

Situation:

A new client in the HR sector approached us as they were looking for support to bid for a multi-lot framework for Public Health England (PHE). The client was bidding as a consortium, and were new to the tendering process, therefore required guidance through:

- The tender writing process and what particular information would add value to their response;
- How to navigate the online portal;
- Technical and bid related queries on the tendering process;
- Ensuring that the final content submitted was of an excellent quality and met the buyer's requirements.

Task/Challenges:

Particular challenges we faced when delivering services for this client included compiling information from multiple parties, as they were applying as a large consortium. Another challenge was the tight timescales involved before the deadline.

During this process, we streamlined communication with two key representatives of the consortium at ProMake and Skills Provision, who then cascaded information to their wider consortium group. We ensured that the client was aware of all evidence required as part of their submission and compiled this accordingly.

Our bid writing team developed case studies following consultation with the client, ensuring that technical information relevant to the buyer's

requirements was accurately reflected and concisely written within the specified word limits.

Activity:

Our bid manager developed a bespoke bid plan, detailing key information required from the client as part of the tendering process. Following this, our bid writing consultants liaised with the client to gather preliminary information to support the bid response. During the bid process, we ensured that the client was updated promptly at all times to support our efficient compilation of information. We liaised with the client primarily by telephone and email.

Throughout the bid writing process, we provided the client with draft responses for review with opportunities for revision or amends where necessary. Doing so ensured that they were happy with the completed responses and all information was accurate. This involved ensuring that each individual lot applied for was fully tailored to the specification, with appropriate evidence and experience provided.

We produced approximately 6000 words of written content over one week. This included completion of the client's online questionnaires, reviews, information compilation and edits. Once the client had signed off their content, we then ensured that all lots were uploaded to the online portal on time.

Result:

As a result of our high-standard consultancy services, the client was very pleased with how the team at Hudson streamlined the bid process for them. All four submissions were completed successfully and within the limited timescales available.

“On behalf of one of my business partners I retained the services of Hudson dealing primarily with Daniel and Katherine. The deadlines were very tight and we appreciated the timeliness of responses to questions that arose. The guidance throughout was first rate. All documentation was submitted on time over 4 separate but interlinked tenders.” **Chris Slay – Managing Director.**