



Meet the Buyer Roadshows Dumfries and Galloway

- 15 April 2024 - The Bridge, Dumfries
- 23 April 2024 - McMillian Hall, Newton Stewart

www.sdpScotland.co.uk

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Supplier Development Programme

MTB Dumfries Roadshow 2024

286

Total Registered Suppliers

173

Attendees on the day

83

Attendees from unique Scottish SME businesses

DUMFRIES & GALLOWAY
MEET THE BUYER

"It was useful to meet the people behind the projects in which we are chasing business."

100%

of visitors rated the event **'Excellent' or 'Good'**

86%

of businesses said they were **more likely to bid for contracts** after attending the event

78%

suppliers said they felt **more capable of bidding for contracts** after attending the event

18

Exhibition Stands on the day

Including Scotland Excel, Scottish Procurement Alliance, NHS D&G, Ashleigh Construction, Wheatley Group, and Vattenfall.

100%

of exhibitors rated the event **'Excellent' or 'Good'**

83%

of exhibitors said they **would like to exhibit at similar events in the future**

Exhibitors said:

"There was good attendance, and quite a few suppliers new to us and some interesting chats around potential future opportunities."

www.sdpScotland.co.uk/events-mtb/

Supplier Development Programme

MTB Newton Stewart Roadshow 2024

85

Total Registered Suppliers

40

Attendees on the day

22

Attendees from unique Scottish SME businesses



"It was great to put faces to names, to pick up ideas, and to have the opportunity to make contacts we would not normally come across."

100%

of visitors rated the event **'Excellent' or 'Good'**

100%

suppliers felt **more capable of bidding** for contracts after attending

90%

of businesses were **more likely to bid for contracts** after attending

10

Exhibitors on the day

Including, NHS D&G, hub South West, Wheatley Group, Clark Contracts, Morgan Sindall, FSB, SOSE and Business Gateway.

90%

of those asked rated the **exhibitors and speakers** as **'Excellent' or 'Good'**

Visitors said:

"We were given details for people within the procurement team who we can contact for advice, which will be very helpful going forward."

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Overview

The Supplier Development Programme has published an online report on two 2024 Meet the Buyer Roadshows that were ran in partnership with Dumfries and Galloway Council. The first event was at The Bridge, Dumfries, on 15 April, and the second at McMillian Hall, Newton Stewart, on 23 April.

These free events gave suppliers in the Dumfries and Galloway region of Scotland access to buyers and decision makers from across the public and private sector, helping suppliers raise their profile as a business, and prepare for upcoming contract opportunities.

Supplier Registration and Attendance

The Bridge, Dumfries on 15 April

In total, 286 suppliers had pre-registered interest on the SDP website for Meet the Buyer Roadshow Dumfries. There were 173 actual attendees on the day. Those attendees represented 83 Scottish SME unique businesses. 54 of those SMEs in attendance were from businesses based in the Dumfries and Galloway area.

McMillian Hall, Newton Stewart on 23 April

In total, 85 suppliers had pre-registered interest on the SDP website for Meet the Buyer Roadshow Newton Stewart. There were 40 actual attendees on the day. Those attendees represented 22 Scottish SME unique businesses. 15 of those SMEs in attendance were from businesses based in the Dumfries and Galloway area.



Buyer Exhibitions

Exhibitors at the Meet the Buyer Roadshow events included headline partners: Dumfries and Galloway Council and SDP, as well as Scotland Excel, Scottish Procurement Alliance (SPA), NHS Dumfries and Galloway (NHS DG), business support organisations, and a number of

supply chain contractors, including Ashleigh Construction, Loreburn Housing, Wheatley Group, Vattenfall and Clark Contracts.

Formal Agenda

Speaker sessions were mirrored across both Roadshow events, with Emma Bowden and Paul Wheelhouse unable to attend the Newton Stewart event, so their video recorded presentations were shown instead.

Speaker sessions included:

- Welcome by Karen Scott, Procurement and Commissioning Manager at Dumfries and Galloway Council.
- Keynote Address by Councillor Ivor Hyslop, Chair of Finance, Procurement and Transformation Committee at Dumfries and Galloway Council.
- Tendering for Public Sector Contracts by Malcolm Anderson, Procurement Team Leader at Dumfries and Galloway Council.
- Community Benefits in Public Sector Contracts by Emma Bowden, Procurement Sustainability Officer at Dumfries and Galloway Council.
- Re-Procurement of In-House Repairs Subcontractors by Craig Bouse, Procurement Category Specialist at Wheatley Group Group and Andrew Jones, Dumfries and Galloway Housing Partnership Interim Head of Repairs.
- Net Zero Challenges and Opportunities from Paul Wheelhouse, Head of Energy Transition at South of Scotland Enterprise (SOSE).
- Net Zero Carbon Targets and Local Heat and Energy Efficiency Strategy by Sarah Farrell, Net Zero Lead Officer at Dumfries and Galloway Council.



The Bridge, Dumfries on 15 April Survey Feedback

Supplier Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Roadshow Dumfries. The survey was live from 18 April to 9 May 2024. 36 responses were received and 25 of these came from SMEs.

The survey highlighted

- 100% of respondents rated the event as 'excellent' or 'good'.
- 95% of those asked rated the exhibitors and speakers as 'excellent' or 'good'.
- 86% of respondents said that they were more likely to bid for contracts after attending this event.
- 78% of suppliers felt more capable of bidding for contracts after attending Meet the Buyer Roadshow Dumfries 2024.

Some comments from suppliers included:

"It was useful to meet the people behind the projects in which we are chasing business."

"I enjoyed networking and introducing myself and my business to people."

"Meeting contacts and having the chance to discuss their requirements was useful."

Exhibitor Survey Feedback

An online survey was distributed to all exhibitors that attended Meet the Buyer Roadshow Dumfries. The survey was live from 18 April to 9 May 2024. 6 responses were received.

- 6 of the 18 exhibitors responded to the survey.
- 100% of respondents rated the event as 'excellent' or 'good'.
- 100% of respondents said they had enough information about attending as an exhibitor.
- 83% of respondents said they would like to exhibit at similar events in the future.

Some comments from exhibitors included:

"There was good attendance, and quite a few suppliers new to us and some interesting chats around potential future opportunities."

"This event ticked all the relevant boxes."

"Job very well done. A great morning that passed very quickly due to the busy footfall, there was some great engagement, thank you."



McMillian Hall, Newton Stewart on 23 April Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Roadshow Newton Stewart. The survey was live from 24 April to 16 May 2024. 10 responses were received and 9 of these came from SMEs.

The survey highlighted

- 100% of respondents rated the event as 'excellent' or 'good'.
- 90% of those asked rated the exhibitors and speakers as 'excellent' or 'good'.
- 100% of suppliers felt more capable of bidding for contracts after attending the event.
- 90% of respondents said that they were more likely to bid for contracts after attending the event.

Some comments from suppliers included:

"It was great to put faces to names, to pick up ideas, and to have the opportunity to make contacts we would not normally come across."

"We were given details for people within the procurement team who we can contact for advice, which will be very helpful going forward."

"It was useful meeting procurement officers directly and it was good to meet other suppliers. I also found the first and second speakers very informative."

Post Event






Delegate feedback has been reviewed and individual questions addressed. All feedback will be taken on board and will be applied to future events organised by SDP.

Promotion through the Supplier Development Programme

Social Media

Prior to the event, SDP published 9 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer Dumfries and Galloway Roadshows. The campaign ran from March to April 2024. Collectively, the posts earned 1,448 impressions (the number of times users saw a post) and 75 engagements (the number of times users interacted with posts). In total, there were 42 clicks on the links embedded in these posts.

Highest performing posts include:

Descending ▾ by Lifetime Engagements																							
 <p>Discover #local #contract #opportunities at the Dumfries and Galloway Council #MeetTheBuyer...</p> <p>DUMFRIES & GALLOWAY MEET THE BUYER</p> <table><tr><td>Total Engagements</td><td>40</td></tr><tr><td>Reactions</td><td>12</td></tr><tr><td>Comments</td><td>0</td></tr><tr><td>Shares</td><td>3</td></tr><tr><td>Post Clicks (All)</td><td>25</td></tr></table>	Total Engagements	40	Reactions	12	Comments	0	Shares	3	Post Clicks (All)	25	 <p>The Meet The Buyer Dumfries & Galloway Roadshow is back, bigger than ever with SDP, Dumfries and...</p> <p>DUMFRIES & GALLOWAY MEET THE BUYER</p> <table><tr><td>Total Engagements</td><td>10</td></tr><tr><td>Reactions</td><td>2</td></tr><tr><td>Comments</td><td>0</td></tr><tr><td>Shares</td><td>0</td></tr><tr><td>Post Clicks (All)</td><td>8</td></tr></table>	Total Engagements	10	Reactions	2	Comments	0	Shares	0	Post Clicks (All)	8		
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 <p>Do you want to grow your business in 2024? Book your FREE place for the first Dumfries & Galloway Meet the...</p> <p>DUMFRIES & GALLOWAY MEET THE BUYER</p> <table><tr><td>Total Engagements</td><td>8</td></tr><tr><td>Reactions</td><td>3</td></tr><tr><td>Comments</td><td>0</td></tr><tr><td>Shares</td><td>0</td></tr><tr><td>Post Clicks (All)</td><td>5</td></tr></table>	Total Engagements	8	Reactions	3	Comments	0	Shares	0	Post Clicks (All)	5	 <p>The Meet The Buyer Dumfries & Galloway Roadshow is back, bigger than ever with SDP, Dumfries and...</p> <p>DUMFRIES & GALLOWAY MEET THE BUYER</p> <table><tr><td>Total Engagements</td><td>5</td></tr><tr><td>Reactions</td><td>2</td></tr><tr><td>Comments</td><td>0</td></tr><tr><td>Shares</td><td>1</td></tr><tr><td>Post Link Clicks</td><td>2</td></tr><tr><td>Other Post Clicks</td><td>0</td></tr></table>	Total Engagements	5	Reactions	2	Comments	0	Shares	1	Post Link Clicks	2	Other Post Clicks	0
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Newsletters/Mailings

The Meet the Buyer Dumfries and Galloway Roadshows were promoted in SDP's monthly newsletters during the campaign.

- 1 March 2024 Newsletter received 41 clicks to the MTB Roadshow Dumfries and Galloways events page
- 3 April 2024 Newsletter received 108 clicks to this page

SDP also utilised a targeted approach to email marketing, sending out two solus emails about the event, to all suppliers based in the Dumfries and Galloway region.

- 18 March solus email received 37 clicks to the MTB Roadshow Dumfries and Galloways events page
- 26 March solus email received 18 clicks to this page

Contact

More information on the Supplier Development Programme can be found at www.sdpScotland.co.uk and on social media via [Twitter \(X\)](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).