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Contract

WMFS Supervisory Management Training for People Development_2025

West Midlands Fire and Rescue Authority

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

Notice identifier: 2025/S 000-085413

Procurement identifier (OCID): ocds-h6vhtk-05fb95

Published 22 December 2025, 1:42pm

Scope

Reference

C5886

Description

Ad-hoc provision of Supervisory Management Training for WMFS Personnel. Training to be delivered virtually at intervals organised by the Authority.

Contract 1. WMFS Supervisory Management Training for People Development_2025

Supplier

- Confident Conversations Ltd

Contract value

- £51,750 excluding VAT
- £62,100 including VAT

Below the relevant threshold

Date signed

18 December 2025

Contract dates

- 1 January 2026 to 31 December 2026
- Possible extension to 31 December 2028
- 3 years

Description of possible extension:

2 x 12 Month Options to extend

Main procurement category

Services

CPV classifications

- 79632000 - Personnel-training services
- 80570000 - Personal development training services

Contract locations

- UKG - West Midlands (England)

Key performance indicators

Name	Description	Reporting frequency
Customer Satisfaction	Contract Participants perception of products/services taken from agreed end user satisfaction survey. Surveys must be completed and including on all Training delivered to the Authority - expectation of 100% completion rate. Feedback Surveys will be monitored and reviewed by WMFS People Development Team. If any single Feedback Survey is returned	3 months

Name	Description	Reporting frequency
Issues	Issues in sessions must be reported to WMFS People Development Team and Contract Manager. Technical Issues must be flagged at point of occurrence for rectification and should not present a barrier to Training and course attendees experience. Any issues or concerns regarding Safeguarding, Health and Wellbeing must be reported to WMFS People Development Team within 24 hours of concern.	3 months
N/A		

Procedure

Procedure type

Below threshold - limited competition

Supplier

Confident Conversations Ltd

18 Peebles Avenue Blackbrook St Helens

Merseyside

WA11 9QS

United Kingdom

Telephone: 07976 743 882

Email: andrea@confidentconversations.co.uk

Region: UKD71 - East Merseyside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. WMFS Supervisory Management Training for People Development_2025

Contracting authority

West Midlands Fire and Rescue Authority

- Public Procurement Organisation Number: PPTP-2948-MYQP

Fire Service Headquarters, 99 Vauxhall Road

Birmingham

B7 4HW

United Kingdom

Email: procurement@wmfs.net

Website: <https://www.wmfs.net/>

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government