

Case Study

Bid support for incumbent provider with highly ambitious specification detailing a transformative model with greater emphasis on prevention and early intervention, and data informed decisions along with a strategic partnership between the commissioner and the provider.



How We Helped

- Developing a robust bid strategy incorporating a detailed SWOT and competitor analysis, recognising that there was likely to be large corporate competitors. This was used to create clear win themes to guide all content.
- Facilitating a strategic partnership, bringing together Provide as a community provider with an Acute Trust (ESNEFT), Mental Health Trust (EPUT) and voluntary sector partner Terrance Higgins Trust.

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How We Helped

- Undertaking a comprehensive options appraisal for the pathology and online digital testing provider, followed by a procurement process to secure the best solutions.
- Managing the end-to-end Bid Process including portal management and clarification questions.

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The Outcome

Provide was successful in securing the bid, winning the contract for the service. Baxendale had led all elements of the bid writing, including developing some examples of young people's communication tools that scored highly and complemented the bid narrative.

We supported the mobilisation of the digital solution in advance of contract go live. The focus was on enhancing the existing sexual health EPR with a new service-user-facing Personal Health Record, as a platform for online sexual health services.

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What Our Clients Say

“Baxendale have been amazing on so many levels. Their expertise and guidance along with their outstanding bid writing capabilities are unparalleled - leading us to develop a highly creative, compelling, and winning bid. Alongside this they are a real pleasure to work with keeping us on track with kindness and humour.”

Michelle Parker
Business Development Director, Provide



Get in touch!

Our team at Baxendale led by **Managing Director Ceri Jones** are here to help you with your individual bid requirements.

Her primary objective is to simplify and streamline the bid process, eliminating unnecessary complexities and reducing stress for her clients.



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