

Our bid winning strategies have helped small and large organisations net contracts worth over £3 billion in 10 years.

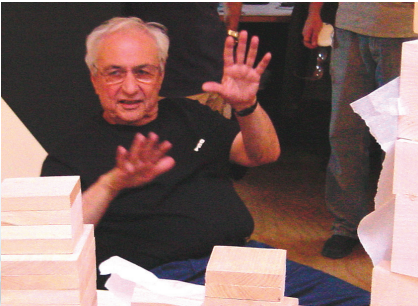
We draw on a broad range of skills – including research and development of key messages and evidence, crafting high scoring responses, clear presentation and navigation, production and interview techniques.

Strategies for successful tendering

BELOW: WE FACILITATED A WORKSHOP TO ESTABLISH KEY MESSAGES FOR A MULTI-ORGANISATION CONSORTIUM TENDERING FOR SALFORD BUILDING SCHOOLS FOR THE FUTURE PROGRAMME.



BELOW: FRANK GEHRY, "THE MOST IMPORTANT ARCHITECT OF OUR AGE" AND DESIGNER OF THE GUGGENHEIM MUSEUM IN BILBAO AMONGST OTHERS. WE WORKED WITH TEAMS IN LOS ANGELES, LONDON AND BRIGHTON TO PUT TOGETHER THE WINNING BID FOR THE KING ALFRED SPORTS AND ACCOMMODATION COMPLEX IN HOVE.



SKETCH RIGHT: FRANK GEHRY'S FIRST INSPIRATION FOR THE ICONIC KING ALFRED PROJECT. WE USED THIS AS A COVER IMAGE ON THE FINAL SUBMISSION.



We cater for underprivileged children, many of ethnic origins, physically disabled riders and cyclists with learning difficulties. The club has a wide range of bicycles which are loaned free of charge for the riders. These range from Tandems for the use of visually impaired riders, trailer bikes to accommodate children from four years old, electric bikes for those not fit enough to ride a normal bike, and even one five seater bike on which an adult can take out four children. All riders are covered for Public Liability Insurance for up to £5,000,000 by Royal Sun Alliance.

Allotment bud@ess scheme wins award at produce show

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Once the decision has been made to tender for a project, the objective is to win the work. We help organisations focus on 'what will win the bid?' rather than 'have we completed all the responses?' Together, we explore what the key drivers are for success, the strengths and weaknesses of potential competitors so that organisations can focus on the 'clear blue water' that will secure the contract. Topics we cover include:

- Telling the story from the client/stakeholder/end user perspective;
- Promoting the strengths of the offer in a compelling way;
- Focusing on outputs and outcomes, realism, authenticity, experience and case study evidence;
- Well structured documents exploiting words, tables, pictures and diagrams to convey the messages clearly;
- Approach and language: compelling, easy to read and consistent messages;
- Third party reviews against the evaluation score sheets.



LEFT: FRONT COVER COLLAGE FOR A BUILDING SCHOOLS FOR THE FUTURE PROPOSAL IN SOMERSET. HAVING RESEARCHED LOCAL COMMUNITY GROUPS, WE EMULATED THE BACKGROUND IMAGES TO SHOW A LEARNING PORTAL – AN OFFERING WHICH WE DEVELOPED TO SUPPORT THE BID.



ABOVE: THE EXECUTIVE SUMMARY FOR THIS TENDER WAS COMPLEX AND MULTI-LAYERED. WE USED VISUAL SIGNALS TO SIMPLIFY AND SIGNPOST THE MESSAGES, CREATING AN EASILY NAVEGATED, STRUCTURED DOCUMENT. IT WAS SO SUCCESSFUL, THE CLIENT ORDERED FURTHER COPIES FOR THEIR WIDER TEAM. THE BID SUBMISSION SHARED THE SUMMARY DOCUMENT'S CLEAR GRAPHIC STYLE AND STRUCTURE BOTH IN PRINTED AND DIGITAL MEDIA.

Pre-qualification tenders: achieving the 'long list'

BELOW: HARD COPY TENDER SUBMISSION DOCUMENTS.

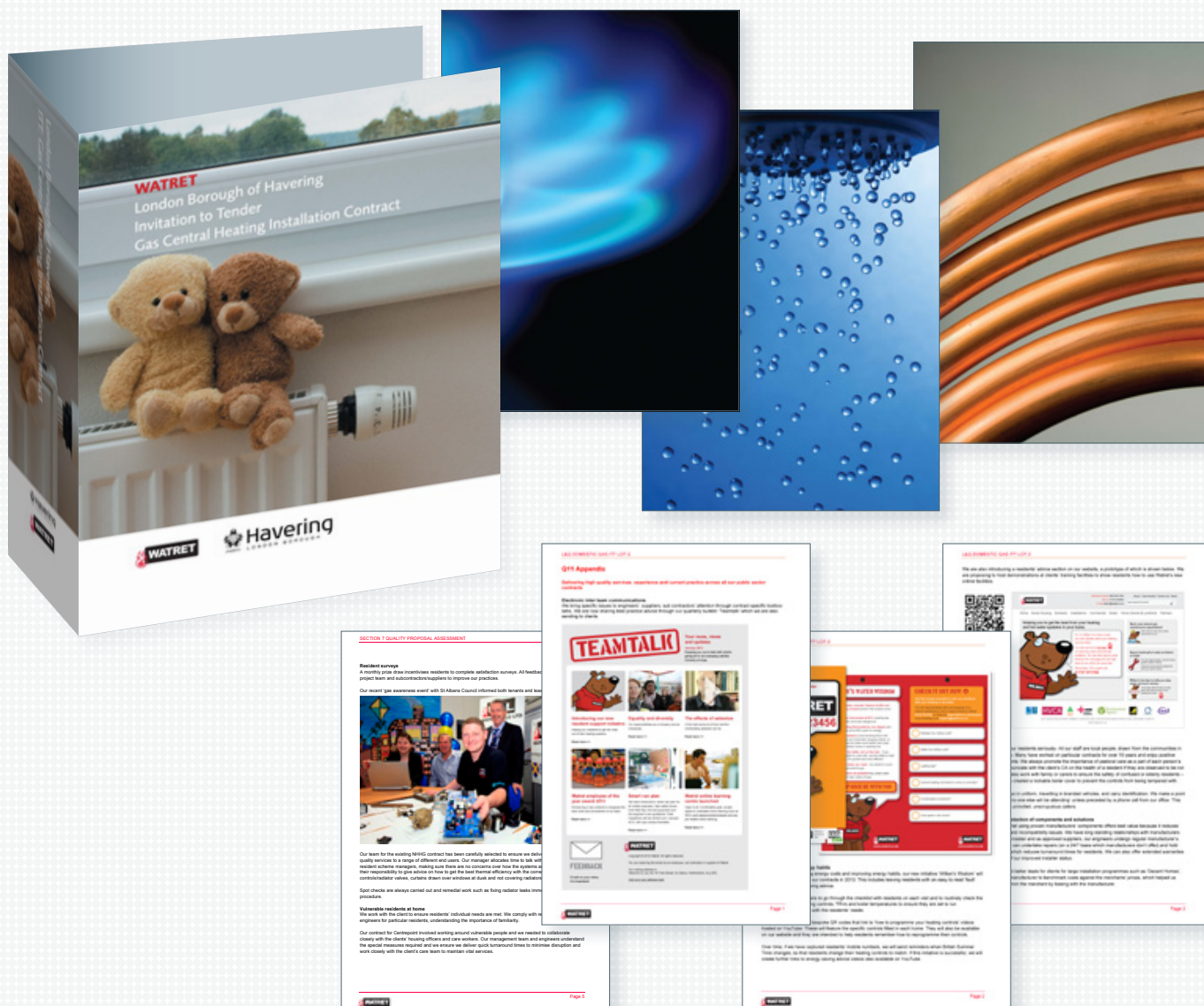
WE HAVE BEEN WORKING WITH HEATING AND HOT WATER SERVICES CONTRACTOR WATRET FOR 5 YEARS.

DURING THIS TIME THEIR PQQ SUCCESS RATE HAS RISEN FROM 20% TO 80%.

WE HAVE HELPED THEM DEVELOP AN 'ADDED VALUE' STRATEGY WHICH INCLUDES THE INTRODUCTION OF 'WILBER'S WISDOM - HELPING TO IMPROVE RESIDENTS' ENERGY HABITS.

More companies are competing for fewer projects, so putting forward a strong pre-qualification response is essential. We adopt a strategy to help organisations prequalify – focusing on what the client is looking for, how your experience can deliver their requirements and the unique benefits your team can bring to the project. This is not a 'one size fits all' or 'cut and paste' exercise, but an evidence-based explanation of why your organisation should be selected. This is an overview of our track record in this sector:

- 4 successful LIFT proposals. Bid organisation/production/presentation.
- 1 successful PFI proposal for elderly care homes, Bid organisation/production/presentation.
- 1 successful PFI for a Design+Build college.
- Numerous healthcare PFI projects taken through to final stage (eg. BAFO).
- Successful tender for the Academies Framework.
- 4 BSF projects through to ITCD stage. 1 to final dialogue stage.
- Successful Big Lottery bid for a local project supported by an RSL and a children's charity (£500,000).
- MOI for tidal energy company – raising funds in the region of £100m
- 4 successful tenders for the Institute for Sustainability.
- Successful tendering strategy for a London based building services company – growing their success rate from 0% to 80% at PQQ.
- Successful tendering strategy for a Hertfordshire based heating services company – growing their success rate from 20% to 80% at PQQ.





Our tender services include:

- Tender writing
- Creating high scoring responses
- Collating case study material
- Developing a tender document library
- Processes that capture project evidence
- Templates for standard documents
- Training
- Strategy

GATWICK AIRPORT MINOR WORKS FRAMEWORK PQQ REF CAP11016, 16 MAY 2011
SECTION 3 COMPANY INFORMATION (Pass/Fail)

3 PQQ – Company Information

3.1 Contact Details

Contractor is to provide complete contact details as per the table format provided below for two representatives for the purposes of this process.

These individuals should ideally be:

- A Director or equivalent, and the individual acting as the;
- Bid Manager.

A. Director: Argent FM

Name: Daniel McInley
Title: Managing Director
Address: Argent House, Wilds Rents, London SE14 6G
Telephone: 020 7403 1204
Fax: 020 7378 0036
Mobile: 079 7815 1247
Email: Danny@argentfm.co.uk

A. Director: Ark Build Plc

Name: Kevin Manning
Title: Business Development Director
Address: Unit 12 Loughton Business Centre, Loughton IG10 3FL
Telephone: 020 8532 5909
Fax: 020 8532 5919
Mobile: 075 3471 0226
Email: kmanning@arkplc.com

A. Director: Shoukasmiths

Name: Anthony John Miller
Title: Group Managing Director
Address: Shoukasmiths Holdings Ltd Merton Way Osbalwick York YO19 5GS
Telephone: 0190 4420 170
Fax: 0190 4420 180

Argent FM
Pre-qualification questionnaire
Minor Works Framework

Gatwick Airport

GAL REF: CAP11016, 16 MAY 2011



(Pass/Fail)

GATWICK AIRPORT MINOR WORKS FRAMEWORK PQQ REF CAP11016, 16 MAY 2011
APPENDICES (Argent FM)



Continuous Improvement
We continually measure and benchmark our performance to improve our performance. We use specific management tools to record performance against defined and agreed KPIs. We will beag evaluating current KPIs and plan to ac improvements over time.

The GAL improvement strategy will:
• set and agree targets, including continuous
• identify opportunities for improvements
• communicate our approach to all appropriate
• schedule regular quarterly reviews
• seek regular feedback, especially as speed
• implement and communicate change.

Managing and integrating consortium activities
Our internal procedures will be managed through Microsoft Project – a fully integrated document man that handles all documentation for a project including emails, correspondence, reports, specifications, everything related to a project in this way, at any stage of a project, all information can be easily retri by an incoming team member. This integrated system can be accessed from any individual from any locations or remotely via laptops.

MS Project offers a range

scheduling, inter-project

Robust systems to sup

A Project Execution Plan

project progress and

• roles, respon

• quality assur

• meeting stud

• programme

• project cost

• risk manager

• controlling a

• safety and e

• commission

• PR strategy

• previous pro

• post project

Please see a sample su

How we manage our pr

We manage key aspects

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examples of these in pr

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We have agreed to deve

standardisation across

will be collated into a d

available in 'soft copy' fo

ITT RESPONSE REGENTS COLLEGE ENERGY CENTRE ARGENT FM

A full emergency response service is provided out of hours with Argent managers and operatives allocated on-call duties, which are clarified and provided to the client and our emergency response centre based in Stirlingbourne. The Emergency response centre has been utilised over many Argent contracts, including its existing contract with Regents College and provides a highly responsive delivery mechanism for out-of-hours cover. Please see the diagram on the next page which explains our response protocol.

Argent response protocol



ITT RESPONSE REGENTS COLLEGE ENERGY CENTRE ARGENT FM

5.1.6c Project team and management

Please refer to the full size organogram in Appendix 1 for our proposed teams for the design and build delivery phase and the operations and maintenance phase. Please also note that we have allowed for an overlap between the installation and O&M phases, where Brian Sydney, our O&M facilities manager, will liaise with the design and build team prior to switchover and Bob Shelley, our senior project manager, will reciprocally liaise with the O & M team after completion of the installation phase.

B3 Team



The CVs of the key members of our management teams for both phases are included in Appendix 2: Staff CVs.

Installation phase

Argent has appointed a specialist project team for the installation phase of this contract which will be overseen by our senior project manager, Bob Shelley, based in our South London offices.

The ongoing operational and maintenance phase of the contract will be overseen by our senior facilities manager, Brian Sydney, also based in our South London offices.



ABOVE: WORKING WITH THE SENIOR MANAGEMENT TEAM AT ARGENT, WE HAVE CREATED A LIBRARY OF MATERIAL AND EVIDENCE WHICH CONTRIBUTES TO THEIR PQQ PROCESS.

CASE STUDY TEMPLATES HELP THE INHOUSE TEAM COLLECT EVIDENCE OF LIVE JOBS, IN A CONSISTENT AND COMPREHENSIVE MANNER.

ARGENT'S TENDER SUCCESS RATE HAS IMPROVED BY 50% SINCE WE HAVE BEEN WORKING WITH THEM.

Day 1 is an experienced corporate communications consultancy with an in-house creative and production team.

We create visual solutions for every kind of audience for public and private sector clients of all sizes. The founding partner of Day 1 began the original practice in 1984.

We believe our business is about helping clients achieve their goals through creative communication strategies.

As markets and cultures change, we move with them. We believe good quality design and communication influences progress and achieves results. We enjoy working with enlightened clients who understand how marketing and communications drive their business strategies.

We believe that whenever an organisation expresses itself, in however small a way, its reputation and profile is under scrutiny. We believe in loyalty, honesty and using our talents to contribute to valuable outcomes.

We work across all media and our clients are from many fields: government and NGOs, education, finance, IT, property development, construction, catering, publishing, arts, trusts, manufacturing, logistics, architecture and more.

Our credentials

All partners, staff and associates of Day 1 are educated to degree standard in their fields. In addition, the partners have many years' involvement with the International Society of Typographic Designers, the professional body which exists to establish and maintain standards in visual communications through educational and industry influence. Tina Carter is a Fellow of the society and spent five years as Education Officer between 1991 and 1996. Andy Uren is a longstanding member of the ISTD's Council and is currently chief executive (this is a part-time, voluntary, unpaid role). Both Andy and Tina are actively involved in the Society's projects in higher education, as assessors and advisors.