



## Fife Council Meet the Buyer 2023

[www.sdpscotland.co.uk](http://www.sdpscotland.co.uk)

9 November 2023

Updated: 13/12/2023

Lynzie Mclean, SDP Marketing and Events Assistant

[lynzie.mclean@southlanarkshire.gov.uk](mailto:lynzie.mclean@southlanarkshire.gov.uk)

Draft 0.2

# Supplier Development Programme

## Fife Meet the Buyer 2023

328

Total Registered Suppliers

188

Attendees on the day

108

Attendees from unique Scottish SME businesses



“Well worthwhile – this event demystifies the tendering process and helps to get bids fine-tuned for success.”

83%

of respondents said that this event has **encouraged them to bid** for more public sector contracts.

93%

of respondents rated the **opportunity for individual discussions with buyers and support agencies** as 'Good' or 'Excellent'.

96%

of respondents rated the **quality of buyers and support agencies on the day** 'Good' or 'Excellent'.

38

**Exhibition Stands on the day, including SDP, Fife Council Economic Development, Business Gateway Fife, Public Contracts Scotland, NHS Fife, Scotland Excel, Balfour Beatty, hub East Central Scotland, BAM, and more ...**

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

## Overview

The Supplier Development Programme has published an online report on the Fife Council Meet the Buyer 2023 event, which took place on 9 December 2023, at the Carnegie Conference Centre, Dunfermline. The Supplier Development Programme and Fife Council were the official partners of this event.

This free event provided local suppliers an opportunity to discuss contract, supply chain and sub-contracting opportunities with public and private sector buyers. Suppliers in attendance also had the chance to hear about requirements for bidding with buyers across a wide range of sectors.

## Supplier Registration and Attendance

In total, 328 suppliers had pre-registered interest on the SDP website for Fife Council Meet the Buyer 2023. There were 188 actual attendees on the day. Of those, 146 attendees were from 108 Scottish SME unique businesses. 67 of those in attendance were from businesses based in the Fife Council area.

## Buyer Exhibitions

In total there were 38 exhibition stands from organisations across the public and private sectors, which included the Supplier Development Programme, Fife Council Economic Development, Business Gateway Fife, Public Contracts Scotland, NHS Fife, Scotland Excel, Fife College Corporate Procurement, and the University of St Andrews.

For the first time, the Fife Council Meet the Buyer event featured a Construction Zone, with , such as: Fife Council Construction Procurement Areas, BAM UK & Ireland, Balfour Beatty, hub East Central Scotland, Kilmac, FES Group, PFH Scotland, Hadden Group, and more ...



## Formal Agenda

Presentations on the day included:

- Bam UK & Ireland and hub East Central Scotland - Introduction to the South West Fife School Replacement Programme
- Forth & Tay Offshore - An overview of the rail and forth and Tay clusters and their purpose in driving a local supply chain
- Build Fife Programme – Introduction to the Build Fife Programme
- Intend Business Development - Top Tendering Tips
- Scottish Enterprise – Introduction to Green Heat Opportunities
- Scotland Excel - Working with Scotland Excel
- Fife Council Corporate Procurement – Introduction to Corporate Procurement and the Updated Scheme of Tenders
- Scottish Future Trust (SFT) – Scotland’s Construction Pipeline Forecast Tool
- Intend Business Development – Overview of Quick Quotes/Supplier Finder and top tips for winning business

## Supplier Survey Feedback

An online survey was distributed to all that attended Meet the Buyer South 2023. The survey was live from 13 November 2023 to 27 November 2023. 46 responses were received.

**The post-event survey highlighted that 83% of respondents said they were more likely to bid for public sector contracts attending Fife Council Meet the Buyer 2023,**

**The survey also highlighted that:**

- 100% of respondents rated the booking process as 'Good' or 'Excellent'.
- 91% of respondents rated the venue as 'Good' or 'Excellent'.
- 96% of respondents rated the event as 'Good' or 'Excellent' in terms of the helpfulness of staff.
- 96% of respondents rated the event as 'Good' or 'Excellent' in terms of the quality of buyers and support agencies on the day.
- 93% of respondents rated the event as 'Good' or 'Excellent' in terms of the opportunity for individual discussions with buyers and support agencies.

**When asked to rate the speaker presentations:**

- 83% of respondents that attended the Bam and Hub East Scotland session rated the quality of information provided as 'Good' or 'Excellent'.
- 77% of respondents that attended the Forth & Tay Offshore session rated the quality of information provided as 'Good' or 'Excellent'.
- 87% of respondents that attended the Build Fife session rated the quality of information provided as 'Good' or 'Excellent'.
- 80% of respondents that attended the Intend Business Development session rated the quality of information provided as 'Good' or 'Excellent'.
- 96% of respondents that attended the Scottish Enterprise session rated the quality of information provided as 'Good' or 'Excellent'.
- 85% of respondents that attended the Scottish Enterprise session rated the quality of information provided as 'Good' or 'Excellent'.

- 91% of respondents that attended the Fife Council Corporate Procurement session rated the quality of information provided as 'Good' or 'Excellent'.

**When asked which part of the exhibition was most relevant:**

- 54% of respondents said the construction zone.
- 22% of respondents said the exhibition hall.
- 13% of respondents said the support agencies.
- 9% of respondents said the presentations.

**Some comments from suppliers included:**

- “The event was well organised and attended, interesting and informative.”
- “An excellent event - well done!”
- “Well worthwhile – this event de-mystifies the tendering process and helps to get bids fine-tuned for success.”
- “This was my 1st Meet the Buyer event. I took away a lot of useful information and met some really helpful people. I would like to know when the next one will be held.”
- “Excellent event. Just a few brief suggestions: further space between stalls would have been beneficial (difficult to hear/have a conversation) and it was difficult to find location for the presentation. Having some signs around the venue would have been beneficial.”
- “Brilliant event that was very well organised. The only thing I would say is that the construction zone hall felt very closed in, it would have been better if it had been in a bigger hall.”
- “The room was very noisy and quite difficult to hear conversations. However, it was good to see such a large turnout.”

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

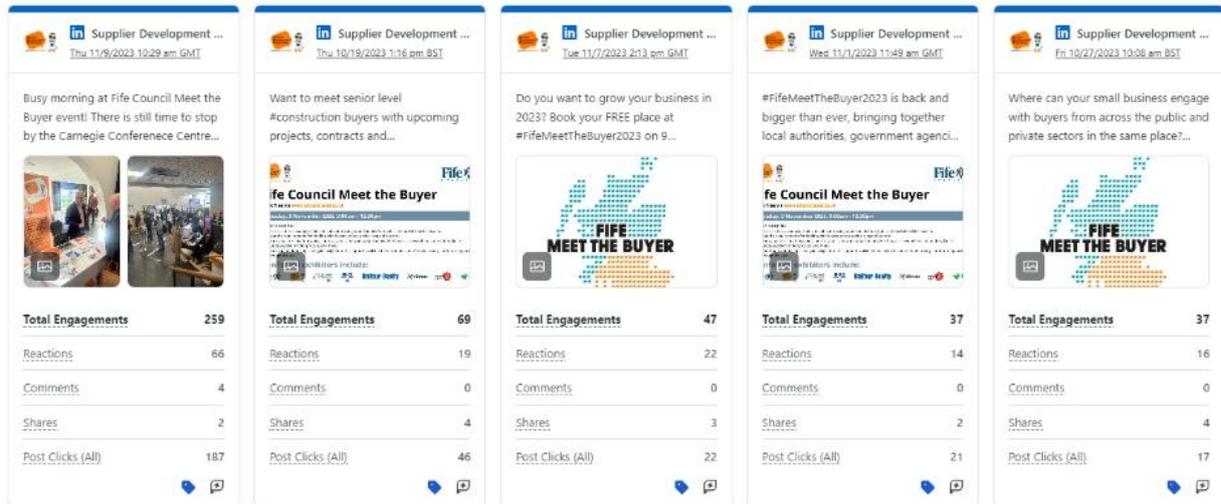


## Promotion through the Supplier Development Programme

### Social Media Analytics

Prior to the event, SDP published 16 posts, across Facebook, LinkedIn and Twitter, promoting Fife Council Meet the Buyer. The campaign ran from 13 October 2023 to 9 November 2023. Collectively, the posts earned 5,842 impressions (the number of times users saw a post) and 530 engagements (the number of times users interacted with posts). In total, there were 299 clicks on the links embedded in these posts.

### Highest performing posts include:



### Newsletters/Mailings

Fife Council Meet the Buyer event was announced in SDP's October 2023 monthly newsletter, and featured in all subsequent Newsletters before the event, on 9 November.

- October 2023 Newsletter received 79 clicks.
- November 2023 Newsletter received 68 clicks.

SDP also utilised a targeted approach to email marketing, sending out mailings to all suppliers based in Fife and the surrounding areas. The mailings, on 9 October 2023 and 26 October 2023, received 148 clicks.

### Post Event

All feedback has been reviewed and individual questions addressed. This feedback will be taken on board and will be applied to future events organised by the Supplier Development Programme.

### Contact

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