



Case Study

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.

Our service offers direct support for health providers in the primary, community and secondary care spaces.

We Can Support You With

-  Bids and procurement
-  Improvement, innovation and transformation
-  Estates and infrastructure
-  Commercial growth and new ventures
-  Partnership development
-  People and organisational development
-  Evaluation and impact

Overview

Livewell Southwest is a social enterprise providing integrated health and social care as well as some specialist services for people across the Southwest. You can find their teams in community hospitals, GP practices, sports centres, health and wellbeing hubs, at community events and even at football matches.

The Project Brief

Livewell, as an innovative provider, were planning to extend their portfolio, further integrating a variety of care services, by submitting a tender to join an NHS England national framework to deliver a digital smoking cessation service.

The organisation needed support to complete their tender submission in a short period of time and to translate their existing locally delivered face-to-face service offer into a nationally applicable service for the NHS.

Our Solution

Development and Articulation of Win Themes

Given the tight deadline and to support the Board on their decision on whether to go for this opportunity, we completed a market analysis to assess if there were any strong competitors, working with the Livewell team throughout. Following this, we facilitated a workshop, helping to identify what it was that made Livewell stand out, and finally distilling the findings into approx. 5 or 6 themes.

Writing and Review of Bid Answers

Over two weeks, we provided rapid support to plan, write and review key answers within the bid application, e.g. on the service design, the workforce model as well as the social value section. Combined with our experience working with digital and smoking cessation services, our desktop research and stakeholder engagement supported our response.

Digital Service Design

The team delivering the service had little experience of designing and developing digital services. In collaboration with the team and their application provider, we designed and developed a patient journey that balanced existing resource and access to technology whilst staying focused on the patient.

The Outcome

Livewell won this bid based on the support we provided. As a result, they have been listed as a provider on the NHS Framework to deliver a digital smoking service with a clear service pathway. This means that, should they be selected to deliver this service, they have a robust service design in place to be able to operationalise it.

What Our Clients Say

“The Baxendale team provided clear communication throughout this project. They helped to make the process smooth while providing challenge in the right places to help to achieve high-quality outputs.”

Livewell Team Member



About Us: Meet Debbie Oxberry, Senior Bid Manager at Baxendale

Debbie has worked in health and social care business development for over 25 years.

She has successfully assisted numerous organisations in developing effective strategies and achieve business growth.

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

