

# CASE STUDY

## MAXIMISING SUCCESS FOR WORK-WINNING TEAMS

### PROJECT OVERVIEW

Akerlof specialises in supporting work-winning teams in crafting high quality bids across multiple sectors including defence, healthcare, custodial, science and infrastructure for both public and private sector clients. Our expertise is broad, providing technical and strategic support across all areas, which is complemented by our in-depth understanding of Modern Methods of Construction (MMC) and Environmental, Social, and Governance (ESG) principles.

Our team brings extensive experience, with many of our colleagues having honed their skills working within preconstruction for the UK's largest regional contractor. This capability enables us to construct bid responses that are not only competitive but also effectively showcase our clients' strengths, helping them stand out in the marketplace.

### WHAT WE DID

Developed for success, our refined approach is tailored to each client's needs, offering structured bid response templates and facilitating answer planning sessions to enhance message clarity and impact.

Collaborating closely with subject matter experts, we work to understand our client's differentiators across all areas, from digital integration and risk to social value and sustainability. Our support extends to graphic design, ensuring visually compelling bids that earn crucial work-winning points across diverse tenders.

Our cutting-edge industry insights ensure bids are fully aligned to local, regional and national policies, as well as wider framework and programme aims, such as the New Hospitals Programme (NHP) and New Prisons Programme (NPP).

### THE IMPACT

Our contributions significantly enhance bid competitiveness, demonstrated in the following project-specific outcomes:

- Led the development of a detailed sustainability action plan for the Ministry of Justice's £2bn New Prison's Programme, resulting in a 100% score, securing the top position among four bidders
- Supported a tier I contractor to secure a blue light scheme for a business unit that had not previously bid within the sector
- Developed a detailed Social Value Plan as part of a successful bid for HMP Glasgow, fully aligned to the Scottish Government's national outcomes
- Crafted a leading MMC solution that led a tier I contractor to win a £300m hospital project, fully aligned to the New Hospitals Programme aims
- Led two consortium teams to successfully win Innovate UK projects to decarbonise construction products and processes
- Assisted a Joint Venture to be appointed to all Lots applied for on the CCS £10bn Offsite Construction Solutions framework

### DON'T JUST TAKE OUR WORD FOR IT...

“Akerlof has been excellent on our tender and has supported throughout. They really added value in the answer planning sessions, helping the team consider how our response could be approached and developed to be more powerful, with clear messages. We found the use of the Akerlof templates a real benefit within our answer planning sessions.”

**Nick Cook, Education and Civic Sector Lead, Kier**

### GET IN TOUCH

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