches, improve service delivery and drive excellence in employment support.

Assist in the development of a quality improvement framework and Centre of Enablement to enhance performance, align best practice, and build stronger, more effective Employability Services and outcomes for citizens. DWP aim for Jobcentres to be recognised as supporters of economic growth, assisting employment development and social mobility, benefiting not only individuals but entire communities and economies.

Provide advice and help build a system of accreditation, and ensure that development programs are informed by evidence from global employability programs and practice, ensuring Practitioners benefit from the latest and most effective methodologies. Offer accredited learning and qualifications built by the sector, for the sector.

Develop a suite of learning opportunities designed specifically for Employability Practitioners. Including accreditation tailored to the needs of frontline delivery and the diverse people they support; blended learning approaches, including bite-sized online learning, classroom-based training, and mentoring, to suit different job roles, learning styles and experiences; modules that focus on key challenges and taking a trauma informed approach such as mental health, neurodiversity, and coaching excellence; a lifelong learning approach, supporting our people throughout their careers and providing ongoing development opportunities.

Have experience of working with Local Authorities and other Government Departments (Internationally and Nationally) to shape employability standards.

The Supplier should be a professional membership body, dedicated to employability professionals and able to provide the full requirements without the need of subcontractors, to allow the business to work directly with the provider and ensure seamless project design and implementation given imminent delivery timescales. Direct engagement will allow DWP to co-create policy and practice with the supplier, ensuring alignment with national goals and real-time access to insights, innovations, and best practices from across the sector. The Supplier should be able to set standards and accredit providers without commercial bias.

Contract 1

Supplier

- [Institute of Employability Professionals](#)

Contract value

- £430,000 excluding VAT
- £516,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

31 July 2025

Contract dates (estimated)

- 5 August 2025 to 31 March 2026
- Possible extension to 31 March 2028
- 2 years, 7 months, 27 days

Description of possible extension:

Initial 1 term (August 2025 - March 2026) and potential for 2 x 12 month extensions dependant on future budget allocation.

Main procurement category

Services

CPV classifications

- 79415200 - Design consultancy services

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Switching to direct award

DWP have conducted an expression of interest exercise and have received no suitable

requests to participate and a contract award using a competitive tender process will not be possible as this is a highly specialised ask.

Supplier

Institute of Employability Professionals

- Companies House: 07893452

3rd Floor 86 - 90 Paul Street

London

EC2A 4NE

United Kingdom

Email: enquiries@iemployability.org

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): Yes

Contract 1

Contracting authority

Department for Work and Pensions

- Public Procurement Organisation Number: PJCP-7274-TLRQ

Caxton House 7th Floor 6-12

London

SW1H 9NA

United Kingdom

Email: emphrservices.emphrservices@DWP.GOV.UK

Region: UKI32 - Westminster

Organisation type: Public authority - central government