



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

In 2021, Essex County Council initiated a procurement process for a radical new service model for Wellbeing Services. They wanted to move 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.

The Project Brief

As the incumbent provider, Provide CIC sought the support of Baxendale 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

Our Solution

Through a combination of best practice research and stakeholder engagement and workshops, Baxendale 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.

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 multi-tiered governance structure, and worked with the Provide team to build a robust financial model.

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.



The Outcome

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

94%

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



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.

