

Contract Readiness

Abbeycroft

“The support secured through the Big Potential programme and provided by Eastside Primetimers has been invaluable. It has enabled Abbeycroft Leisure to respond quickly to opportunities by building a number of models that enable a better response to contracts. This has included financial modelling, contract documents, mobilisation and project management documents. Eastside Primetimers are also helping the Board and Senior Leadership Team with future options for growth and refining the approaches to this next stage of development”

Warren Smyth, Abbeycroft Leisure chief executive



Abbeycroft has been seeking to diversify its income, but faced competition from well-resourced larger leisure providers including commercial firms. Abbeycroft therefore needed access to additional bid writing resource and expertise such as financial modelling, in order to increase their chances of securing contracts in a challenging market. This would also include help systematising their bidding process.

① Outcomes

Total Contract Value	up to £3.5m
Commissioner	Parkside Federation of Academies
Duration of contract	7 years (with a provision for an extension to 10)

② Need

Abbeycroft has been seeking to diversify its income, but faced competition from well-resourced larger leisure providers including commercial firms. Abbeycroft therefore needed access to additional bid writing resource and expertise such as financial modelling, in order to increase their chances of securing contracts in a challenging market.

③ Solution

Eastside Primetimers was able to provide a bolt-on bid team for Abbeycroft, to boost their available capacity for the rigorous bidding process for public contracts. They drew upon a team of three consultants with finance, social impact and bid writing expertise. Support provided involved:

1. A financial model to evaluate the risks/costs and benefits of bidding, helping them to focus resources on the best opportunities
2. Recommendations on how to embed social impact in the organisation
3. Theory of Change and a guide for staff to ensure a consistent approach to social impact across the organisation
4. Production of bids in collaboration with their senior team

Following these new processes, Abbeycroft was able to bid for a new type of contract in a new geography, providing leisure services for an academy school in Cambridgeshire. This £3.5m contract opens up a new market and will diversify Abbeycroft's income beyond its home local authority.