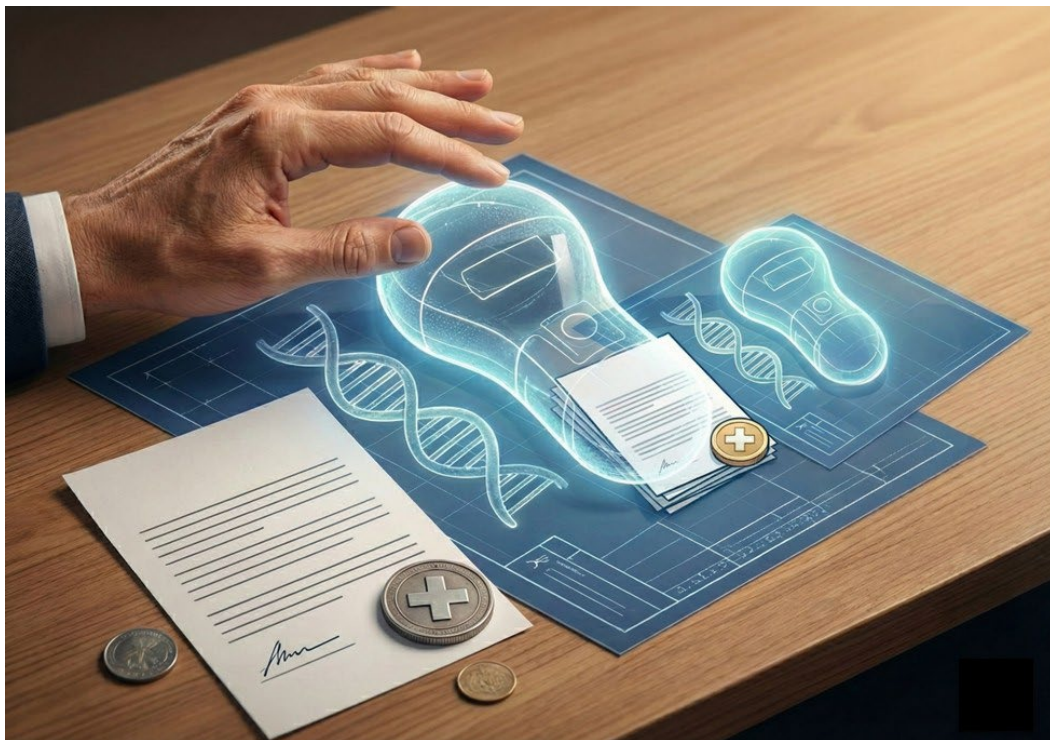


Service Definition

Lot 3: Cloud Support Services

January 2026





1. Who we are

Bidshaper Limited operates as an independent, specialist consultancy. The organisation works with health and care SMEs, not-for-profit organisations, charities, social enterprises, and academic institutions across the public and private sectors, providing expert guidance on funding acquisition and responses to commercial tenders. With networks spanning Funders, academic institutions, researchers and specialist consultants across the UK and internationally, Bidshaper brings deep sector knowledge and practical expertise to every engagement.

2. What we do

Bidshaper focuses on three interconnected areas of work that are directly relevant to organisations procuring services via G-Cloud.

- **Bid development and writing:** Bidshaper's core expertise lies in crafting compelling, evidence-based bid applications that secure funding or win commercial tenders. Each bid writer generally brings a minimum of ten years' experience and demonstrable success rates, ensuring high-quality submissions aligned with Funder/ purchaser requirements and organisational objectives.
- **Funding identification and strategy:** Bidshaper continuously monitors the funding landscape, identifying new funding calls and opportunities that match client requirements, ensuring organisations never miss critical opportunities and can respond rapidly to appropriate calls.
- **Grant project delivery and administration:** Beyond the bid stage, Bidshaper provides ongoing support through bid clarification, Funder reporting, grant project management and delivery of specialist personnel, removing administrative burden and ensuring organisations focus on delivery and impact.

3. Our approach to funding success

A core element of Bidshaper's offer is its evidence-based, success-focused methodology. Derived from proven bid success across multiple Funders in the healthcare and life sciences sectors, Bidshaper's approach combines deep understanding of Funder priorities and requirements with practical knowledge of what makes bids competitive and fundable. The organisation works with clients to ensure that bid submissions are not only compliant with Funder criteria, but compelling, clear and positioned to win funding.



4. How we support organisations

Using this evidence-based approach, Bidshaper provides a range of tailored services; from single-point interventions (such as tender response writing or Funder reporting) to comprehensive, end-to-end support covering bid identification, writing, submission, clarification and project delivery. This enables organisations to benefit from expert support at any stage of the funding or tender response journey, whether they have in-house bid capability or require comprehensive external support.

5. Reach, networks and partnerships

Through its work with clients and Funders, Bidshaper has built extensive networks spanning the not-for-profit sector, academia, government and industry. The organisation's partner ecosystem connects organisations with appropriate third parties within Bidshaper's networks, enabling rapid access to specialist support, introduction to potential bid partners and participation in a wider community of organisations committed to securing funding and delivering impact. This network supports shared learning, cross-sector collaboration and rapid dissemination of knowledge about emerging funding opportunities and good practice in grant management.

6. Services

Bidshaper Limited offers a comprehensive suite of bid writing, tender response, funding identification and grant management services that help organisations win tenders, and secure and deliver funding successfully. These services range from specialist bid writing and Funder engagement, through strategic funding identification and matching, to ongoing grant project delivery and administrative support. All services are delivered by experienced professionals with proven track records in securing funding across multiple sectors and Funder types, enabling organisations to maximise their chances of funding success and focus their resources on delivery and impact.

6.1. Bid writing

Writing successful bid applications is a learned skill, and research across funding sectors demonstrates that quality, clarity and strategic alignment are critical factors in funding success. Bidshaper's bid writers each generally bring a minimum of ten years' professional experience in bid writing. Individually, they can each demonstrate high success rates, which is why they have been selected to work with Bidshaper's clients.



Bid writing services include:

- Initial bid feasibility assessment to ensure the funding opportunity aligns with organisational objectives and capacity
- Full drafting of bid applications, with strategic positioning of the organisation's unique selling points and competitive advantages
- Integration of evidence, data and case studies to strengthen bid narratives and demonstrate impact
- Creation of financial models and project (Gantt or equivalent) charts
- Bid management across multiple bid partners
- Alignment of submissions with Funder priorities, criteria and funding guidelines
- Quality assurance and final proof-reading to ensure professional presentation and compliance with all requirements.

6.2. Bid scanning and matching

New funding calls are released continually. There are generic and specific ones, each related to different topic areas and sector priorities. Bidshaper's team keeps abreast of these emerging opportunities and can ensure that clients are alerted when new sources of funding meet their requirements.

Bid scanning and matching services include:

- Continuous monitoring of funding landscapes across Funders, programmes and sectors
- Identification of opportunities aligned with client organisational objectives, funding requirements, prioritised topics, geographic scope and sector focus
- Regular alerts and briefing documents to ensure clients are informed of new opportunities
- Strategic matching to ensure that identified opportunities represent good fit with organisational capacity and competitive advantage
- Preliminary feasibility assessment to support decision-making about bid submission

6.3. Public and patient engagement

For many Funders, particularly in health, social care and public service sectors, public and patient engagement is a critical element of the bid narrative. Bidshaper can support organisations in demonstrating how service users, patients and the public have been engaged



in the development of the funded project proposal, and how their feedback has shaped the design and delivery approach.

6.4. Grant clarification

Sometimes, Funders respond to a grant application with additional questions or requests for clarification before they make a final decision on funding. Having created your submission, Bidshaper can lead on answering those questions with you, ensuring that responses are clear, well-evidenced and address Funder concerns comprehensively.

Grant clarification services include:

- Rapid review of Funder questions and requirements
- Coordination of evidence, data and responses across the organisation
- Drafting of clear, compelling responses aligned with original bid narrative
- Quality assurance to ensure all questions are addressed and Funder requirements are met

6.5. Bid management

Some bids can be complex processes, involving multiple partners, multiple workstreams and coordinating content from a variety of sources across an extended timeline. In these situations, a bid manager is essential to ensure that the bid is fully completed by the deadline, all partners contribute required elements, quality standards are maintained and the submission is coherent and professional.

Bid management services include:

- Development of bid schedules, timelines and milestones
- Coordination of partner inputs and management of partner relationships
- Tracking of content development and quality assurance processes
- Management of version control and final submission procedures
- Quality assurance and final review before submission

6.6. Bid review

Bid reviewers help eliminate content gaps, ensure messaging is consistent in language and tone, and verify that all answers provided meet the Funder's questions and requirements. Professional bid review maximises an organisation's chances of funding success by identifying weaknesses before submission and providing expert feedback to strengthen bids before they reach Funders.



Bid review services include:

- Line-by-line review of bid content against Funder criteria
- Identification of content gaps, inconsistencies and areas requiring strengthening
- Feedback on clarity, evidence quality and persuasiveness of bid narrative
- Recommendations for improvement with practical suggestions for revision
- Final quality assurance check before client's submission

6.7. Find bid partners

Often, Funders require bids to be made by a consortium, with each member bringing unique input to the overall submission. This collaborative approach ensures diverse expertise, geographic reach or sector representation. Bidshaper has access to an extensive network of specialist consultants, other health and care SMEs, not-for-profit organisations, social enterprises, academic institutions and research partners who can be introduced as potential bid partners.

Finding bid partners services include:

- Identification of potential partner organisations with complementary expertise and capacity
- Preliminary feasibility assessment of partnership fit and mutual benefit
- Introduction and facilitation of early partnership discussions
- Coordination of partner inputs into bid writing process

6.8. Bid content library: creation and maintenance

Many questions asked by Funders are similar in nature across different funding calls. It makes sense to create a content library containing the most up-to-date responses to frequently asked questions. This library can be built iteratively as bids are completed, capturing key content, case studies, evidence narratives and standard responses. When a funding call requires a fast response, the bid content library makes rapid bid response easily achievable.

Bid content library services include:

- Initial audit of existing bid content and responses to frequently asked Funder questions
- Creation of structured library containing key narratives, evidence sets and standard responses
- Regular review and updating to ensure content remains accurate, contemporary and compelling
- Training and support for client teams to use and maintain the library



Maintenance of the library is essential to ensure that any bid submission prepared from it contains the most accurate and contemporary responses. It also means that the Bidshaper-client relationship becomes an ongoing one, where Bidshaper gets to know your organisation in detail, enabling increasingly tailored and strategic support.

6.9. Bid panel coaching

For some larger bid amounts or specific Funder/ purchaser requirements, organisations are expected to appear before a bid panel to answer questions about their submission and respond to Funder queries. This can be challenging for organisations inexperienced in panel presentations. Bidshaper can help you prepare for bid panels and, where required, prepare bid pitch videos, with expert coaches who have previously participated in bid panels as Funders or assessors.

Bid panel coaching services include:

- Review of bid submission and identification of likely panel questions
- Development of concise, compelling answers to anticipated questions
- Coaching on presentation skills, timing and panel dynamics
- Mock panel session to rehearse and build confidence before the real event

6.10. Grant/ Commercial project delivery

Once funding has been secured or the tender won, successful delivery is critical to impact realisation, compliance with Funder/ purchaser requirements and reputation for reliability. Bidshaper can help organisations source and provide talented individuals; including researchers, project managers, subject matter experts and delivery specialists. This access to specialist personnel enables organisations to scale delivery teams rapidly and flexibly without the recruitment and employment overheads.

Grant project delivery services include:

- Identification of specialist personnel (researchers, project managers, subject matter experts, delivery staff) for specific project roles
- Preliminary skills and cultural fit assessment
- Placement and project onboarding support
- Ongoing liaison between specialist personnel and client organisation



6.11. Funder reporting

Once you have won your grant funding or tender with Bidshaper's support, you will be asked to provide regular progress and financial reports to the Funder/ purchaser. These reports are critical to maintaining Funder/ purchaser relationships, ensuring compliance and demonstrating impact and learning from the delivery phase. Bidshaper can remove this administrative burden by managing Funder/ purchaser reporting on your behalf, coordinating with project teams to gather necessary information and submitting professional reports that meet Funder/ purchaser requirements and showcase organisational learning and impact.

Funder/ purchaser reporting services include:

- Development of reporting schedules and Funder/ purchaser liaison (if required) to understand reporting requirements
- Collection of project progress information and impact data from delivery teams
- Financial reconciliation and reporting
- Drafting of comprehensive progress reports that communicate impact and learning
- Support for annual reviews or interim reporting events