



ESA Proposal Advice Service (ESA PAS)

A new initiative helping the UK space sector submit stronger, more competitive bids to the European Space Agency.

Overview

- The ESA Proposal Advice Service (ESA PAS) is a free-to-use, 12-month pilot initiative from the UK Space Agency designed to support UK organisations bidding for ESA contracts.
- It is designed to improve the quality, completeness, and strategic alignment of proposals.
- It aims to boost UK success rates and enhance national geo-return from ESA.
- Provides tailored, non-technical feedback on draft bids before submission.
- Focuses on identifying common mistakes and ensuring compliance with ESA requirements (no technical or engineering advice provided).
- Interested organisations must complete a [triage form](#) to begin the process.
- Applications for the service are reviewed during weekly triage meetings based on defined criteria.
- Eligible organisations will be onboarded and asked to submit their draft bid materials to the ESA PAS service provider.

Process

 Date	 Activity
Day -60	ESA ITT opens and becomes available for bidding
Day -21	Final day for organisations to apply for ESA PAS support via triage form
Day -14	Final decision by the Triage Board on participation eligibility (triage happens weekly)
Day -7	Deadline to submit bid paperwork to ESA PAS service provider for review
Day -4	Latest date for ESA PAS service provider to return feedback
Day -3	Organisation incorporates feedback from ESA PAS into bid
Day -1	Organisation submits final bid to ESA
Day 0	ESA ITT officially closes

Eligibility Criteria



Must be a UK-based organisation preparing an ESA bid to be submitted within the next 6 to 8 weeks



Must be registered on ESA STAR



Must have previously submitted a bid for an ESA Invitation to Tender (ITT)



The bid value must exceed €250,000



Must agree to the terms and conditions associated with the use of the service



If a letter of support is required, it must have already been obtained

Feedback

Non-technical feedback on ESA criteria, highlighting issues and alignment with ESA requirements.



① Background & Experience

② Understanding of Requirements & Objectives

③ Quality & Suitability of Proposed Work

④ Adequacy of Management, Costing & Planning

⑤ Compliance with Tender Conditions



Service Provider

- The ESA PAS will be delivered by KI Bid Consulting, primarily by Kelly Instrell.
- Kelly has over 10 year's experience of bidding for ESA contracts, from early phase studies and technology development activities through to major sub-system and satellite prime bids.
- Head of Bid Management at Thales Alenia Space UK until earlier this year .
- Author of “Bidding for ESA Contracts: The Essential Guide”, created for UKSA earlier this year.
- To meet peaks in demand, Huw Simpson will support ESA PAS as required.
- Huw has over 20 years' experience in ESA bids and projects, and was part of Thales Alenia Space UK's bid team, with experience in bidding for studies, tech dev activities and major sub-system and satellite prime opportunities .

Summary

Purpose

It aims to improve proposal quality, completeness, and strategic fit, boosting UK success and geo-return from ESA.

Eligibility

Organisations must be ESA STAR-registered, have previously bid for ESA, and be bidding on an ITT over €250,000.

Service

Provides tailored, non-technical feedback on draft bids before submission. It is free to use, and the Service Provider has signed a Non-Disclosure Agreement.

Accessing the Service

Organisations must complete a [triage form](#) to begin the process.

Any Questions?

ESA Policy & Operations: EPO@ukspaceagency.gov.uk