



## Inverclyde Council Meet the Buyer

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

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## Overview

This report covers the activities and outcomes from the Inverclyde Council Meet the Buyer event, which took place on 8 February 2023 at the Beacon Arts Centre, Inverclyde.

The drop-in event was arranged in partnership between Inverclyde Council and the Supplier Development Programme to give prospective suppliers the chance to find out more about the wide variety of services provided by the council, what work opportunities are on offer, and how to successfully bid for contracts.

The event was officially opened by Councillor Jim Clocherty, Inverclyde Council's vice-convenor of regeneration.

## Supplier Registration and Attendance

In total, 262 suppliers pre-registered interest on the SDP website for the Inverclyde Council Meet the Buyer event. There were 147 actual attendees on the day. Of those, 101 attendees were from 83 unique Scottish SME businesses. Of those, 34 unique Scottish SMEs were based in Inverclyde.

## Buyer Exhibitions

Real buyers from Inverclyde Council included staff from Procurement, Environmental and Waste, Property Services, Education, Health and Social Care, Facilities Management, Building Services, Roads and Transport, IT, Community Learning Development, and the Business Development Team.



Additional exhibitors included the Supplier Development Programme, Scotland Excel, Business Gateway, Chamber of Commerce, Federation of Small, Businesses and BASE.

## Supplier Survey Feedback

An online survey was distributed to all registered suppliers for the Inverclyde Council Meet the Buyer event. The survey was live between 8 February to 14 March 2023. Within this time, 21 responses were received.

**The post-event survey highlighted that 90% of Scottish SMEs were more likely to bid for public sector contracts after participating in the Inverclyde Council Meet the Buyer event.**



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

- 100% - representation of public sector buyers and decision makers.
- 100% - rated the overall experience excellent or good.
- 100% of respondents thought the Inverclyde Meet the Buyer 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.
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When considering the Scottish Government's commitment to becoming a Net Zero society by 2045:

- 94% of respondents were aware of the Scottish Government's commitment to achieving a Net Zero society.
- 71% of respondents said they have an existing policy to support a reduction in its carbon footprint, and 76% said they have an implementation plan to reduce its carbon footprint.
- 43% said that carbon reducing/reaching Net Zero targets is a priority right now in 2022 for its business.
- 33% said Net Zero is a priority in future business plans, while 24% said Net Zero is not a business priority.

Regarding support received from the Supplier Development Programme through participation in previous SDP training/or events, Scottish SMEs thought:

- 67% of respondents had participated in SDP training and/or events.
- 75% said that SDP training/or events helped their business to build confidence around tendering.
- 64% said that SDP training/or events helped their business to improve tendering skills.

Some comments from suppliers included:

- “Already had my first order from Inverclyde Council!”
- “I really appreciated the time everyone took to listen and support my business. Really great opportunity to network with other businesses. Well done everyone who took the time to make this event happen.”
- “It was my first event, and I was impressed that I managed to speak to the all the kinds of people that I wanted to meet e.g., engineers and procurement team and excel team.”
- “Attending this event has added value to planning ahead in my role for the firm. I was impressed with the engagement / turnout from the local authority and with the connections I made.”

## **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 Inverclyde Council Meet the Buyer event, SDP promoted the event across its social media channels. The campaign ran from 15 December to 8 February and collectively the posts earned 14,667 impressions (the number of times users saw a post) and 210 engagements (the total times a user interacted with a post).

### **Newsletters/Mailings**

The Inverclyde Council Meet the Buyer was announced in SDP’s December monthly newsletter which received 68 clicks. The event was also featured in SDP’s January newsletter, which received 214 clicks.

### **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](#).