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WEBINAR 10AM-11AM, 16th October 2025

£6.3b in NHS capital: How to win from the 2025/26 ICB budgets

Insights and strategies to win

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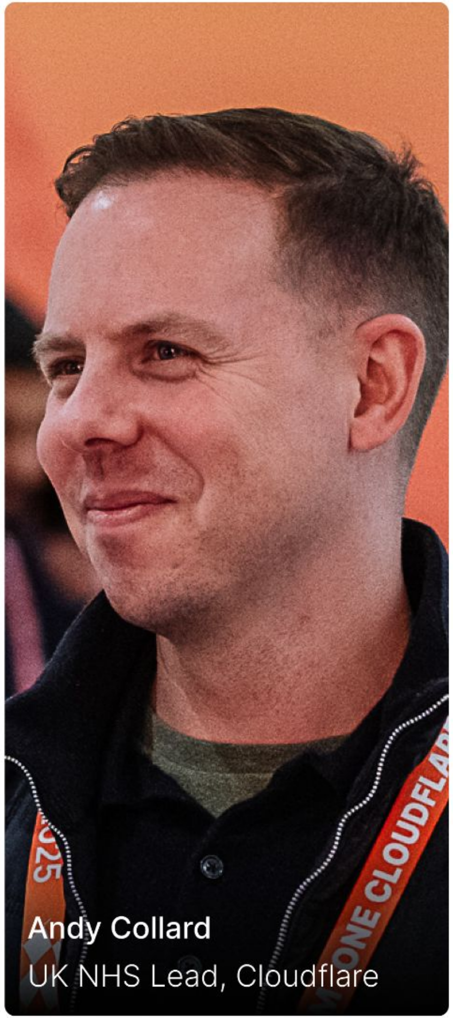
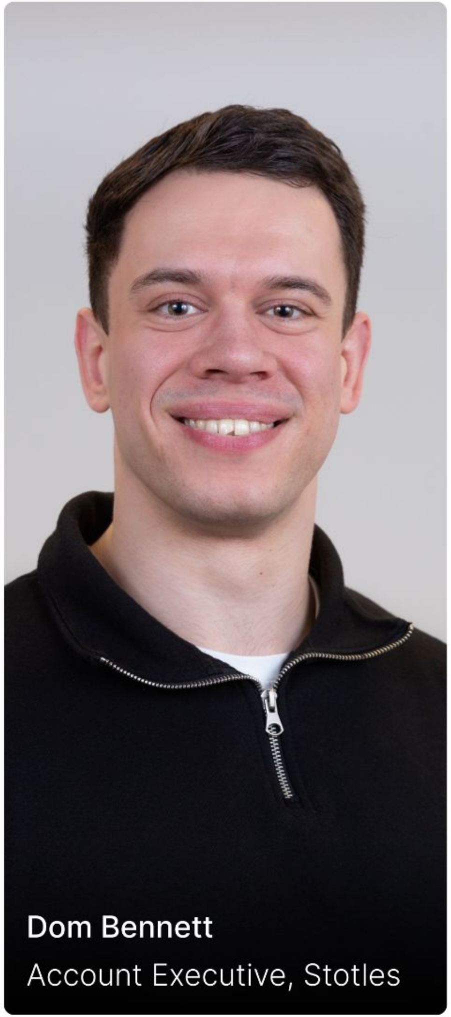


Andy Collard

UK NHS Lead, Cloudflare



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Go from disjointed tools...

Strategy consultants	Market intelligence	Framework monitoring	Sales enablement	Tender & contract trackers	Bid & proposal solutions

...to a single source of truth.

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the single place to grow your public sector business.

Plan clear strategy

Build earlier pipeline

Find relevant tenders

Create winning bids

Aims of the session

- Unpack what the ICB budgets tell us
- Showcase how to practically build pipeline
- Walk away with one new tactic to approach the NHS with confidence

Agenda to achieve the aims

Section 1: Creating strategy around the ICB budgets
Turning this actionable information into real opportunities.

Section 2: Best-in-class strategies to proactively build NHS pipeline
A showcase of strategies top suppliers are using to grow their public sector revenue, today.

Section 3: Fireside chat
Hear how top NHS suppliers, Buddy Healthcare & Cloudflare, win business with the NHS.

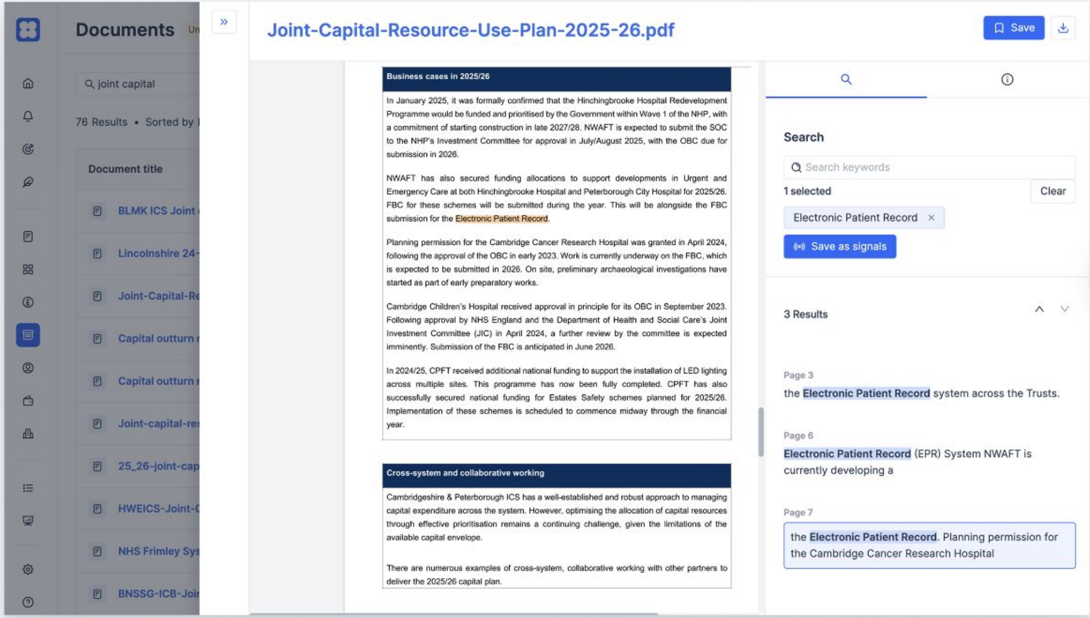
Q/A with your speakers
Add your questions to the Slido.

01.

Creating strategy around the ICB budgets

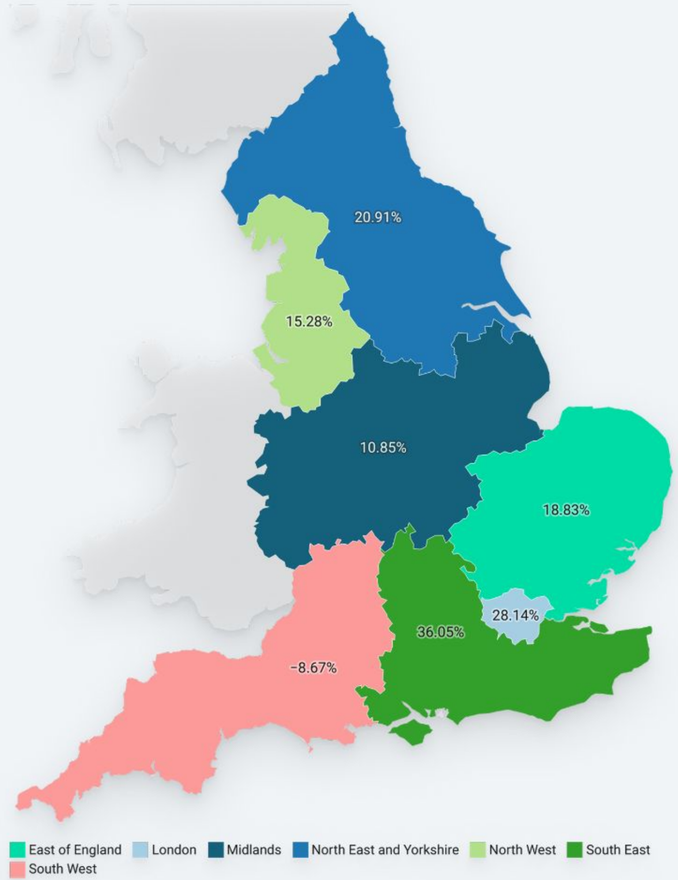
Turning this actionable information into real opportunities.

JCRUPs are the ICB's public plan for capital use. They name priorities and timing.



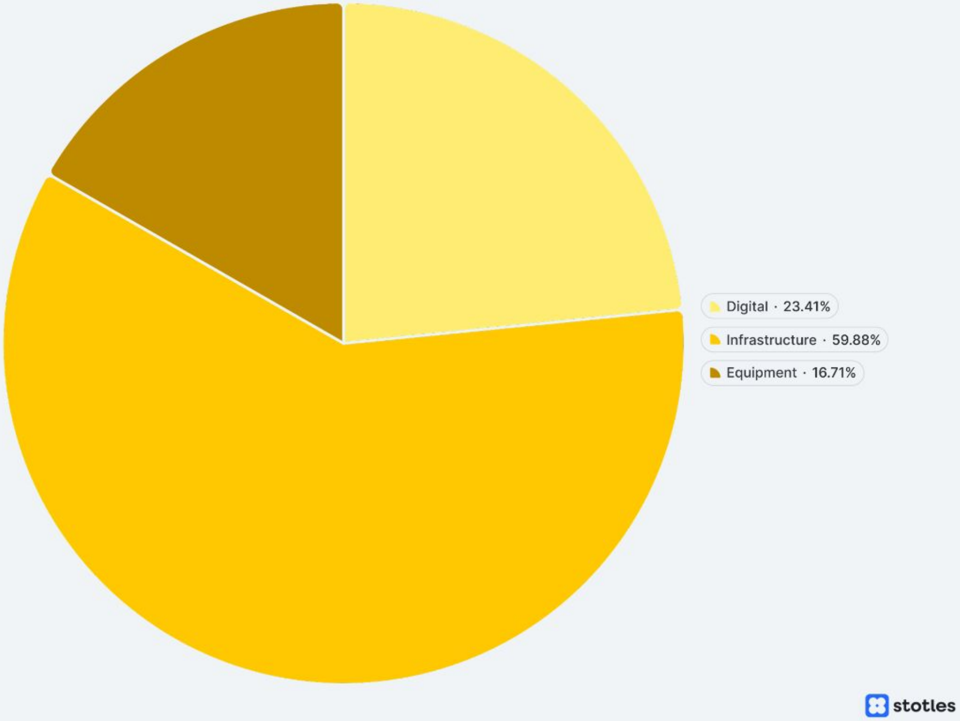
A view of Stotles' Documents feature containing all published Integrated Care Board JCRUPs and more NHS content searchable by AI.

Funding is not evenly spread. Some regions are stepping on the gas.



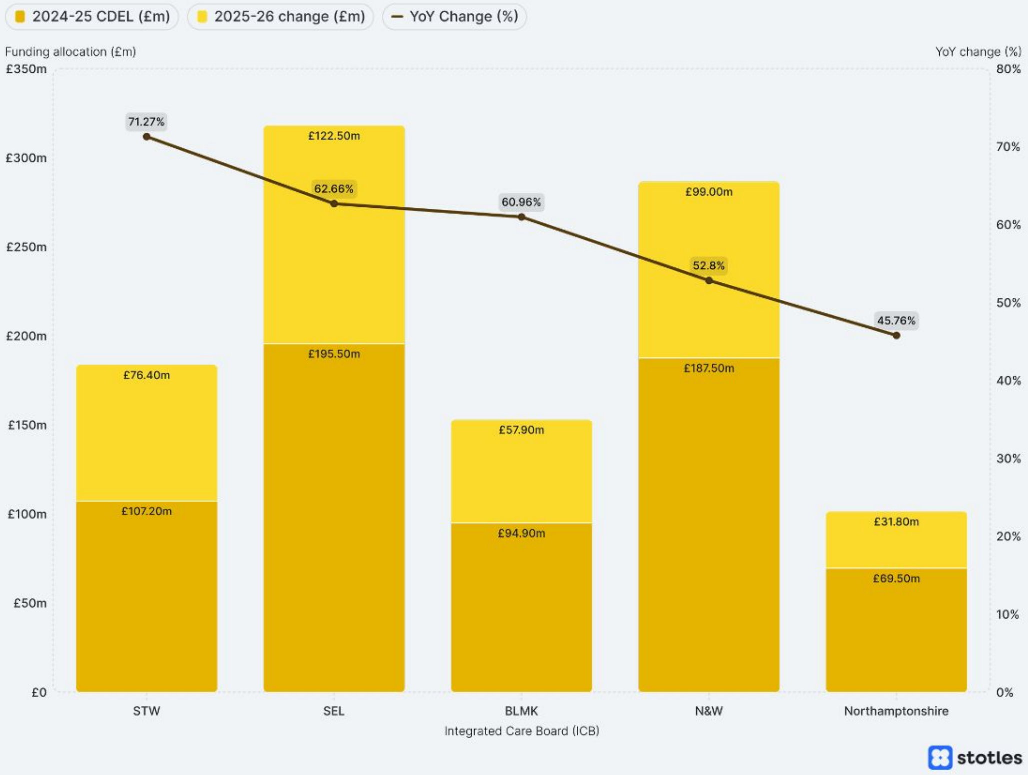
Three pots dominate. Digital, infrastructure, and equipment.

Focusing on investment priorities across digital, infrastructure and equipment



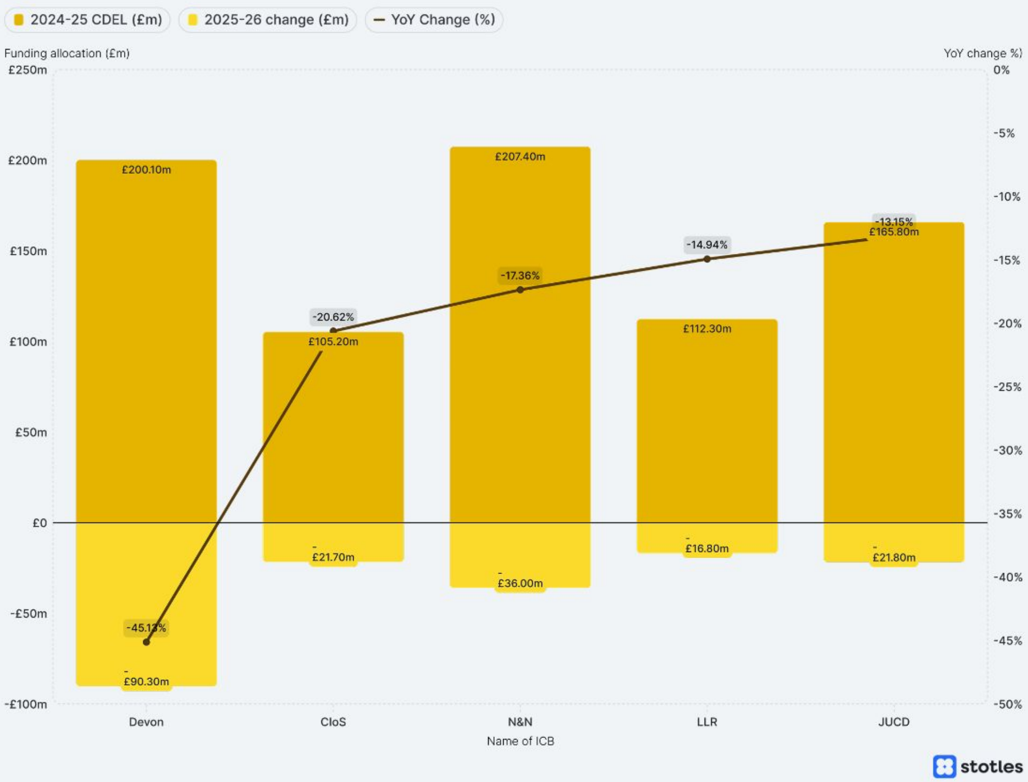
Not all buyers are created equal. Some ICBs jumped sharply year on year.

ICBs with the largest percentage increase YoY



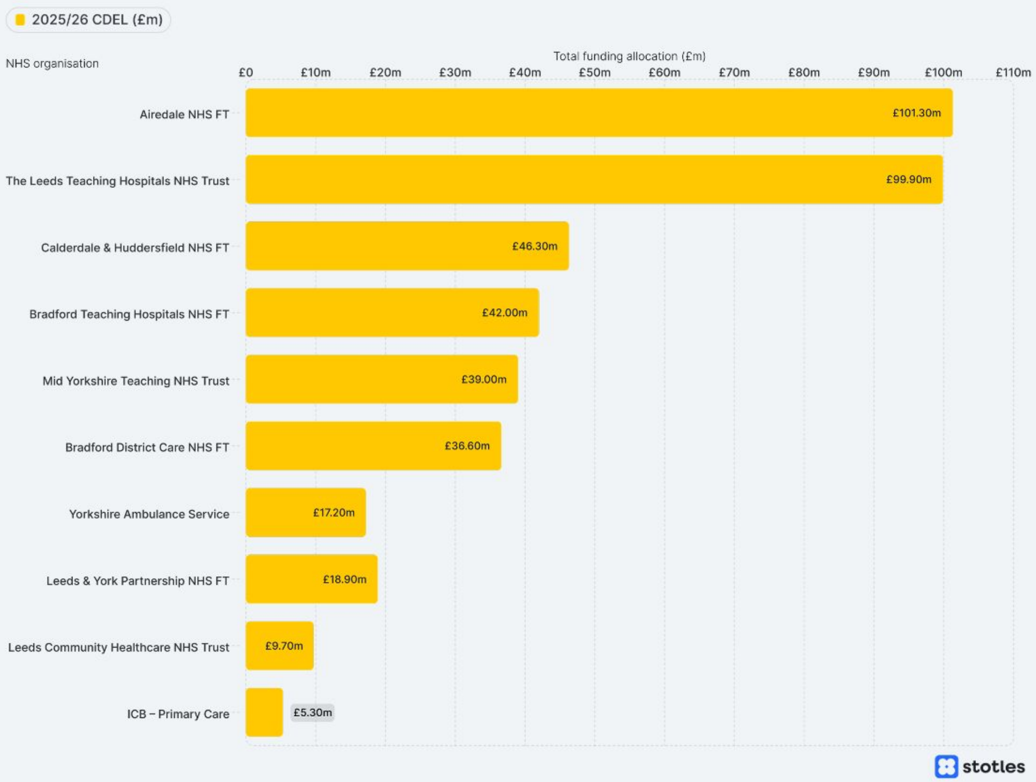
While other ICBs pulled back. But this doesn't mean there are no opportinities.

ICBs with the largest percentage decline YoY



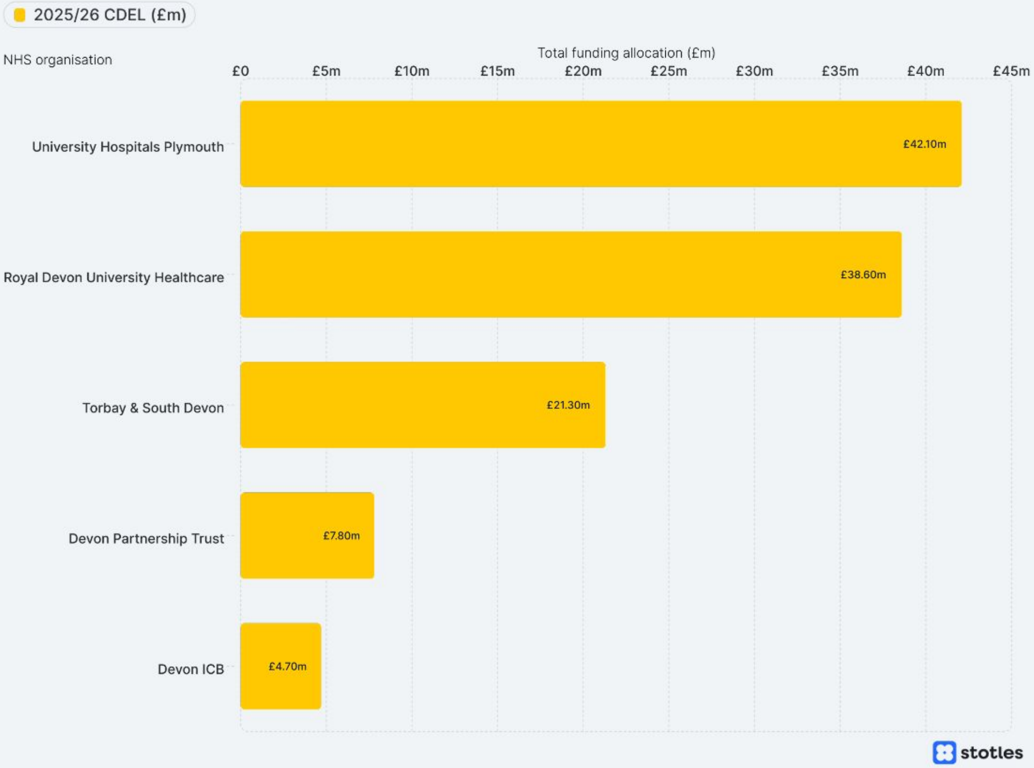
West Yorkshire is a clear growth case. Multiple trusts, clear themes.

West Yorkshire JCRUP funding allocation



Devon is seeing lower allocation, but needs remain across key trusts.

Devon's JCRUP funding allocation



How to build a winning ICB strategy

01 Use our ICB funding spreadsheet and AI-led Documents feature to search through all of the 2025/26 JCRUPs and dive deeper into the signals that matter most to your organisation.

02 Take a look through our supplier profiles to analyse which competitors are already supplying each ICB, what contracts they are currently linked with and when these contracts are due to expire to be in the best position to win.

03 Connect JCRUP funding to real procurement routes, monitoring the frameworks NHS buyers use regionally such as G-Cloud and Digital Workplace Solutions, so you are in the right place when buyers move.

04 Use JCRUPs to spot ICBs growing in funding but also in decline. The contracting regions still invest in important projects but are looking for value and cost-effective solutions.

05 Large capital projects often need supply chains and many large suppliers winning contracts require partners with differentiated offerings to deliver on the full request.

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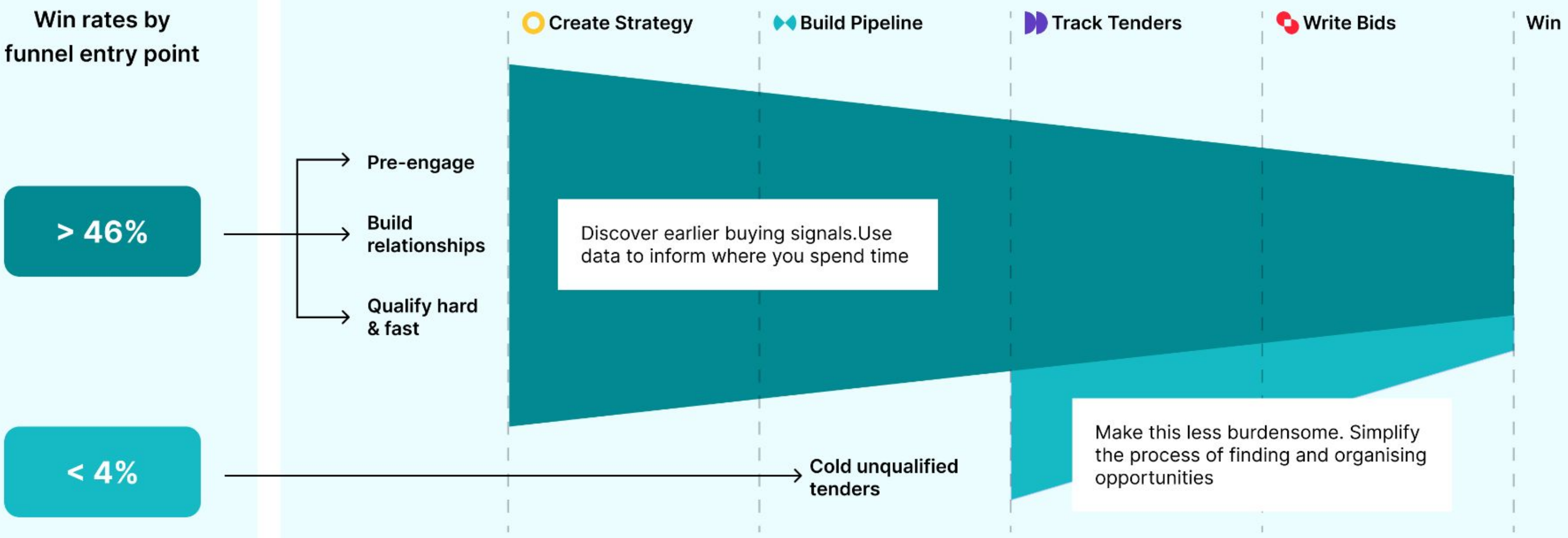
02.

Best-in-class strategies to proactively build NHS pipeline

A showcase of strategies top suppliers are using to grow their public sector revenue.

STOTLES PLATFORM / VALUE PROPOSITION

Getting proactive drives 11x pipeline outcomes



Key strategies to build NHS pipeline

- **Timing is everything** - live tenders mean somebody else is already in the conversation
- **Live tenders aren't pipeline,** they're the product of creating proactive pipeline
- To get ahead of tenders, **pay attention to early buying signals**
- Early buying signals aren't speculative, they're **evidence that there's a real opportunity** for you to pursue and that your target buyers are ready to purchase

Contract expiries & previous awards

When a contract is due to expire, there's a high chance it'll be re-tendered.

According to suppliers, 64% of public sector sales coming from existing buyers and spotting these re-tendering moments early is key to staying ahead.

Strategic documents

Documents often reveal plans before formal procurement begins. Budgets, meeting minutes, strategy reports, and FOI responses can all contain early buying intent.

Use these snippets to plan who you target, and to better understand their pains and how you may be able to support them.

Early stage notices

Pre-market signals like Planned Procurement Notices (PPNs), market engagement notices, and future opportunity announcements often appear months before a tender is released and signal that a buyer is about to procure more formally.

These notices generally appear six to twelve months in advance and give you time to prepare.

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03.

Fireside chat

CLOUDFLARE

Cloudflare helps public sector organisations deliver fast, secure and resilient digital services by running security, performance and developer services on a global network in 330+ cities.

Vision of helping build a better Internet for everyone.

Provides free protection to public-interest organisations and election websites through Project Galileo and the Athenian Project, and powers operations with 100% renewable energy.

Andy Collard

UK NHS Lead, Senior Account Executive, Cloudflare

Buddy Healthcare

Buddy Healthcare improves the quality and efficiency of care for hospitals and NHS Trusts by digitising care pathways end-to-end.

Vision of empowering care providers with practical digital solutions for every step of the patient journey, improving patient outcomes worldwide.

Committed to sustainability, including a pledge to achieve Net Zero emissions by 2035 in line with NHS and UK targets.

How important are budget documents, like ICB JCRUPs, to your NHS strategy?

How do you go from strategy to pipeline?

How do you track upcoming opportunities in the NHS?

One piece of advice for 2025/26

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Thank you for joining.