



WEBINAR

10AM-11AM, 25th November 2025

G-Cloud 15: How to submit a winning application and secure more awards

Winning strategies for a successful application.





The single platform to grow your public sector revenue

Trusted by



Go from disjointed tools...

Strategy
consultants

 GlobalData.

Market
intelligence

 BIP
SOLUTIONS

 tussell

Framework
monitoring

 framespan

Sales
enablement

 zoominfo

 Excel

 Google Sheets

Tender & contract
trackers

 contracts
advance

Bid & proposal
solutions

AutogenAI

 responsive
formerly RFPID

...to a single source of truth.



the single place to grow your public sector business.



Plan
clear strategy



Build
earlier pipeline



Find
relevant tenders



Create
winning bids

Aims of the session

- ✓ Grasp what the key changes in G-Cloud 15 mean for you
- ✓ Size and prioritise your G-Cloud 15 opportunity with contract award and spend data
- ✓ Craft listings that are easy to find and score highly
- ✓ Turn the remaining time on G-Cloud 14 window into extra wins

Agenda to achieve the aims

Section 1: What's changing and why it matters

Key changes to G-Cloud 15 and what they mean for your current framework strategy.

Section 2: Where to focus and grow your revenue on G-Cloud 14 & 15

Use spend data, buyer concentration and contract expiries to prioritise the right lots, buyers and partners.

Section 3: Fireside chat with Advice Cloud and Climate Essentials

Hear from top suppliers on practical ways to make listings discoverable and score highly.

Q/A with your speakers

Add your questions to the Slido.

01.

What's changing and why it matters

Key changes to G-Cloud 15 and what they mean for your current framework strategy.

G-Cloud 15 is now open for submissions and will close on 30 January 2026.

Frameworks /

Open • Closing in in 3 months

G-Cloud 15

Overview Suppliers Buyers Call-off notices

Description

G-Cloud 15 (GC15) is the proposed replacement for G-Cloud 14 (GC14), G-Cloud 14 Lot 4 (GC14.4) and Cloud Compute 2 (CC2). It is the largest framework of its kind in the public sector. G-Cloud spend for FY23/24 was £3.1bn and Cloud Compute was £0.5m.

The Public Cloud market (in the Public Sector) is estimated to be worth £6bn in 2024 according to the Department for Science, Innovation and Technology and Government Digital Service. This includes services that have already migrated to cloud (under the Cloud first policy) and the potential for those services yet to move to cloud.

G-Cloud 15 will introduce a number of further improvements, mainly focussing on increased playbook and policy compliance and intention to adopt a more traditional approach to evaluation, as seen on other CCS frameworks, these include:

- Leveraging the popularity of G-Cloud to incorporate Cloud Compute services which have historically been available through Cloud Compute 1 and 2, removing the need for Cloud Compute 3
- Discontinuing Lot 4 and enabling both call off with and without competition in all Lots
- Social Value, Quality, and Price Evaluations delivered through the evaluation at scale project, pending digital enhancements
- Introduction of appropriate levels of Economic and Financial Standing (EFS) for each Lot in G-Cloud 15, replacing the Bronze Plus blanket approach used for G-Cloud 14.
- Inclusion of prompt payment and no longer needing to seek a Ministerial exemption
- A range of digital enhancements to improve the buyer and supplier experience and provide better quality category information.

Details

Signal score ||| 0

Provider [Crown Commercial Service](#)

Contracting auth. [Crown Commercial Service](#)

Value £14.00B

Type Framework

Lots 5

Suppliers --

Source <https://www.crowncommercial.gov.uk...>

Procurement contact

A view of Stotles' Notices feature containing all published tender notices and awards, as well as upcoming frameworks and pipeline opportunities.

Framework consolidation, tougher credentials and a new evaluation model now shape every strategic choice you make on G-Cloud.

Procurement Act changes things

G-Cloud 15 is a 4 year open framework, so you need a plan to refresh pricing, services and relationships over time, not a one-off bid.

Know your lot

There are 5 tightly defined lots with a shared taxonomy, so you must place each service in the right lot and tags if you want buyers to actually find you.

Win on score, not access

Entry is now scored on quality, price and social value, so your submission needs a clear value story, not just compliant boilerplate.

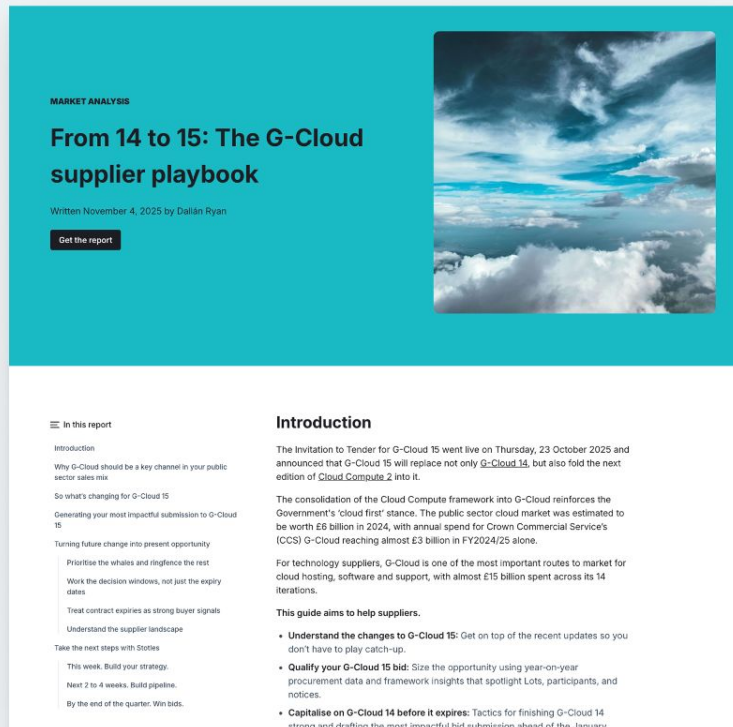
Sort your credentials early

Financial standing, carbon plans, cyber and technical assurance are checked up front, so fix any gaps before you apply.

Prepare for real competitions

Buyers can direct award or run mini competitions in every lot, so you need strong listings plus a repeatable response playbook when they decide to compete spend.

What to keep in mind



While there are plenty of information dense content from CCS and other organisations, our G-Cloud 15 report breaks down the strategic angles so that suppliers can be best positioned for G-Cloud success.

02.

Creating a winning G-Cloud strategy

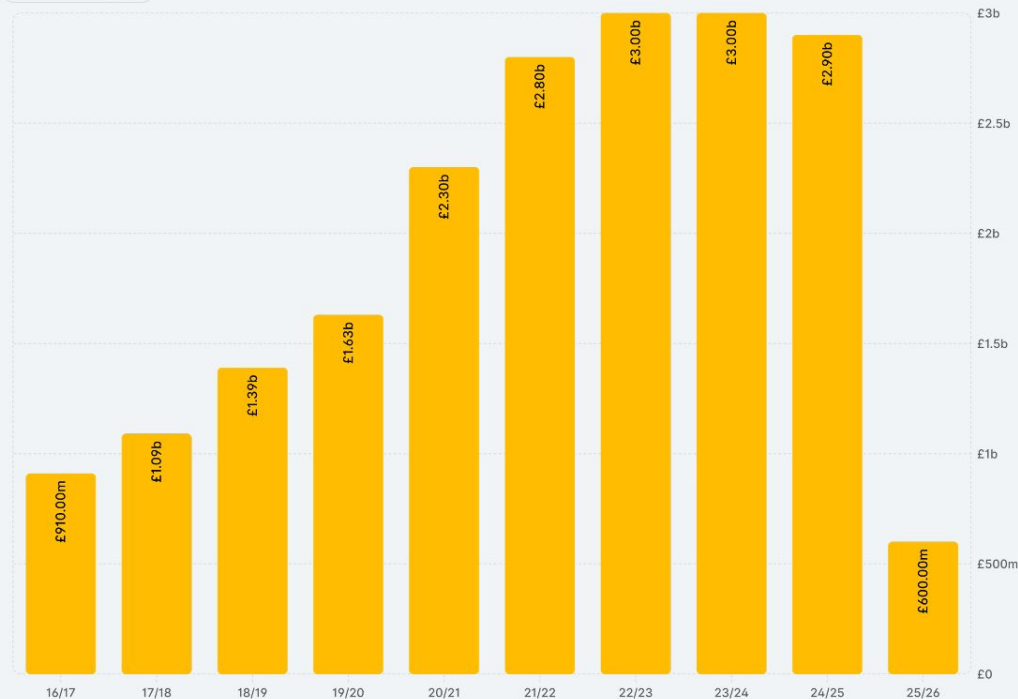
Use spend data, buyer signals and contract expiries to prioritise the right lots, buyers and partners.

The data shows an increasing prize of concentrated spend you can only unlock with focus.

G-Cloud spend is increasing yearly

Based on CCS-reported G-Cloud spend

■ Evidenced spend

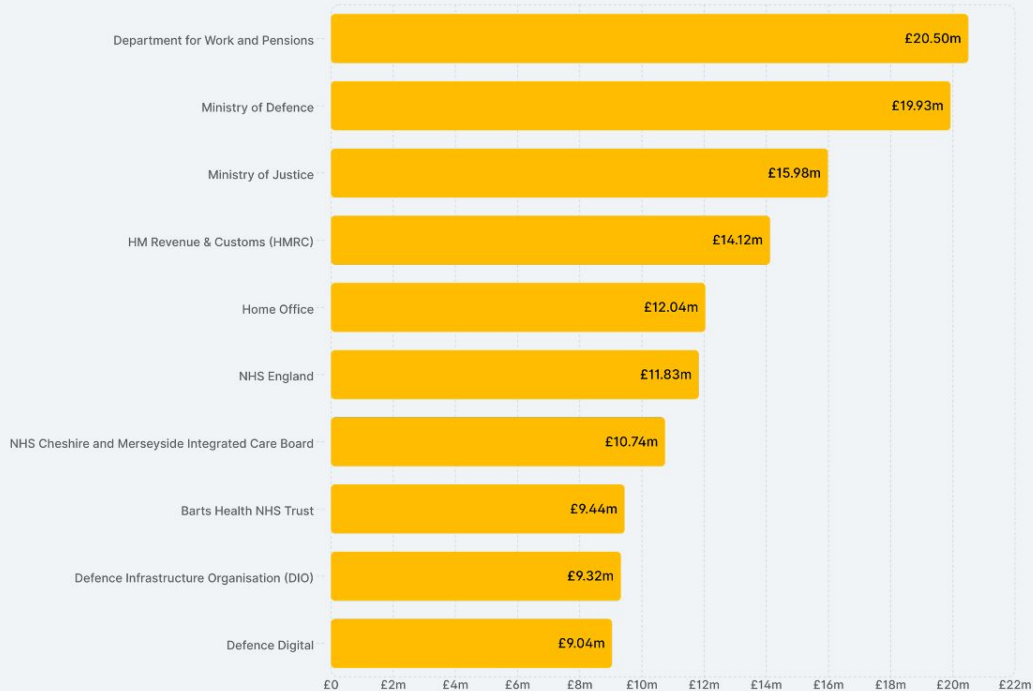


Focus most of your effort on a small group of high value buyers where spend and fit already exist.

Home Office leads on G-Cloud 14 spend

Based on CCS-reported G-Cloud spend

■ Evidenced spend

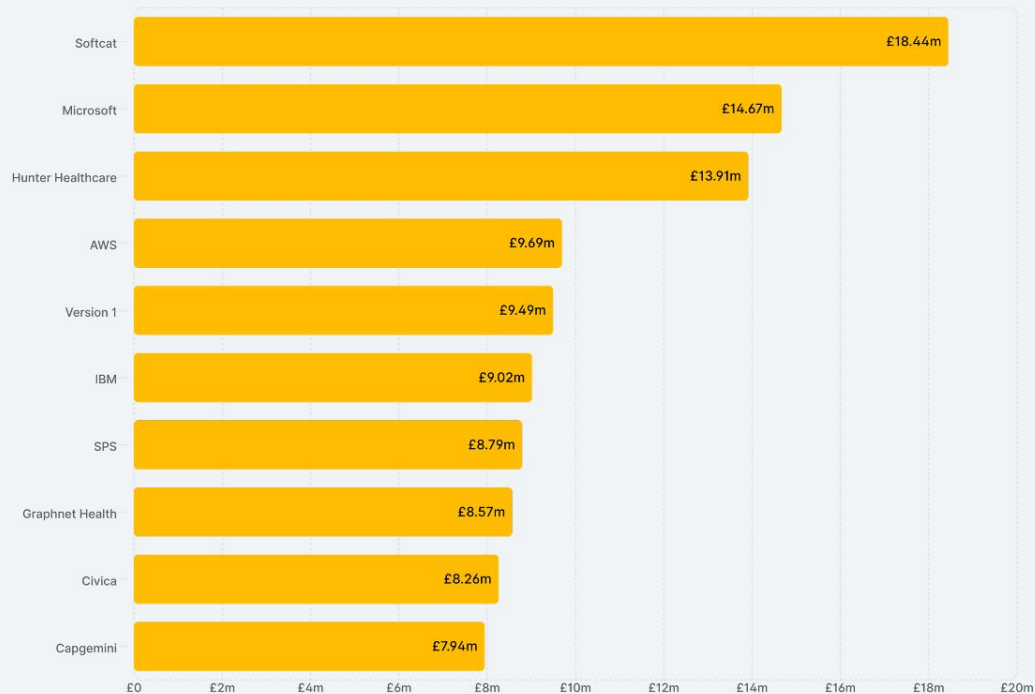


Who wins on G-Cloud 14? Mostly giants, with a few fast climbers.

Big players dominate G-Cloud 14, but challengers are breaking through

Based on CCS-reported G-Cloud spend

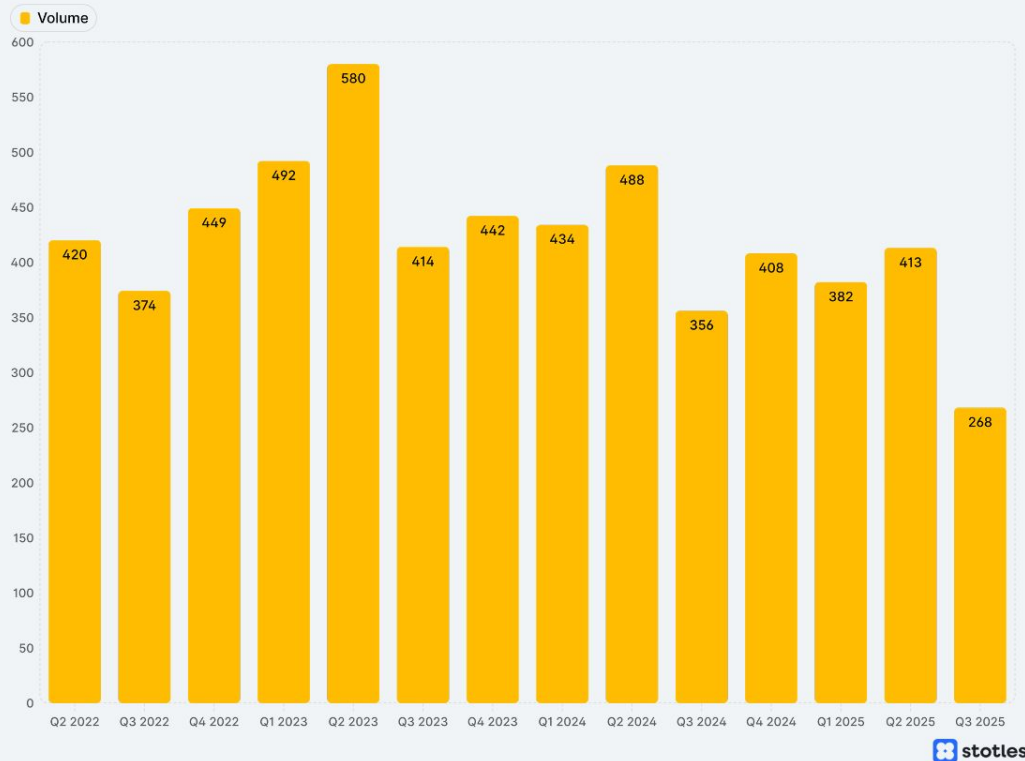
■ Evidenced spend



**Align your outreach
with budget cycles
and programme
milestones, not just
contract end dates.**

Spikes in new awards activity correlate with budget renewals

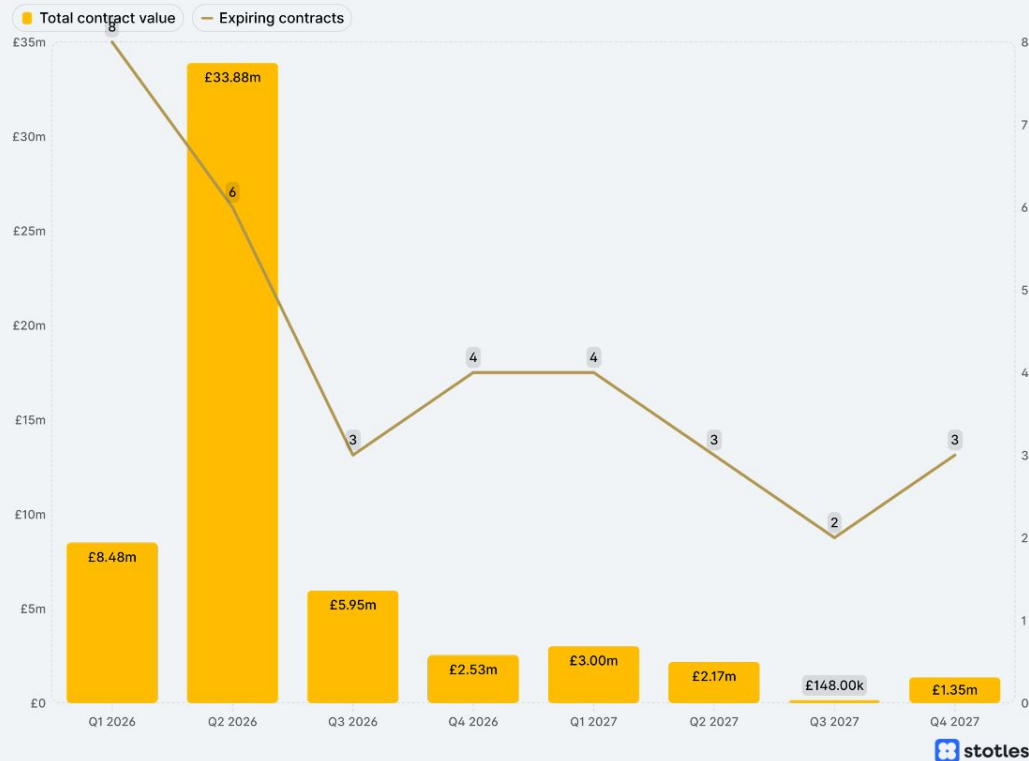
Based on Stotles' G-Cloud framework data



Q1 2026 shows the largest number of confirmed re-procurements coming to market, Q2 showcases the most valuable contracts up for grabs.

Confirmed re-procurements coming to market over the next 2 years

Based on Stotles' G-Cloud framework data





03.

Fireside chat with Advice Cloud and Climate Essentials

Hear from top suppliers on practical ways to make listings discoverable and score highly.

About Climate Essentials

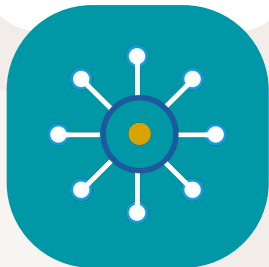
Climate Essentials was founded to make carbon accounting accessible to organisations of all sizes and sectors.

Our mission is to provide businesses with the tools and expertise to navigate the transition to a net zero economy.

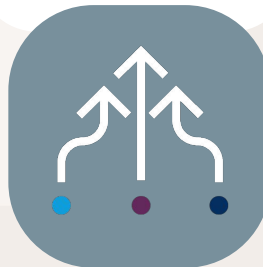
We provide carbon accounting, reporting and reduction planning software to organisations of any size, industry and sector, helping them meet their reporting requirements, access market advantage, and benefit from operational efficiencies.

Our services

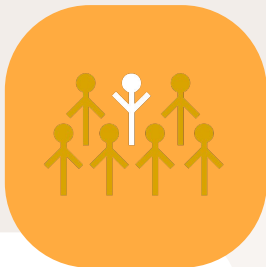
Framework Applications



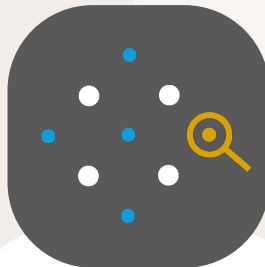
Procurement Plus
(at-hand expert support)



Workshops and Training



Go-to-Market Assessments



Bid Services



**What does a good
application look like**



**You've got a listing,
now what**



**How are you
preparing for the
changes**





04.

Q&A