



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

We supported six NHS providers led by Torbay and South Devon NHS Foundation Trust to establish a partnership to bid to deliver Children and Young People's (CYP) community health and care services for Devon under a single contract of £360million.

The Project Brief

We developed, managed, and ran the PMO to oversee the development and delivery of the successful bid, drawing on multiple internal and external stakeholders across all delivery partners. We developed a bid strategy and brokered the partnership – creating a partnership governance structure and facilitating the creation of a strong, supportive alliance that would be able to work together fruitfully to deliver the 10-year contract.

With the clinical teams, we designed and developed a new service model, workforce strategy and structure and supporting IT systems. We worked with the alliance to build the financial model to deliver the contract within the financial envelope and led the development of all bid documentation.

The Outcome

The Alliance was successful, securing joined up provision for CYP services across Devon winning against the incumbent private sector provider.

This collaborative approach will ensure that CYP benefit from integrated care, better outcomes and innovative services that work together seamlessly to meet their needs.



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

What Our Clients Say

“The experience of facing a large and complex tender was quite intimidating and confusing, and the Baxendale team helped us make sense of this and build a vision that was meaningful and ultimately successful in achieving our aim. The Baxendale team were talented and had good experience in all areas.”

Chris Winfield, Head of Business Development

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.

