


<b>Nuclear Waste Integration</b>	
<b>Company</b>	Confidential (Tier 1 organisation with 4,000+ employees)
<b>Date</b>	Spring / Summer 2024
<b>Value</b>	£28m & £100m
<b>Delivered by</b>	Ali Bagley Plus associates
	
<b>Background</b>	A multinational nuclear waste disposal company approached us to manage and write two bid responses in spring 2024; one for a framework bid and the other for an Integration Management Team bid. Both required a swift, hands-on approach, involving a steep learning curve to understand the business and proposals, while aligning the client's internal bid resources into an effective, cohesive team.
<b>Actions</b>	<p>Our process is to first understand and then act.</p> <p>We began with a full-day session with the Business Development Director 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>For each bid, we organised a hybrid 'kick-off' session covering bid background, roles, timelines, deliverables, SWOT analysis, win themes, and writing compliance.</p> <p>After issuing outcomes, bid programmes, and storyboards, the bid progressed through three rounds of writing and review.</p> <p>In the final week, we worked onsite with the client, overseeing final drafting and ensuring timely, compliant submission to level 5 evaluation criteria.</p>
<b>Results</b>	<p>We gained a clear understanding of the approach, strategy, culture and services of the client and their team.</p> <p>The 'kick off' session we organised and facilitated for each bid formed the foundation of the actions and responsibilities required from the bid team.</p> <p>Post the session the report enabled all team members to clearly understand their roles and responsibilities.</p> <p>We were heavily involved in writing the quality responses for both bids, working 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>

## **Kindridge Bid Solutions**

	<p>Our work has been a direct factor in moving the client to Phase 2 of the bid process for each bid.</p> <p>Final outcomes will be advised in January 2025.</p>
<b>Benefits</b>	<p>We supported the client during a period of multiple bids and staff shortages, helping to reduce pressure by developing a well-organised team with clear deadlines and responsibilities.</p> <p>Our fresh perspective introduced new ideas, such as creating a bid library and encouraging critical thinking, which improved both the process and content of the bids.</p> <p>A post-submission 'lessons learned' session revealed areas for improvement, including the need for a more structured induction process and clearer decision-making responsibilities, contributing to stronger future bid development.</p>
<b>Challenges</b>	<p>The client's unstructured onboarding process led to confusion about when and how to implement their procedures. Although we resolved these issues through discussion, a clearer induction would have avoided delays.</p> <p>Conflicts also arose when the client's bid lead took on responsibilities meant for the Bid Manager, creating challenges due to unclear roles. A swift session on roles and responsibilities was arranged and avoided duplicated effort and conflicts in messages sent out.</p> <p>Additionally, tight deadlines and a four-stage review process posed difficulties. We streamlined the bid by moving directly to the second review stage, which initially caused concern, but the client later agreed this approach was effective and is now reassessing their review cycle process.</p>
<b>Summary</b>	<p>A challenging contract, 2 bids, 2 teams, tight timescales and needing to understand process and approach which had not been clearly outlined.</p> <p>However, we forged great relationships with the client teams, developed 2 comprehensive, compliant quality bids which moved the client into the next phases of the bids and we are confident that both will be successful, securing millions of pounds worth of revenue.</p>