

Case Study

Bid support for a radical new service model for Wellbeing Services, moving beyond a 'traditional' lifestyles oriented model to a fully integrated wellbeing solution with digital and self-help solutions that provided lifestyle support along with addressing underlying causes of poor health.



Project Brief

As the incumbent provider, Provide CIC sought our support to:

- Develop a robust bid strategy, recognising that this would be a highly competitive bid process including numerous multi-national companies
- Facilitate the design of a transformative model of care including a partnership approach and its governance
- Undertake robust financial modelling Lead all areas of bid writing and bid visuals

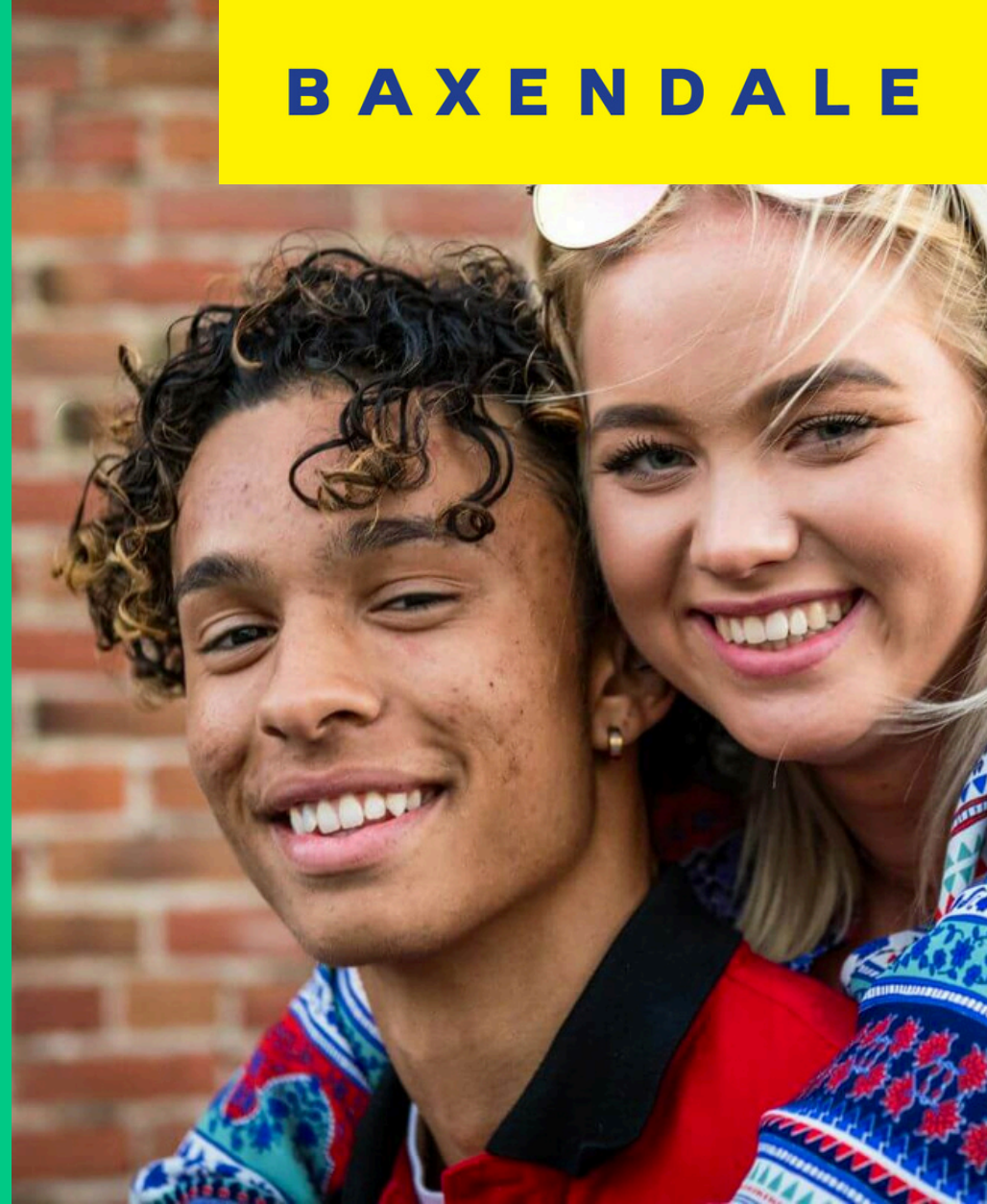
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How We Helped

Through a combination of best practice research and stakeholder engagement and workshops, we facilitated the creation of a bespoke and highly innovative model.

This seamlessly connected lifestyles support with asset based solutions to building community capacity and capability – all underpinned by a single digital platform combining service user and provider interfaces including self-help.



How We Helped

This was reinforced by robust behaviour change theories and a highly scalable, academia-backed community empowerment approach that met the specific needs and context of Essex County Council.

Alongside the service model, we brokered a 16 organisation partnership, each with a specific role and strength within a multitiered governance structure, and worked with the Provide team to build a robust financial model.



How We Helped

Finally, Baxendale led the full end-to-end bid writing process including the development of compelling visuals to support the description of a complex new model, ensuring this was underpinned by strong evidence.

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The Outcome

Provide was successful in securing the bid, winning the contract for the service.

We are proud to have helped Provide achieve an **impressive 94% score**.

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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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