



DREWRY'S
COPY DOCTORS

news

Connect Plus wins £5 billion bid *(with a little help from Drewry's)*

Drewry's recently completed checking, editing and advising on tender documents for one of the largest contracts ever.

Drewry's initially advised on document style, then edited the 700+ page quality submission for optimum communication and rigorous consistency.

This submission supported the Connect Plus consortium's winning bid for a £5 billion contract to take over the London orbital motorway. They will design, build, finance and operate the M25 on behalf of the Highways Agency over a 30-year contract period.

Drewry's advisory services included Making Words Work™ workshops for the authors. This maximised the impact and effectiveness of their first drafts.

When the work was completed, Connect Plus Bid Manager Adam Andrews wrote to Drewry's lead editors saying ***"Just wanted to thank you for the huge contribution you made to our bid – everyone was really appreciative of your inputs!"***

Editing a 700+ page quality submission

Every draft section of the submission was rigorously edited by Drewry's tender-checking team. The work embraced several key processes, largely conducted concurrently to meet extremely tight turnaround demands.

Drafts on specialised topics came from different authors and teams of authors among the members of the Connect Plus consortium. Each was edited to punch home key messages and present information in the most customer-friendly way.

All sections were rigorously edited for consistent style and terminology, to ease the Highways Agency's understanding and assessment of the tender.

The edit included critically reviewing the drafts for clarity and completeness of responses to the customer's requirements.

Detailed critiquing was conducted for any areas where the editors identified communication shortfalls. This overcame common problems with authors deeply inside a project making assumptions about readers' depth and extent of prior knowledge.

Several sections were page-count limited, and the Drewry's service included seamless editing-down to meet these limits. Importantly, the editors were able to achieve such compression without compromising the necessary detail content, through sheer craft skill.

A vital benefit from the external editing team was the independent overview. This pinpointed discrepancies, needless overlaps between sections, and occasional gaps where essential content fell into a crack between different authors.

Professional resource with huge experience in ultra-competitive, high-value tendering

The M25 bid was the latest and largest of many tenders Drewry's has worked on over the past 10 years. This highly specialised bid editing service has been used by UK and world-leading organisations in such varied fields as:

- Civil engineering and construction
- Occupational healthcare
- Telecommunications infrastructure
- International legal services
- Applications for heritage funding

Team principal John Drewry says: ***"We have a probably unrivalled niche capability in helping top professional bid teams unlevel the competitive playing field."***