

Guardianship Services for Camden	
Company	City Guardians Ltd
Date	August 2024
Value	£6m
Delivered by	Ali Bagley Joanne Smith
Background	<p>We worked in collaboration with another bid services provider to support City Guardians on a bid to provide guardianship services to the London Borough of Camden. Our client was expecting that any bid would not be good enough to win however, they wanted the experience of working on a bid with an external provider and the benefits we could offer in terms of building their bid processes and collateral ready for future bids.</p> <p>The contract itself involved the management of the bid plus writing the quality responses which were heavily weighted towards Social Value and Health and Safety requirements.</p>
Actions	<p>We began with a video session with the organisations CEO to understand the company’s services, culture, and bid processes. We then dissected the tender documents and built a bid programme based on deadlines, resources, and ITT requirements.</p> <p>We gathered together all the evidence the company had to support the bid and then helped them to develop other evidentiary documents, including the policies they needed to have in place.</p> <p>This was a small team of just Ali managing and writing, Joanne reviewing and the client CEO providing input and developing the commercial response</p> <p>Over the two weeks of bid preparation, we developed all of the quality responses, organised and facilitated client reviews and ensured that all proposal documentation was complete and compliant. This included completing an online SQQ, the quality questions and 32 supporting documents.</p>
Results	<p>We gained a clear understanding of the approach, strategy, culture and services of the client and their team.</p> <p>Having a small team proved very efficient in terms of the smooth running of the bid and the client CEO was excellent at providing the information we needed, when we needed it.</p> <p>We worked closely with the client to gather evidence and collateral to demonstrate their ability to deliver against the specification, ensuring the requirements of each question (implicit and explicit) were addressed fully in each response.</p> <p>We developed the CVs and case studies for the client as well as working with them to develop an ongoing bid library of bid collateral.</p> <p>The bids were completed and compliant on time and to quality.</p>

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	<p>The client, who began this journey with very low expectations of winning actually felt, once the bid was complete that they had a fighting chance, based on the responses we had developed for them.</p> <p>We are currently awaiting an outcome.</p>
Benefits	<p>Our client was new to bidding for local authority contracts and we were able to guide them through the requirements, advise on how to develop a quality response and help them to pull together bid collateral for future bids.</p> <p><i>“Joanne and Ali were exceptional in guiding us through our first bid, delivering outstanding work with a proactive approach that made the tight deadline manageable. Their efforts put us at ease and instilled confidence in our submission. With the Bid Library they've built for us, future tenders will be even smoother, and we look forward to working together on future tenders!”</i> Rob Du Toit, CEO, City Guardians Ltd</p>
Challenges	<p>Although we were working to tight deadlines with a very unprepared client, we were able to develop a complete and compliant bid with the quality to meet the top level evaluation criteria.</p>
Summary	<p>A joy to work with a new client who was open to learning the process and supportive in providing the information we needed.</p>

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