

Giving  
you the  
competitive  
edge

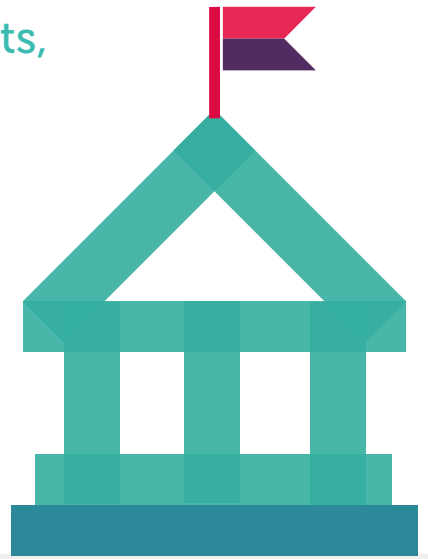
in  
Government  
& Public  
Sector



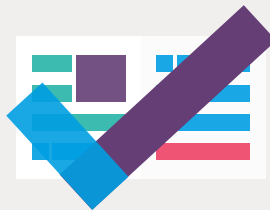
# Helping teams win for over 35 years

Proposals are key to winning and retaining business. As the UK's leading proposal specialists, Strategic Proposals has helped clients in over 37 countries win major bids and radically improve their win rates. We've supported organisations bidding into central government departments, NHS Trusts, public transports operators, NGOs and international public sector bodies.

What we bring:



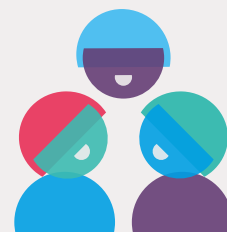
An in-depth understanding of regulated procurement environments.



Proven experience in crafting compliant, persuasive submissions.



Award-winning training and consultancy services.



A collaborative approach that integrates seamlessly with your internal teams



## Winning is in our team's DNA.

We're a close-knit team who are always ready to work with you – whatever the assignment requires.

We bring a team of experts in campaigns, bids, proposals and presentations. It's not only our people's talent, skills and expertise that makes us so sought after. It's the unrivalled experience we bring, along with our positive and friendly approach.

We share best practices actively across our teams, continually pushing and helping one another to reach even higher standards.

## What we do:



Win  
bids



Train  
to win



APMP  
certification



Capability  
improvements

# Key challenges in the government and public sector

Organisations operating in or bidding into the public sector face a unique set of challenges:



## Navigating complex procurement processes

Government tenders often involve stringent compliance, detailed documentation and formal scoring criteria.

## Meeting audit and legislative standards

Including alignment with frameworks like the New Procurement Act and sector-specific regulations.

## Balancing cost competitiveness with quality

Public sector buyers demand value-for-money without compromising on delivery standards.

## Adapting to evolving buyer expectations

Including digital transformation, sustainability, and social value commitments.

## Demonstrating trust, credibility and experience

Buyers need assurance that suppliers can deliver reliably and ethically.

## Government to government: limited in-house experience of responding to RFPs and ITTs

When forced to, many public sector bodies lack internal expertise in managing competitive tendering processes.

## Concerns about the cost of outsourcing bid and proposal support

Not every public sector deal carries a significant contract value and so using external support can be prohibited.

## Proposal strategy and positioning

We help you develop compelling win themes and align your messaging to government buyer expectations.

## Compliance and documentation support

Our experts ensure your submissions meet all regulatory and audit requirements.

## Secure proposal handling

We implement confidentiality protocols and secure data management practices.

## Stakeholder engagement and collaboration

We streamline proposal development across departments and partners.

## Training and capability development

Including APMP certification, Winning Proposals Masterclass™, and bespoke workshops.

## +30 years experience of winning

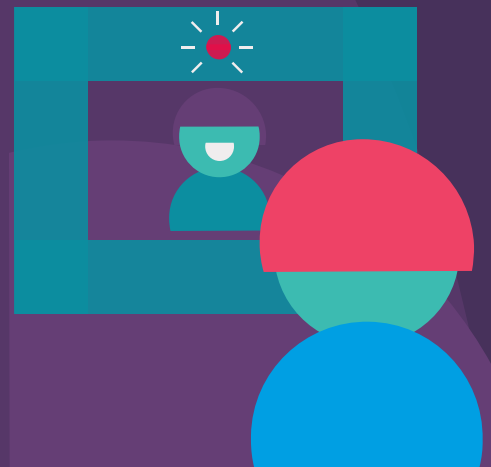
Strategic Proposals brings deep experience and proven methodologies to guide you and your team through every stage of the process.

## Discounted rates, careful use of AI, efficient delivery models

We offer flexible pricing models, including discounts and efficient delivery approaches, to ensure best value for clients bidding in to the public sector.

# How Strategic Proposals helps overcome these challenges

We offer tailored solutions that directly address these sector-specific issues:



# Client success stories

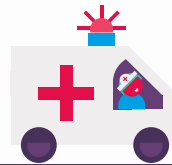


We've supported a wide range of public sector organisations and suppliers bidding into government:



Northamptonshire NHS Trust

**Tender support for critical service delivery**



FCDO

**Capture training delivered to improve strategic positioning**



East Sussex NHS Trust

**Helped secure a win with an 86.78% score vs. 64.23% for the nearest competitor**



Hymans Robertson

**Expanded the footprint of clients through new business and retention wins on the LGPS framework**



MTR

**Gained access to the Rail for London framework worth £100m**





Aga Khan Foundation  
NFP agency

Aga Khan Foundation  
NFP agency – Training  
and deal support  
for international  
development funding



Crest Consultancy

Achieved 92%+  
technical scores on all  
public sector bids over  
three years



BAM

Secured a £42m  
Department  
for Education  
framework



Wincanton

Won a place  
on the CCS  
courier services  
framework



Willmott Dixon

Won a £2bn  
single-source  
construction  
framework



Balfour Beatty

Achieved 100%  
scores on  
CCS National  
Framework bids

# An award-winning team, with over 35 years' experience

Helped clients  
**win billions**  
with a capture rate of over **90%**



Over **15** years  
as an APMP Accredited  
Training Organisation  
Association of Proposal  
Management Professionals

Over **35** years  
serving clients globally



Working  
across  
all major  
industries



including both the public and  
private sectors

More than  
**40** highly experienced  
professionals



Proven processes  
and tools



Try our free-to-use tools:



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Proposals**

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