



Islands Growth Deal Webinar
www.sdpscotland.co.uk
5 March 2024

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Supplier Development Programme

Islands Growth Deal Webinar

107

Total Registered
Suppliers



67

Attendees on
the day

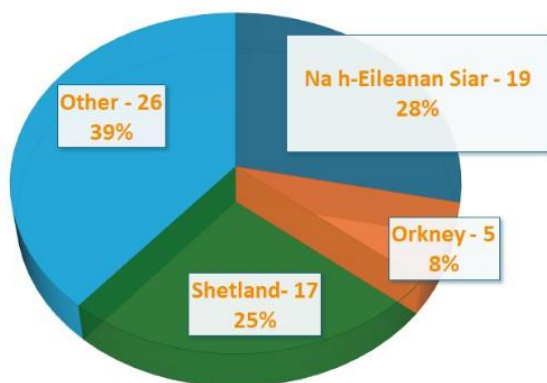


46

Scottish SME
unique
businesses



WEBINAR ATTENDEES BY REGION



05 MARCH WEBINAR

The Islands Growth Deal is a 10 year package of investment that will seek to drive economic growth and the creation of sustainable jobs across Shetland, Orkney and the Outer Hebrides.

SUPPLIER FEEDBACK

"This was an excellent opportunity to both hear about the Islands Growth Deal and how SDP can support organisations. We will certainly be promoting it."

92%

of those asked said they would **recommend the webinar to others**

88%

rated the webinar 'Excellent' or 'Good'

79%

felt their **bid would be stronger** (for associated tenders) after attending

<https://www.sdpScotland.co.uk/>

Overview

The Islands Growth Deal is a 10-year package of investment that will seek to drive economic growth and the creation of sustainable jobs across Shetland, Orkney and Na h-Eileanan Siar (the Outer Hebrides).

Jointly funded by the UK and Scottish Government, it will see investment in 16 projects and programmes across three strategic themes: low carbon, supporting growth/ future industries, and thriving sustainable communities.

The deal aims to deliver up to 1,300 jobs across the three island groups by 2032, to improve economic productivity, and to support the islands in becoming one of the first places in the UK to achieve net zero.

The Supplier Development Programme has published an online report on the Islands Growth Deal webinar that took place on 5 March 2024, at 2pm. Alongside the Supplier Development Programme, Comhairle nan Eilean Siar (the Outer Hebrides Council) Orkney Islands Council and Shetland Islands Council partnered this event.

This event gave suppliers an overview of the opportunities in the 10-year pipeline of work (with £33.3m being invested within each island group) and covered a number of sectors supported through the Islands Growth Deal including:

- Aerospace
- Economic Infrastructure, renewables, green energy and ports
- Food and Drink
- Energy, Circular Economy and Environment
- Tourism

Supplier Registration and Attendance

In total, 107 suppliers pre-registered interest in the Islands Growth Deal webinar. There were 67 actual attendees on the day. Those attendees represented 46 Scottish SME unique businesses. 41 of those SMEs in attendance were from businesses in the Islands Growth Deal area, with 19 from Na h-Eileanan Siar, 17 from Shetland and 5 from Orkney.

Webinar Agenda

- Introduction from SDP
- Welcome from Islands Growth Deal
- Na h-Eileanan Siar opportunities with Charlene Macmillan, Comhairle nan Eilean Siar Strategy Officer

- Shetland opportunities with Louise Shearer, Islands Deal Shetland Programme Co-ordinator
- Orkney opportunities with Inga Burton, Orkney Islands Council Service Manager Sustainable Regeneration and Arctic
- Q&A (moderated by SDP)
- Next steps

Supplier Survey Feedback

An online survey was distributed to Islands Growth Deal webinar attendees. The survey was live from 5 March – 9 April 2024. 24 responses were received.

The survey highlighted

- 92% of those who replied said they would recommend the webinar to others.
- 88% of respondents rated the webinar as ‘excellent’ or ‘good’.
- 87% said (following the webinar) they felt more positive about potentially working with the public sector buyers involved in the webinar.
- 79% felt their bid would be stronger (for associated tenders) after attending the webinar.
- 46% said they were encouraged to consider bidding (for associated tenders) after attending the webinar.

Some comments from suppliers included:

“This was an excellent opportunity to both hear about the Islands Growth Deal and how SDP can support organisations. We will certainly be promoting it.”

“The entire presentation was filled with fascinating insights. The passion each panellist had for their respective fields was truly contagious!”

“Presenters were engaging and very knowledgeable.”

Promotion through the Supplier Development Programme

Social Media Analysis

Prior to the event, SDP published 10 posts, across Facebook, LinkedIn, and Twitter, promoting the Islands Growth Deal webinar. The campaign ran from 5 to 29

February 2024. Collectively, the posts earned 2,844 impressions (the number of times users saw a post) and 70 engagements (the number of times users interacted with posts). In total, there were 15 clicks on the links embedded in these posts.

Highest performing posts include:

| | | | | |
|--|---|---|--|---|
| <p>SDP Scotland Thu 2/29/2024 8:50 am GMT</p> <p>Want to learn how you can win work from #IslandsGrowthDeal projects? Business sizes are invited to join a free webinar.</p> <p>ottish Islands Deal - Supply Chain Engage Wed, 5 March 2024 - 2:00 - 3:30pm A free webinar for all businesses of all sizes.</p> <p>Total Engagements 35 Reactions 13 Comments 0 Shares 4 Post Link Clicks 3 Other Post Clicks 15</p> | <p>Supplier Development ... Fri 2/23/2024 9:49 am GMT</p> <p>Want to learn how you can win work from #IslandsGrowthDeal projects? Businesses of all sizes are invited to...</p> <p>ottish Islands Deal - Supply Chain Engage Wed, 5 March 2024 - 2:00 - 3:30pm A free webinar for all businesses of all sizes.</p> <p>Total Engagements 10 Reactions 1 Comments 0 Shares 1 Post Clicks (All) 8</p> | <p>@sdpscotland Sat 2/17/2024 3:18 pm GMT</p> <p>Want to learn how you can win work from #IslandsGrowthDeal projects? Businesses of all sizes are invited to...</p> <p>ottish Islands Deal - Supply Chain Engage Wed, 5 March 2024 - 2:00 - 3:30pm A free webinar for all businesses of all sizes.</p> <p>Total Engagements 8 Likes 3 @Replies 0 Retweets 1 Post Link Clicks 0 Other Post Clicks 4 Other Engagements 0</p> | <p>@sdpscotland Thu 2/29/2024 11:09 am GMT</p> <p>Want to learn how you can win work from #IslandsGrowthDeal projects? Businesses of all sizes are invited to...</p> <p>ottish Islands Deal - Supply Chain Engage Wed, 5 March 2024 - 2:00 - 3:30pm A free webinar for all businesses of all sizes.</p> <p>Total Engagements 5 Likes 2 @Replies 0 Retweets 1 Post Link Clicks 0 Other Post Clicks 2 Other Engagements 0</p> | <p>Supplier Development ... Sat 2/17/2024 12:07 pm GMT</p> <p>Want to learn how you can win work from #IslandsGrowthDeal projects? Businesses of all sizes are invited to...</p> <p>ottish Islands Deal - Supply Chain Engage Wed, 5 March 2024 - 2:00 - 3:30pm A free webinar for all businesses of all sizes.</p> <p>Total Engagements 4 Reactions 0 Comments 0 Shares 0 Post Clicks (All) 4</p> |
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Newsletters/Mailings

The Islands Growth Deal webinar was announced in the February 2024 edition of the SDP monthly newsletter.

- 27 February newsletter received 18 clicks to the webinar page.

SDP also utilised a targeted approach to email marketing, sending out 2 solus emails about the event, to all suppliers based in the Islands Growth Deal regions.

- 8 February solus email received 27 clicks to the webinar event page.
- 4 March solus email received 11 clicks to the webinar event page.

SDP also hosted the following content on its website:

- [Page on The Islands Growth Deal](#) in its Scotland's Buyers section
- [5 February 2024 news story on the Islands Growth Deal](#) webinar and background

Printed / PDF Collateral

- August 2023: SDP produced a printed brochure (also available in PDF format), giving background information on the Islands Growth Deal, which the team circulated at Meet the Buyer North (on 12 September 2023) and in following events.

- March 2024: Kirsty Laing, Project Officer at Comhairle nan Eilean Siar produced a press release, which was circulated through the Islands networks and also sent out by SDP to their contacts.

Next Steps

The Supplier Development Programme (SDP) looks forward to working both collectively and individually with the Islands to make sure that procurement and supply chain opportunities arising from the Island Growth Deal are made visible to the local supply base. This could involve:

- SDP Early Supplier Engagement webinars, with guidance on the Islands Growth Deal in general
- SDP Meet the Contractor webinars, allowing suppliers to talk to Islands Growth Deal buyers
- SDP Aligned Tender Training webinars, showing how to use PCS and PCS-T to bid for Islands Growth Deal contract opportunities
- SDP marketing and promotion of up-and-coming Islands Growth Deal projects

Contact

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