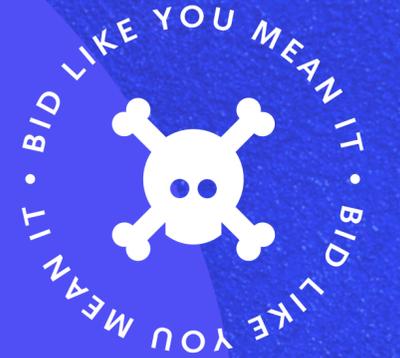




Are you ready to bid like you mean it?

Avoid losing must-win deals by consistently
crafting compelling bids your clients deserve.

March 2026



The problems we solve

If winning large public sector deals is essential for driving your company's growth, then going through the motions and hoping for the best isn't an option.



Do you have a compelling deal strategy?



Do you know why you might lose?



Are you familiar with procurement procedures?



Do your teams have the skills and know-how to craft high-quality bids?

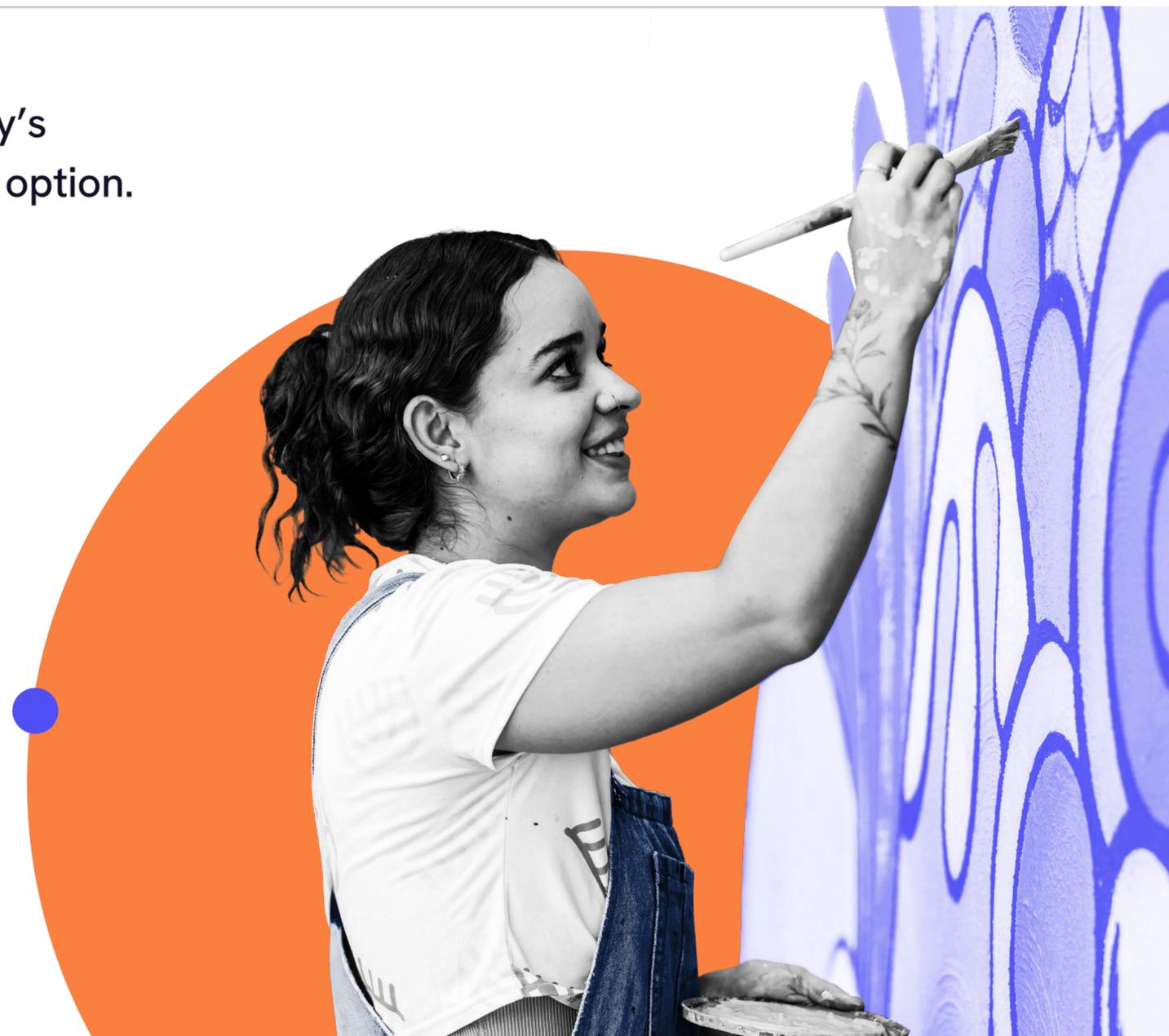


Do you know what your win projects are?



Do you have enough of the right resources to bid the pipeline?

Failing to address these questions risks losing winnable deals to your competitors. Our job is to prevent that happening.



Who we solve them for



We guide companies who are bidding to win complex public sector deals.

They span Strategy & Consulting, Technology, IT Services, Healthcare & Life Sciences, Aerospace & Defence, and Facilities Management markets.

The people we work with are the curious innovators, plate spinners or must-winners who lead businesses, accounts, bid functions and major deals. They choose to partner with us because, like us, they hate losing.



Head to our website to learn more about who we help.

bidcraft.com

How we solve them

As your independent guide, we empower you to shape winning deals, upskill your teams, and develop the functional capabilities that are right for you.



BidEdge | Deal focussed

High-impact targeted interventions across the full deal lifecycle - helping you to avoid losing.



BidSkills | People focussed

Training courses to equip your people with the skills, know-how and confidence to master the craft of bidding - helping you to help yourselves.



BidChange | Function focussed

Change programmes to investigate, baseline and transform your functional bidding capability - helping you become the next version of you.

Our core services are delivered directly by the BidCraft crew - what you see is what you get with no drop-off from sales to delivery. We can also call upon a network of trusted partners who are experts in social value and bid writing.

Head to our website to learn more about how our services transform your bidding results.

 bidcraft.com

Change makers

Based in the UK and Australia we're a team with expertise in every aspect of bidding.

Setting the standards

In 2023 we identified a crucial gap in the bidding industry and acted on it by leading a collaboration with the British Standards Institution (BSI) and the Association of Proposal Management Professionals to author PAS 360:2023, the international code of practice for bid and proposal management.

In 2020, we received APMP's Industry Innovation award for introducing Pre-Mortems as a new bidding technique and also became accredited to deliver certification training on APMP's behalf.

Leading the profession

We believe in making a difference and have voluntarily served on the board of APMP, helping shape the bid and proposal profession for the benefit of everyone.

In 2023 we launched the International Day for Bids and Proposals to recognise the valuable contributions bid and proposal professionals make to economic growth through their commitment and expertise.

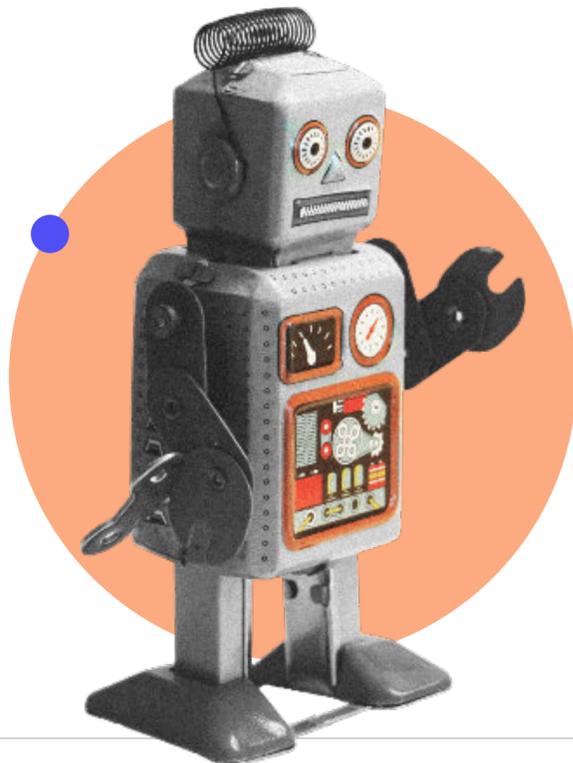
Head to our website to learn more about what makes us different.

[🌐 Learn more](#)



Who we are

We're a team of craftspeople who care about how people value and enjoy our work.



The Craft Promise

Many of our clients return for more support because, as well as being easy to work with, we are:

-  **Responsive, not complacent.**
-  **Empathetic, not lecturing.**
-  **Pragmatic, not overwhelming.**
-  **Coaches, not mercenaries.**
-  **Hands on, not hands in pockets.**
-  **Leaders, not followers.**
-  **Legacy builders, not one hit wonders.**

Meet the team

-  **Jon** supports the Villa, watches Grand Designs, and loves train travel. Send help.
Founder and MD
-  **Eve** eats mostly cheese and is beta-testing menopause (not impressed so far).
Company Director
-  **Paul** spends his 'free time' reading. Very short books. Very loudly.
Company Director BidCraft Australia
-  **Andre** is football mad and a musical fanatic, can't beat the combo. Let's sing.
Senior Consultant
-  **Geeta** is an Ayurvedic practitioner fuelled by hikes, Rocky montages, and dancing!
Senior Consultant
-  **Tom** is learning piano and likes to cuddle his Border Collie Maia (when she'll let him).
Senior Design Consultant
-  **Filipa** loves to paint and illustrate. You'll find her exploring the latest exhibitions.
Design Consultant
-  **Carolina** is either running around a field or running around B&Q. Both great fun!
Bid Analyst

The testimonials



We invited BidCraft to support us with a major Higher Education bid in early 2024, the first time we have used them. Since then, they have gone on to provide extensive training to the team and carried out a business wide assessment against the new BSI bid code of practice PAS 360. This left us with a clear plan which has formed the basis of major investment in our people and processes. Their work has been instrumental in helping us develop a blueprint for future development that is opening up new growth prospects particularly amongst Public Sector customers. What started off as a request for help has resulted in the beginnings of a major transformation for our business that has enhanced skills amongst our colleagues who now approach new bids with a renewed sense of confidence and optimism. Thank you BidCraft."

[Andrew Foster, Managing Director - Public Services, North](#)

[Read more](#)

Did you know

We are...

- » Based in the UK and Australia
- » Responsible for authoring BSI PAS 360:2023 Bid and Proposal Management code of practice
- » A Make UK Defence 'Fit for Defence' partner
- » The only Preferred Supplier for bidding skills training for the Career Transition Partnership
- » Awarded the Armed Forces Covenant bronze award
- » JOSCAR registered
- » An accredited training organisation for APMP's certification programme

★ DESIGNED BY
BidCraft

Find out more

curious@bidcraft.co.uk

[bidcraft.com](https://www.bidcraft.com)

[@BidCraft](https://www.linkedin.com/company/bidcraft)

