



Fife Council Meet the Buyer

<https://www.sdpscotland.co.uk/events-fife-mtb/>

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Overview

This report covers the activities and outcomes from Fife Council Meet the Buyer, which took place on 10 November 2022 at the Carnegie Conference Centre in Dunfermline.

The event was held as part of Fife Business Week to allow local suppliers to discuss contract and supply chain opportunities with public and private sector buyers. Suppliers also had the chance to hear about requirements for businesses bidding across a wide range of sectors.

Supplier Registration and Attendance

In total, 282 suppliers pre-registered interest on the SDP website for the Fife Council Meet the Buyer event. There were 126 actual attendees on the day. Of those, 76 attendees were from 61 unique Scottish SME businesses. Of those, 24 unique Scottish SMEs were based in Fife.

Buyer Exhibitions

Fife Council Meet the Buyer exhibitors included the headline partner organisations: Fife Council and the Supplier Development Programme.

Additional exhibitors from Fife Council included DYW Fife, Opportunities Fife, Workplace Team, and Business Gateway Fife.

Additionally, ESES Communities, FES Ltd, Scottish Enterprise, NHS Fife, BAM, Levenmouth Rail Link, Scotland Excel, PfH Scotland, Federation of Small Business, Keela/Illasco, Intend Business Development, Scottish Procurement Alliance, APUC, Defence and Security Accelerator, Balfour Beatty, Fife Chamber of Commerce & Enterprise, Fife College, Skills Development Scotland, Centre for Engineering Education and Development and Scottish Engineering exhibited.



The post-event survey highlighted that 82% of Scottish SMEs were more likely to bid for public sector contracts after participating in the Fife Council Meet the Buyer event.

Formal Agenda

There was a formal agenda that ran throughout the day.

Presentations in Wallace Suite 1 included:

- Project Pipeline and How to access BAM's supply chain by BAM Construction.
- Introduction to Dynamic Purchasing Systems and Upcoming Scottish Procurement Alliance Frameworks by Scottish Procurement Alliance.
- Balfour Beatty Project Pipeline and how to access the supply chain by Balfour Beatty.
- An Introduction to Scotland Excel by Scotland Excel.
- Talking Tenders with Fife Council delivered by Fife Council.
- Developing management systems for ISO certification and compliance frameworks by ISO Assured.

Presentations in Wallace Suite 2 included:

- Opportunities with Defence Innovation delivered by Defence and Security Accelerator (DASA).
- Top Tendering Tips by Intend Business Development.
- Overview of the Forth and Tay Offshore Wind Cluster and awareness of offshore wind supply chain opportunities delivered by Forth & Tay Offshore.
- Helping suppliers fulfil community benefit commitments and support good causes in Fife, Edinburgh, and the Lothians by ESES Communities/Capital City Partnership.
- Information Governance & Security in NHS Fife by NHS Fife.
- Top Tendering Tips delivered by Intend Business Development.

Supplier Survey Feedback

An online survey was distributed to all registered suppliers for the Fife Council Meet the Buyer event. The survey was live between 10 November to 19 December 2022. Within this time, 31 responses were received.

The post-event survey highlighted that 82% of Scottish SMEs said they were more likely to bid for public contracts after participating in the event.



Scottish SME suppliers that responded to the survey also rated the Fife Council Meet the Buyer event as 'excellent' or 'good' in several areas:

- 96% - Messaging and theme on being a South of Scotland event.
- 86% - Representation of public sector buyers and decision makers.
- 89% - rated the overall experience excellent or good.
- 93% of respondents thought the Meet the Buyer South 2022 event demonstrated that public sector procurement is open and transparent, despite challenges in the wake of the COVID-19 pandemic and the current economic challenges.

When considering the Scottish Government's commitment to becoming a Net Zero society by 2045:

- 83% of respondents were aware of the Scottish Government's commitment to achieving a Net Zero society.
- 60% of respondents said they have an existing policy to support a reduction in its carbon footprint, and 63% said they have an implementation plan to reduce its carbon footprint.
- 48% said that carbon reducing/reaching Net Zero targets is a priority right now in 2022 for its business.
- 38% said it is a priority in future business plans.
- 14% said Net Zero is not a business priority.

Some comments from suppliers included:

- "The good thing about the event was Fife Council had the people in the room who make the decisions on products used not just procurement. This means it helps with the council knowing what is available and suppliers actually know the best way forward."
- "Good chance to talk to Buyers and also the procurement team at Fife Council."
- "Overall, very good."
- "Perhaps more opportunity to speak to representatives from the buyers/organisations with a stand after the morning presentations had concluded? I came out of the last session at 12.20 with some questions for those who had presented, unfortunately, most had packed up or were in the process of doing so and didn't have time for any meaningful discussion. Got what I went looking for but could have come away with more in hindsight. Well worth attending though, well done to all who organised."

Exhibitor Survey Feedback

An online survey was distributed to registered exhibitors after the Meet the Buyer South event. This survey was live between 10 November to 19 December 2022. Within this time, 14 responses were received.

- 100% of buyers said they would participate in Fife Council Meet the Buyer in the future.
- 100% of buyers said they would recommend Meet the Buyer South to other public sector buyers, private contractors with supply chains, and business support organisations.

Exhibitor respondents agreed the in-person event helped to:

- 100% - Drive early engagement with SDP member organisations, through collaboration with procurement and economic development to increase the number and breadth of public sector contracts being accessible to the Scottish SME base.
- 86% - Raise the profile of SDP to be recognised and established as the primary tender training programme to support SMEs and third sector in Scotland.
- 100% - Extend SDP engagement with public sector procurement is open and transparent, despite the challenges caused by the COVID-19 pandemic.
- 100% - Benefits SMEs as they can talk to the buyers from organisations who commission contracts and want to meet potential suppliers for their works and services.
- 100% - Demonstrate that public sector procurement is open and transparent, despite the challenges caused by the COVID-19 pandemic.

Some comments from buyers included:

- “It’s useful to engage early with the supply chain to inform planning for future events.”
- “Having procurement and business support events increases local supply chains and makes local suppliers aware of opportunities and how to access them.”

All feedback from suppliers and buyers is valuable and will be applied to future events organised by the Supplier Development Programme.

Promotion through the Supplier Development Programme

Social Media Analytics

The Supplier Development Programme has a robust social media presence on Twitter, Facebook, and LinkedIn, which is utilised to promote contract opportunities and engagement events regularly to Scottish businesses. In advance of the Fife Council Meet the Buyer event, SDP promoted the event across its social media channels. The campaign ran from 17 October to 10 November and collectively the posts earned 4,360 impressions (the number of times users saw a post) and 178 engagements (the total times a user interacted with a post).



The graphic features the Fife Council logo (a stylized 'W' with a red arrow) and the Supplier Development Programme logo (a robot character next to the text 'Supplier Development Programme' and 'Helping You Bid Better'). On the left, a map of Fife is composed of blue and orange dots, with the text 'FIFE MEET THE BUYER' overlaid. The main text reads 'Fife Council Meet the Buyer Carnegie Conference Centre' in orange and black, followed by 'In-person Event: Thursday, 10 November 2022' and 'Time: 9:00am - 12:30pm'. At the bottom, three pairs of robot characters are shown in various poses: one pair talking, one pair with one wearing a hard hat, and one pair with one holding a laptop.

Newsletters/Mailings

On 21 September, Fife Council Meet the Buyer was announced in SDP's September monthly newsletter which received 63 clicks. The event was also featured in the October newsletter on ... October which received 107 clicks, and the November newsletter which received 254 clicks.

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](#).