

Situation:

Artemis Domiciliary Care Ltd is a national domiciliary care agency that covers the North West and North East regions of England. Founded in 2012, they have extensive experience providing high-quality care and support for individuals and their loved ones, 24 hours a day, 365 days per year. Artemis Domiciliary Care is run by Registered Manager, Louise Kelton. To further expand and establish their services in the North East of England, Artemis Domiciliary Care required external bid writing assistance in order to produce a comprehensive and compelling tender response. After conversing with Hudson's Client Engagement Manager, Jamie Peacock, Registered Manager, Louise Kelton was directed to the Hudson Succeed Division and subsequently to Bid Writer, Hannah Wilkinson who was assigned as Project Manager.

Task/Challenges:

Hudson were contracted to complete an extensive Selection Questionnaire (SQ) and Data Protection Questionnaire containing over 20 questions, equaling around 20,000 words.

The layout of the tender, number of required attachments and its overall complex nature provided numerous hurdles. Hannah therefore supported Louise by clearly and simply breaking down the questions and information required using a bid plan. Due to Louise's busy schedule, we identified early on that email communication was the most conducive option to obtaining the information required to successfully write the responses. Over the course of this process, Hannah developed a positive working relationship with Louise and her team at Artemis Domiciliary Care and found out more about their working practices.

Due to the sheer amount of information required for this tender, the initial challenge was ensuring the correct documents and information was received. By implementing an easy to navigate organisational and tracking system, Hannah was able to efficiently organise relevant documents sent over by Louise and her team, this ensured both Hudson and Artemis

Domiciliary Care were aware of what had been received and what documents were still outstanding at any time.

Activity:

Thanks to Artemis Domiciliary Care's extensive experience providing a range of care and support services for a variety of individuals, we easily developed compelling narrative to showcase to the buyer Artemis Domiciliary Care's expertise, technical ability, and overall compassionate approach to providing high-quality tailored care and support for individuals.

Results:

Artemis Domiciliary Care's extensive knowledge, experience, and rapid response to providing information allowed for a seamless, smooth, and efficient exchange of information throughout the entire process. Thanks to this, the Hudson Succeed Team was able to craft persuasive and informative narrative for all responses as well as the necessary supporting attachments, review all documentation internally and externally before submitting on the 29th March 2021.

The challenges we faced in tackling a bid of this size did not deter us from working together to complete a high-quality tender submission, successfully landing Artemis Domiciliary Care a place on the Sunderland City Council Care and Support Framework. Louise provided the following testimonial:

"I have used Hudson Procurement Group to submit a tender to two Local Authorities. The service has been second to none from the outset. Any questions or queries have been answered promptly and dealt with efficiently. I will definitely be using their services again and I have already recommended them to other managers within the same field. Thank you all once again." - Louise Kelton, Registered Manager