



fbs

An Introduction to FBS



About Us



Contact Us

Website

www.fbslimited.co.uk

Email

bidding@fbslimited.co.uk

Flexible Business Solutions (FBS) is a boutique consultancy delivering end-to-end business development support across justice, health, immigration, IT, defence and public services.

With more than 30 years of combined bidding expertise, our team has helped clients secure over £3 billion in contracts across complex, high-value opportunities and highly competitive public sector procurements. We support organisations from early solution design through bidding, compliance and mobilisation, working as a seamless extension of their internal teams.

Our experience includes:

- Winning first-time public sector contracts for new market entrants
- Developing and mobilising high profiled contracts with leading Public Sector Bodies
- Helping major organisations enter new high-value markets
- Supporting emerging companies to secure contracts that unlocked commercial growth

We focus on more than bid compliance. Our strength lies in designing credible solutions, shaping persuasive win strategies and helping clients build long-term commercial resilience.



What do we stand for?

We provide consistent senior-level support throughout every engagement, becoming a trusted extension of our clients' internal teams rather than relying on rotating delivery staff.

We are known for being:

- Transparent and direct
- Commercially honest
- Highly responsive
- Collaborative and approachable
- Committed to exceptional quality

We give clear advice on what is achievable, what is required to win, and where improvement is needed. We hold ourselves, and our clients, to high standards because outcomes matter.

Our clients trust us not only for the quality of our work, but for the way we work alongside them: with care, commitment, and genuine partnership. That is why many choose to formalise their relationship with FBS through long-term retainers.

Our Values & Principles

Our values are at the heart of everything we do. They guide our decisions, shape our approach and define the way we support our clients. They are:

Quality: We apply rigorous standards to every bid, solution and piece of advice.

Trust through collaboration: We build relationships based on openness, respect and genuine care.

Integrity and discretion: We work with honesty, professionalism and strict confidentiality.

A proactive mindset: We take initiative and look for smarter, stronger ways to deliver.

Ambition to do better: We are always pushing for better outcomes, better thinking and better ways of working.

Creative, practical problem-solving: We tackle challenges with fresh ideas, efficiency and sound judgement.

Commitment to impact: We focus on doing what is right for the communities and people our clients serve.

What We Achieve for Clients

FBS was created to solve the challenges organisations face when navigating the full business development cycle. We design scalable solutions, develop competitive narratives, or manage complex, compliance heavy bids. We bridge that gap by working end-to-end – shaping solutions with clients, testing and refining models, writing compelling submissions, and then supporting mobilisation so contracts move smoothly from award to delivery.

We were also built to make the process more human: reducing the stress, pressure and late-stage chaos that bidding and mobilisations can often create, and embedding with teams so we operate like an inhouse function rather than an external supplier.

Client Testimonial

“ I would like to thank you and kindly ask that you extend my gratitude to your wonderful team for tackling such a challenging project so successfully.

Thank God for you guys! ”

Our Services



From Ideas to Impact.

Whether you require a fully outsourced bidding function or targeted support for a must-win project, our services scale to match your ambition.

Designed entirely around market-proven strategies and your preferred level of internal input, our deliverables and engagement structures are fully adaptable to meet your specific commercial goals.

1 Business Development / Strategy

In-depth market research, network support and structured decision-making to align opportunities with strategic goals.

2 Bid Readiness & Improvement

We support our clients align to best practice and continually improve their bidding processes to maximise win rates

3 Pipeline Management

Support building a customised, detailed pipeline of identified opportunities. Complete with summaries including: key dates compliance criteria and key requirements.

4 Capture Planning

We help clients define high-level win strategies including financial viability, go/no-go decision-making, and identifying ideal partnership structures.

5 Solution/Service Design

We develop tailored services from initial concept through to fully-costed/realised models, designed to meet customer requirements, whilst cost-effective and end-user focused.

6 Bid Writing

We deliver high-quality bid documents, scaling our comprehensive writing support to clearly articulate your value for both public and private sector opportunities.

7 Commercial Modeling

We work with clients to populate financial models, offering tailored advice to maximise profit potential against competition.

8 Bid Management

We handle all aspects of the framework/bidding application process, providing end-to-end management to ensure strict compliance with all procurement requirements

9 Mobilisation / Project Management

We help out clients successfully mobilise and implement their winning bids. Acting as a single assurance point between client and end customer.

Our Team

Diana Jones
Co-Founder -
Strategy Director



Tudor Pettengell
Co-Founder -
Solutions Director



Emma Smith
Co-Founder
Director of Writing



Tom Whiting
Co-Founder -
Bid Process Director



Maya Richards
Bid Writer



Sam Hopkinson
Bid Writer



Lisa Haksard
Administrator

