

Sample Bid Writing Improvements

Here are some examples of common mistakes made in bid writing:

Active/passive

There are many benefits to using the active rather than passive voice in a bid. It makes the bid shorter and clearer. You cannot use the active voice all of the time, but as a rough guide active should be used two thirds of the time.

Before
Our commitment to XYZ is clearly demonstrated by:
After
We can clearly demonstrate our commitment to XYZ by:

Another example

Before
As such, we will weave continuous improvement into our operational model to ensure that every aspect of service delivery is continuously monitored and that data is used to inform management decisions to improve the service.
After
As such, we will weave continuous improvement into our operational model to ensure that we closely monitor every aspect of service delivery and that we use data to inform management decisions to improve the service.

Unnecessary words

Unnecessary words can make the writing appear more formal and less clear than is required.

Before
We have assembled a design team for [insert locality] which we believe brings the necessary scope of experience and capability to respond not only to the design requirements of the sample schemes but to the requirements of the future schools in [insert locality].
After
Our design team will bring the necessary experience and capability to respond to the design requirements of the sample schemes and to the requirements of your future schools.

Present tense

Use the present tense to make your text more positive.

Before
The lessons learned from this project, which is currently at preferred bidder stage, will ensure that Transform Schools will be able to meet the Council's procurement and delivery programme.
After
The lessons learned from this project, which is currently at preferred bidder stage, will ensure that Transform Schools is able to meet the Council's procurement and delivery programme.

Be positive

Readers will be more confident of your ability to deliver the solution if the text is positive rather than tentative.

Before
In Derbyshire we would seek to work with local stakeholders to understand how we can utilise the resources of ABCD and our supply chain to support existing models and frameworks and to develop new programmes for improving outcomes for local people.
After
In Derbyshire we will work with local stakeholders to understand how we can use our resources and supply chain to support existing models and frameworks and to develop new programmes for improving outcomes for local people.