



# Supplier Development Programme

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This eBook serves as a **comprehensive guide** for SMEs aiming to secure new contracts with Local Authorities and large Anchor Institutions.

It begins with an **Introduction To Bid Writing** (page-2), providing SMEs with the foundational knowledge required to navigate the procurement landscape.

This is followed by practical tips on how to **Improve Your Bid Response** (page-3), ensuring that SMEs can effectively communicate their value proposition and differentiate their offer.

The next section focuses on **Writing Public Sector Bids and Tenders** (page-4), offering SMEs a deep dive into the specifics of public sector procurement.

This is complemented by insights into the **Circular Economy** and the importance of **Developing Key Partnerships** (page-5), enabling SMEs to understand and develop consortiums and explore subcontracting opportunities.

The final section explores critical aspects and the role of **Environmental, Social, Governance and Public Health** (page-6) in procurement processes, thereby equipping SMEs with the knowledge to align their practices with these principles.

The eBook concludes with a summary of **Your Tender Journey** (page-7). The knowledge gained from this e-Book will not only enhance an SME's bid writing skills but also position small businesses as responsible and forward-thinking organisations in today's competitive market.

This eBook is a **powerful learning tool** that can significantly increase an SME's chances of winning new and larger contracts. It demystifies the procurement process and empowers SMEs to make strategic decisions that can lead to sustainable growth and success.

# Introduction to Bid Writing

**Admin is important, but bidding is a selling exercise**

- Whilst you must get the admin part right, always sell the benefits and added value of your offer

**Get into the client's mindset and be clear about their objectives**

- Understand why the client is tendering and what they're looking for in a suitable partner

**Allow sufficient time and plan your response carefully**

- Use a spreadsheet to track targets, goals, milestones, and deadline dates to ensure a well-considered and timely response

**Research the client beyond the information provided in the tender**

- The more you know about your prospect client in advance, the better you can stand out from competitors

**Explain why your company should be chosen as a supplier**

- Articulate your USP, experience and the value you bring to create key differentiators

**Read the questions carefully and fully answer all parts**

- This helps structure your answer and will enable evaluators to score you highly

# Improve Your Bid Response

## Describe how you will implement your solution, with key steps

- Clearly outline your approach, responsibilities, timescales and choice of methodology to build the client's confidence

## Explain the client benefits, preferably measurable

- Demonstrate how your solution saves time, cuts costs or improves a process is key to showing how you will add value

## Provide compelling evidence is critical to your bid

- Use case studies, testimonials and independent client feedback to make your story believable

## Evidence should be relevant and as recent as possible

- Spend time developing objective evidence as part of your planning process

## Write clearly, concisely and accurately when bidding

- Tender evaluators are busy, so making their job easier will help your submission stand out from the competition

## Use precise and clear language

- Write as you speak, use fewer words and always avoid jargon

# Writing Public Sector Bids and Tenders



## Read the Invitation to Tender pack carefully

Understanding the tender conditions, specification, instructions and timelines is key to ensure all steps are covered when tendering



## Supplier suitability is important to Public sector organisations

Demonstrate your financial credibility and size with suitable insurance cover



## Articulating your ability to deliver is a critical part of the tender process

Write detailed Method Statements on service delivery, mobilisation plans, experience, management structure, and business continuity plan



## Tenders are evaluated and scored on a combination of price and quality

Knowing your market, the assessment criteria, and the weighted scores allocated to each section will allow you to write stronger submissions



## Ensure you know the tender timetable and key deadlines

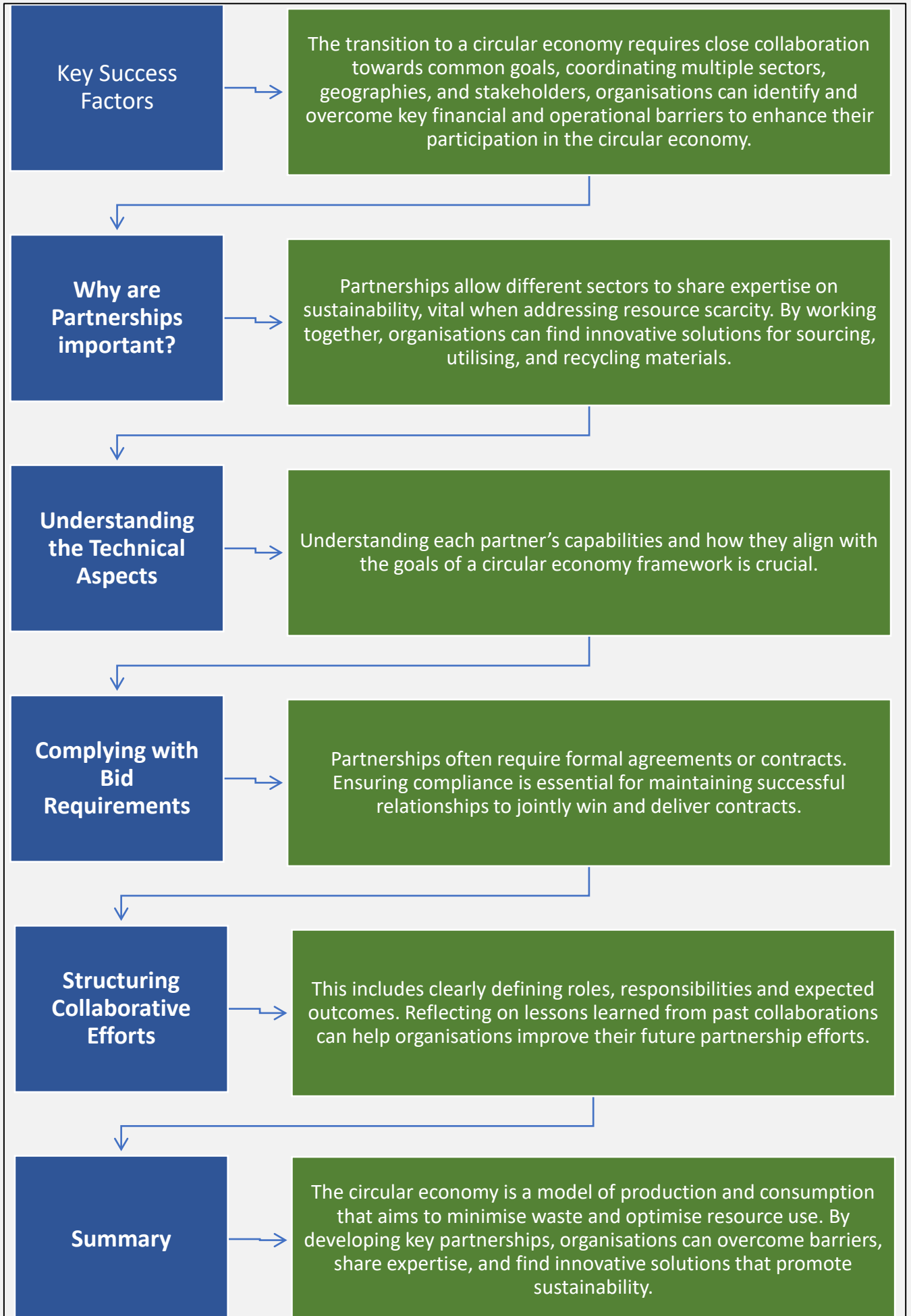
Public sector tenders have fixed timings, and acknowledging the milestones and planning carefully will ensure all deadlines are met



## The way you do business is becoming more important

Add value by ensuring your business model includes Social Value, Carbon Reduction, Environment, Health and Wellbeing at Work

# Circular Economy & Developing Key Partnerships



# Environmental, Social, Governance and Public Health (ESG & H) for SMEs



## **Importance** :

Incorporating ESG & H practices into your business strategy can provide a competitive edge, future-proof your business, and increase resilience.



## **Climate Change and**

**Sustainability**: Climate change is a key risk but also represents opportunities for SMEs who can embrace sustainability early in their lifecycle.



**Social Impact**: The 'S' in ESG is about how SMEs manage and add value to relationships with employees, suppliers, customers, and the communities where they operate.



**Governance**: Good governance practices can lead to better decision-making and the potential to attract investors and clients as they reflect a company's impact on the world and its sustainability.



## **Public Health**:

Companies that prioritise public health in their operations can contribute to the well-being of their employees, customers, and the broader community.



## **Highlight Your ESG & H**

**Practices**: When bidding for contracts, highlight your company's policies and commitment to ESG & H principles. This will help differentiate your offer.

# Your Tender Journey

	ACTION	FOCUS AREA
1	Start with a specific sector / sub-sector	Define your Value Proposition and Refine it
2	Focus your efforts where it matters, and innovate	Maximise Return on Investment & Resources
3	Sub-Contract for essential experience	Develop Reference Points & Case Studies
4	Think big, but start small	£10K --> £25k --> £50k --> £100k --> £100k+
5	Proactively find niche opportunities	Tender Alerts, LinkedIn, Networking, Exhibitions
6	Look out for advance notifications	Engage with Procurement & Meet the Buyer events
7	Major differentiators – be agile and adaptive	Adding Social Value, Community Wealth Building
8	<i>Can we do it?</i>	<i>Can we WIN it?</i>

[www.fittobid.co.uk](http://www.fittobid.co.uk)

- Master the art & science of bid writing
- Connect with key buyers and suppliers at Local Authorities, transport hubs, construction, infrastructure projects, Tier 1&2 organisations
- Access live tenders and submit winning bids

