

### **Situation:**

Care 4 All required support applying for the Pan-London Domiciliary Care AQP. Should they be successful, it would place them on a list of approved domiciliary care providers for the NHS.

### **Task/Challenges:**

Care 4 All are an SME with little bidding experience and sought our expert help. Having worked with Care 4 All on one previous tender, we had developed a good bank of foundational content which could be adapted for the Pan-London tender.

### **Activity:**

We developed a bespoke bid plan for the client, detailing the approach we would take for each quality response and what new information and evidence would be required. The questions also required detailed methodologies for healthcare delivery. Before liaising with Care 4 All, we underwent research to ensure we had a foundational understanding of what was needed. This includes establishing what regulations and guidelines are applicable to the sector. Doing so enabled us to ask direct and specific questions which would add value and were relevant to the responses.

We completed the tender responses within the agreed timeframes, following reviews and sign-off with the client. As Care 4 All were inexperienced with tendering, they also requested Hudson's assistance to navigate the tendering portal. A member of our dedicated bid writing team took them through the process step-by-step, enabling the client to confidently use this independently in future.

### **Result:**

We submitted the bid well ahead of the deadline and Care 4 All were successful with this tender.

*"From the beginning, when we contacted Hudson for bid writing support, they welcomed us, and they showed us professionalism and mutual respect. They attentively listened to us and wrote our two bids based on the information we provided. They are helpful consultants and we highly appreciated with their bid writing knowledge and skills. As a result of their assistance, we won our bid to Pan London Domiciliary Care. Hudson encouraged us to learn from them, so that we can write our own good quality applications.*

*We have no reservation to recommend for any small, medium and large agencies and organisations to get in touch with Hudson and benefit from their professional bid writing skills."* **Ismail Hussein - Director.**