

## **Situation:**

La vie en Rose is a small, client focussed domiciliary care organisation. They provide high-quality care for the elderly, disabled and adults with learning difficulties within their own homes. Registered Manager, Kasia contacted the team at Hudson via our web chat function after completing the Gloucestershire Health and Social Care Framework tender in house and unfortunately seeing a loss. The framework had re-opened and therefore, Kasia reached out to Hudson to support her with the tendering process.

## **Task/Challenges:**

As Kasia had not outsourced external bid writers before, she was quite sceptical of how the full process would be managed. However, Hudson's Head of Bid Management, Dan Hall set expectations with Kasia at initial communications, informing Kasia of our internal deadlines in order to complete the works efficiently and effectively. He informed Kasia of the bid team members who would be responsible for writing her tender and assured her that the team would be in touch shortly with a comprehensive bid plan.

As La vie en Rose decided to tender for two Lots, the work involved in the Gloucestershire Health and Social Care Framework totalled 14,400 words. Quite a few of these responses were scenario based and required a significant amount of technical input from Kasia herself.

## **Activity:**

After describing the Hudson tendering process to Kasia very clearly and sending her an initial and comprehensive bid plan, breaking down each

question and setting expectations from the start, Kasia became a lot more confident in our writing and tendering capabilities.

For the scenario-based questions in particular, Bid Writer, Robyn Crawford who was leading the tendering process arranged a phone call with Kasia to extract the technical information required in order to fully demonstrate the organisational experience within these tender responses. Utilising Kasia's past responses and the feedback provided by the buyer for the first submission, 3 of Hudson's experienced and skilled bid writers worked together effectively and completed all tender responses to an exceptionally high standard.

## **Results:**

Due to excellent collaboration with the client and efficiencies internally, all responses were completed, internally reviewed, externally reviewed and submitted 3 days before the deadline. La vie en Rose have now been offered a place on the Gloucestershire Health and Social Care Framework.

*"Dear Robyn, I would like to thank you and the entire Hudson team for our success. It would not have happened without your help. You guys are great.!!! We worked together as planned and promised. I am very impressed with your professionalism"* – **Kasia D'Orgee, Registered Manager, La vie en Rose.**