

BID SUPPORT

BID WRITING SUPPORT SERVICE





BAXENDALE BID SUPPORT

BID STRATEGY

BID WRITING

BID MANAGEMENT

BID REVIEW

CONTRACT RENEWAL PREPARATION

WIDER SUPPORT

OUTSOURCED BID TEAM



BID WRITING SUPPORT SERVICE

With extensive expertise across health and care sectors, Baxendale's bid writing support service helps organisations craft compelling, high-quality tenders that stand out in competitive procurements.

We provide tailored support at every stage, from developing the solution to the final submission, focussing on your strengths and highlighting value.

WHO WE ARE

Baxendale, an employee-owned B-Corp is an impact-driven provider of strategic advice and effective, innovative solutions for the health, care, and wellbeing sector.

We provide strategic support to health providers in the primary, community and secondary care spaces.

OUR TEAM HAS SECURED OVER
£3 BILLION OF CONTRACTS FOR
OUR CLIENTS, WITH A **92% WIN**
RATE FOR QUALITY (86% overall).



SOME EXAMPLES OF THE TYPE OF SUPPORT WE CAN OFFER INCLUDE:

BID STRATEGY

At Baxendale, we understand that winning tenders of significant scale requires more than just a bid document.

Our comprehensive approach to bid strategy is designed to maximise your chances of success by highlighting your strengths and mitigating weaknesses. We can help by:

- Analysing the commissioner's objectives and tailoring a strategy that aligns with their goals
- Conducting a thorough market and competitor analysis to identify your strengths and weakness, accentuate your advantages and neutralise limitations
- Developing a compelling vision and service offer, setting the foundation for further developing work, ensuring a clear and impactful proposal
- Identifying and emphasising key win themes that resonate with the commissioner



BID WRITING

With expertise across most health and care sectors, Baxendale's bid writing support service helps organisation craft compelling, high-quality tenders that stand out in competitive procurements. Our expert bid writers ensure your submission is persuasive, well-structured, and meets all requirements. We provide tailored support at every stage, from developing the solution to final submission focussing on showcasing your strengths and highlighting value.

Our bid writers work flexibly operating as an extension of your in-house team supporting on everything from the full submission to key questions providing important additional capacity.

BID MANAGEMENT

We are experts in bid management and can help you prepare and plan for your successful tender processes. Our collaborative approach involves working closely with your team to define ways of working and establish a joint team between our company and yours.

With our comprehensive bid project management approach, we will identify key members of the bid team, their roles and responsibilities, and mitigate any potential risks and issues.

We will develop and manage a detailed timetable to ensure key dates and milestones are met, track progress and coordinate portal management and upload.



BID REVIEW

Our bid review service is ideal for organisations with an in-house bid resource who want an independent assessment of their bid.

Our team conducts a comprehensive review of all elements, ensuring your bid is compelling, well structured, and effectively communicates your unique selling points. We identify any potential gaps or areas for improvement, giving you the opportunity to make necessary adjustments before submission.

CONTRACT RENEWAL PREPARATION

To support clients whose contracts are soon up for renewal we offer an independent and comprehensive review of your service delivery to get 'procurement ready'. Our experts will assess your delivery against the original tender specification, contract terms, and your bid offer. We provide a detailed report highlighting your strengths and areas for improvement, coupled with actionable suggestions.

WIDER SUPPORT

Our support can also extend beyond submission. We can assist in preparation for bidder interviews and presentations, ensuring these all-important stages are not faced alone. Additionally, we're at hand to address any post-clarification queries that may arise.



WHAT OUR CLIENTS SAY

“The experience of facing a large and complex tender was quite intimidating and confusing, and the Baxendale team helped us make sense of this and build a vision that was meaningful and ultimately successful in achieving our aim. The Baxendale team were talented and had good experience in all areas”

Chris Winfield - Associate Director Strategy,
Torbay and South Devon NHS Foundation Trust

NEW!

OUTSOURCED BID TEAM

Our team of seasoned experts works alongside your clinical, operational and business development teams, delivering tailored bid support exactly when you need it. Our service is bespoke, curated specifically to meet your unique needs and circumstances.

A crucial part of our offer is the development of a bid and content library, created in collaboration with you, which ensures that all information is kept relevant, up-to-date, and is easily retrievable for future use. This will allow us to use our AI enabled technology.

We support with sourcing and careful evaluation of bid opportunities, informing strategic bid/no bid decisions that are vital to your success, taking the reins and managing the entire bid process from start to finish, allowing you to concentrate on your core operations.

As part of our meticulous bid management approach, we delve into analysing tender documents, overseeing the entire bid production and submission process.

We can organise service design workshops, create detailed question outlines, conduct insightful interviews with your subject matter experts, and then move into the drafting stage. Here, we work tirelessly, refining and rewriting until your submissions are as perfect as they can be.



VALUE FOR MONEY

As a social business and accredited B-corp we pride ourselves on providing outstanding value for money. We work as an extension of your team, guiding you through the process and providing strategic advice at every stage and using the latest technology to optimise our processes.

We are also via the Sonder Partnership an active supplier on the NHS Shared Business Services' (NHS SBS) Consultancy and Advisory Services for Health framework agreement.

GET IN TOUCH

Please feel free to get in touch, and a member of our team will gladly discuss available options, help you identify the most suitable support package for your needs, and provide an estimated pricing outline tailored to your requirements.

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FOR MORE INFORMATION:

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NHS
Shared Business Services
FRAMEWORK AGREEMENT SUPPLIER