

NHS Greater Glasgow and Clyde Anchors Procurement Development Project



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Overview

NHS Greater Glasgow and Clyde (NHSGGC) has been an Affiliate Member of the Supplier Development Programme (SDP) since 2023.

As active members of the Programme, NHSGGC has worked to raise awareness of its supply chain opportunities by discussing them in SDP webinars and at Meet the Buyer networking events.



These events showed local suppliers how to find and bid for NHSGGC opportunities, and in doing so helped to diversify the NHSGGC supply chain and contribute toward its Community Wealth Building objectives.

Following the success of its early work with SDP, NHSGGC sought the Programme's help on a bespoke project, to increase awareness and use of its NHS National Community Benefit Gateway Portal.

NHSGGC commissioned SDP to deliver this project to raise awareness of the NHS National Community Benefit Gateway Portal and to support suppliers and Third Sector Organisations (TSOs) across the Greater Glasgow region in understanding how to use it effectively.

The project was delivered in three key stages:

1. A survey to assess awareness of the NHS National Community Benefit Gateway Portal
2. A webinar for TSOs in the Greater Glasgow area on how to write compelling bids for the portal
3. A webinar for current and potential NHS Greater Glasgow and Clyde suppliers on how to use the portal effectively

Overview continued

To understand the needs of all stakeholders and establish a baseline of awareness, SDP conducted a series of stakeholder meetings and distributed a survey. Nineteen individuals responded, revealing that overall awareness of the NHS Community Benefit Gateway Portal was low.

To promote the project, including the survey and webinars, SDP conducted promotion via social media, email campaigns and engaged its extensive network of procurement and economic development professionals across the eight Local Authorities within the Greater Glasgow region. SDP also worked closely with CEIS/Just Enterprise, Social Enterprise Scotland, and local Third Sector Interfaces to further extend the project's reach.

Across both webinars, SDP supported 62 individuals from 57 unique Scottish SMEs and TSOs, helping them to gain a better understanding of and increased confidence in using the NHS Community Benefit Gateway Portal.

The success of the project was recognised nationally, with it being awarded the Public Procurement Project of the Year Award at the GO Awards Scotland 2025/26. The GO Awards celebrate excellence in procurement across Scotland's public, private, and third sectors, and both SDP and NHSGGC are delighted that this collaborative work has been acknowledged among other outstanding initiatives.



The Supplier Development Programme (SDP) set out by organising a series of meetings with key stakeholders. These included representatives from NHS Greater Glasgow and Clyde (NHSGGC), various third sector support organisations, as well as Third Sector Interfaces and council representatives from across the Greater Glasgow area.

The first stakeholder meeting took place with the NHSGGC Public Health team. The purpose of this meeting was to gain a clearer understanding of the internal processes NHSGGC follows to monitor and approve applications on the NCBG, and to identify potential areas for improving submission quality. These discussions highlighted several key challenges:

- There were relatively few submissions from the Glasgow area that met the required criteria.
- Many community organisations lacked understanding of the types of requests that would attract supplier engagement.
- Submissions often lacked clarity around the specific ask or the desired public health outcome.
- Applications that included multiple items often had to be resubmitted if not all options were selected by a contractor.

Insights from these discussions directly informed the development of the training materials, ensuring they addressed the key barriers identified.

Further meetings were also held with the NHSGGC Procurement Team to better understand the contract management process and the requirements placed on contractors to use the NCBG Portal. This element of work is ongoing and will be reported in the final project report.



Webinar Planning

SDP ran a Quick Quote via Public Contracts Scotland to invite the Programme's trainers to compete to commission a bespoke course of webinars. These webinars were to improve awareness of the National Community Benefit Gateway Portal and improve the quality of TSO submissions for the Glasgow area.

Pre-event Awareness Survey

To assess the existing level of awareness about the NHS Community Benefit Gateway Portal, SDP published an online survey, which was made available via the dedicated NHS Supply Chain page on the SDP website.

Initial work continued

A total of 19 individuals completed the survey. The findings were as follows:

- Over 68% of respondents were unaware of the Community Benefit Gateway Portal prior to completing the survey.
- Only one respondent had previously submitted a bid through the portal. Their bid was unsuccessful, though they did receive feedback on their submission.
- 100% of respondents expressed an interest in attending the free SDP webinar on writing proposals for the NHS Community Benefit Gateway Portal.
- Almost 58% of respondents were already registered with the Supplier Development Programme at the time of their response.
- Nearly 32% of respondents have bid for a Scottish public sector contract or framework opportunity in the last 5 years.
- Almost 80% of respondents were based in the Greater Glasgow region. Meanwhile, almost 16% were based in Edinburgh and Over 4% were based in Dumfries & Galloway.

Qualitative feedback from respondents highlighted a strong interest in learning more about the portal and in receiving practical support to engage with it effectively.

Comments included:

"As an organisation, we see great potential in aligning with the NHS National Community Benefit Gateway. However, we are not yet familiar with how to effectively navigate or utilise the portal. We would appreciate more guidance on how our services can be incorporated into NHS contracts and benefit local communities through the NCBG. We are eager to explore potential partnerships and community impact opportunities."

"I do not have a lot of time for placing complicated bids, as I am the only person in the small charity that can work on applications."

"I am new to the gateway and keen to learn more."

Writing Compelling Bids for the NHS National Community Benefit Gateway (NCBG) Portal for the Greater Glasgow Area – Webinar

The Writing Compelling Bids for the NHS National Community Benefit Gateway (NCBG) Portal for the Greater Glasgow Area (NCBG) portal for the Greater Glasgow Area webinar took place on Tuesday 29 October 2024.

This first session focused on providing tailored support to help TSOs strengthen the quality of their submissions to the NCBG portal and improve their chances of passing the evaluation stage. The webinar also demonstrated how TSOs could make their proposals more attractive to larger NHS contractors, encouraging these contractors to incorporate the projects within their bids and ultimately deliver them through their contracts.

In total, 73 individuals pre-registered to attend the webinar. On the day, there were 42 attendees, from 39 unique social enterprises, supported businesses, or Third Sector Organisations. Of these, 79% of attendees were based in the Greater Glasgow region, while almost 10% of attendees were based in Edinburgh and approximately 2.5% were based in Angus, Clackmannanshire, Dumfries & Galloway, and Stirling.

Following the event, 14 attendees completed the post-event feedback survey. The key findings were as follows:

- Over 64% of respondents were unaware of the NCBG before attending this webinar.
- 100% of respondents rated the trainer as 'Good' or 'Excellent'.
- Almost 93% rated the course content as 'Good' or 'Excellent'.
- Almost 93% felt their application to the NCBG would be stronger after attending this event.
- Almost 93% felt more capable of submitting an application to the NCBG Portal after attending this training.
- Almost 93% said they are more likely to submit an application to the NCBG Portal after attending this training.
- 100% of respondents were satisfied with the training they received from SDP.
- 100% of respondents would recommend SDP training to other organisations.

Qualitative feedback from participants reflected the practical value of the session and its direct impact on their ability to engage with the portal:

"I particularly enjoyed the walk through of the application process. This helped me to submit two applications straight after the training."

"I found it useful to get an overview of the portal that I was previously unaware of."

"I found the explanation of the whole process particularly useful."

"I found the Q&A session during the webinar very helpful. It was helpful to get answers to my questions from multiple speakers."

"I had already looked at the portal previously and it seemed straightforward enough. However, it was good to have the confirmation from the training, to hear examples of successful applications, and have the opportunity to ask further questions."

The NHS National Community Benefit Gateway (NCBG) portal webinar took place on Tuesday 20 May 2025.

This session was designed to raise awareness of the NCBG Portal among current and potential NHSGGC suppliers. Attendees were introduced to the purpose and functionality of the portal, received guidance on how to access it, and explored the types of community needs they could help fulfil. The session also demonstrated how suppliers could integrate Community Benefit commitments into their tender submissions to strengthen their bids.

A total of 30 individuals pre-registered to attend the event. On the day, there were 20 attendees, representing 18 unique businesses.

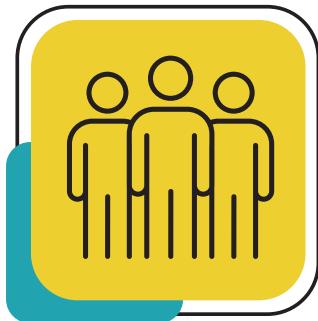
Following the event, six participants completed the post-event feedback survey. The key findings were as follows:

- 100% of respondents rated the trainer as 'Good' or 'Excellent'.
- 100% rated the course content as 'Good' or 'Excellent'.
- 100% felt more capable of bidding for NHS contracts after attending this session.
- 100% were satisfied with the training they received from SDP.
- 100% of respondents heard about the event through SDP's marketing efforts.

Qualitative feedback from participants highlighted the relevance and clarity of the session:



All feedback has been reviewed and will be taken into account in the planning and delivery of future events.



57

Unique Organisations attended the NCBG webinars



93%

felt their application to the NCBG would be stronger after attending the October webinar



93%

said they were more likely to submit an application to the NCBG Portal after attending the October training

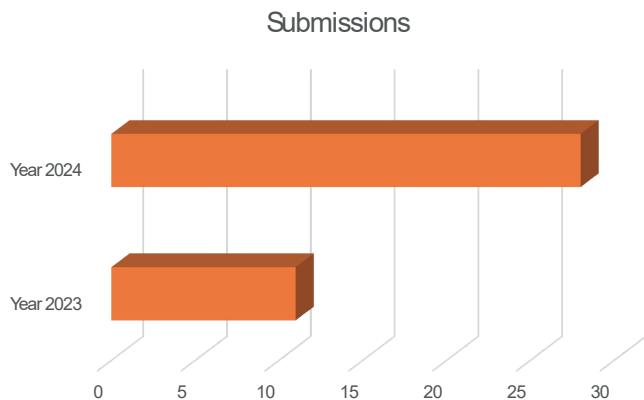


100%

felt more capable of bidding for NHS contracts after attending the May webinar

Outcomes continued

Following the initial stage of the project, both the number and quality of submissions made by TSOs to the NCBG Portal improved significantly. In 2023, only 11 submissions were made, of which three were rejected due to insufficient quality. By contrast, in 2024, 28 community needs were submitted to the portal, with all submissions accepted. This demonstrates a clear improvement in both capability and engagement from TSOs as a result of the project's training and support.



GO Awards

The Anchors Procurement Development Project was awarded the Public Procurement Project of the Year Award at the GO Awards Scotland 2025/26.

The GO Awards recognise outstanding procurement achievements across the public, private, and third sectors in Scotland. Both SDP and NHSGGC are delighted that this collaborative work has been acknowledged alongside other exemplary projects.



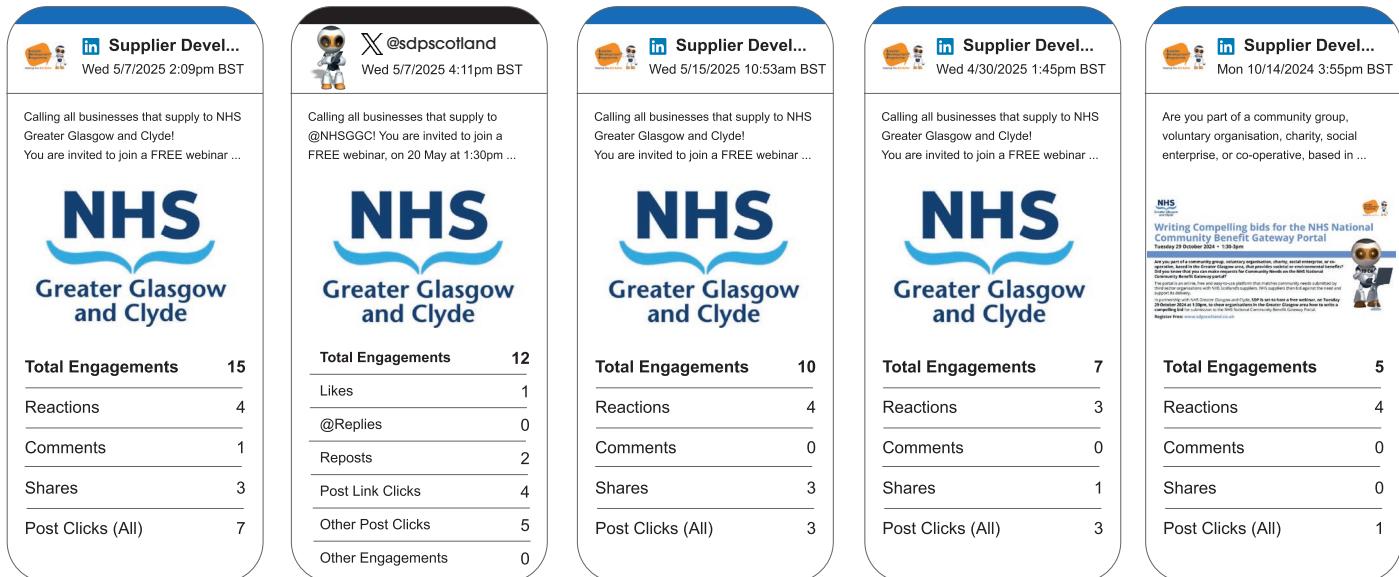
Left to Right, Brian Roach (Deputy Head of Procurement NHSGGC) Lisa Buck (Programme Manager from the Public Health Directorate) Chris Sanderson (Head of Procurement NHSGGC) Gillian Cameron (Programme Manager SDP) Amy Peters (Customer Development Officer SDP).

Promotion through the Supplier Development Programme

The Supplier Development Programme has a robust social media presence on Twitter (X), Facebook and LinkedIn, which is used to promote contract opportunities and engagement events to Scottish businesses and third sector organisations.

To promote the NCBG webinars, SDP published a total of 15 posts. These posts received a total of 1,576 impressions (the number of times content was displayed to users) and 75 engagements (the total number of likes, comments, link clicks, shares, etc).

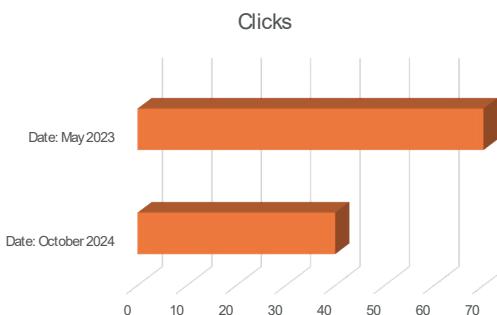
Highest performing posts included:



Newsletters/Mailings

An email marketing campaign was conducted with two bespoke emails. These were sent to segmented groups of the Supplier Development Programme database. Custom URL links to the event booking page were embedded, which received a total of 119 click throughs.

The first event was highlighted in SDP's October 2024 newsletter, receiving a total of 40 clicks. Meanwhile, the second event was highlighted in SDP's May 2023 newsletter, receiving a total of 70 clicks.



In addition to this, content for the first session was created for a series of emails to the different stakeholder groups and the identified audiences. This content invited the stakeholders to engage and to further promote out to their networks some information about the NCBG and the webinar. For the second session, content was created and shared with NHSGGC's marketing team for circulation amongst suppliers.

Contact us



This collaboration between NHSGGC and SDP demonstrates how strong partnerships can achieve exceptional results, and create meaningful, lasting benefits for the wider community. If you're interested in working with us on a similar initiative, we'd love to hear from you. Please get in touch using the details below.



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