



Meet the Buyer Ayrshire 2025

18 November 2025

Julie Shennan, SDP Marketing and Events Development Officer
julie.shennan@southlanarkshire.gov.uk

Supplier Development Programme

Ayrshire Meet the Buyer

607

Total Registered Suppliers

290

Attendees on the day

161

Attendees from unique Scottish SME businesses



"The best part of the event was being able to talk to local stakeholders, businesses, and council representatives to understand how our business can contribute to local initiatives."

89%

of those surveyed said that the event met their expectations

89%

rated the event as 'excellent' or 'good'

89%

rated the exhibitor as 'excellent' or 'good'

27

Exhibition Stands on the day, including Ashleigh Construction, Ayrshire Housing Association, CEIS, CCS, hub South West, McLaughlin & Harvey, NHS Ayrshire and Arran, Ogilvie, Police Scotland, PfH, Police Scotland, Scotland Excel, SPA, and SPT

"I thought it was very well represented by a large selection of businesses and I was able to reach out to at least a third of the buyers."

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

Overview

The Supplier Development Programme has published an online report on the Meet the Buyer Ayrshire 2025 event, which took place on 18 November 2025 at The Park Hotel - Kilmarnock. Alongside the Supplier Development Programme, East Ayrshire Council, North Ayrshire Council and South Ayrshire Council were partners.

This free to attend event gave suppliers in the Ayrshire region access to buyers and decision makers from across the Public and Private sector. It enabled them to raise their profile as a business and prepare for upcoming contract opportunities.

Supplier Registration and Attendance

In total, 607 suppliers pre-registered interest on the SDP website for Meet the Buyer Ayrshire 2025. There were 290 actual attendees on the day. Those attendees represented 161 Scottish SME unique businesses; 87 (54%) of those SMEs were from Ayrshire, with 31 (19%) from East Ayrshire, 34 (21%) from North Ayrshire and 22 (14%) from South Ayrshire.



Buyer Exhibitions

Supplier Development Programme, Scottish Government, East Ayrshire Council, North Ayrshire Council and South Ayrshire Council were partners.

In total there were 27 exhibition stands, which included a range of public sector buyers, business support organisations, and a number of supply chain contractors, including: Ashleigh Construction, Ayrshire Housing Association, CEIS, CCS, hub South West, McLaughlin & Harvey, NHS Ayrshire and Arran, Ogilvie, Police Scotland, PfH, Police Scotland, Scotland Excel, SPA, Social Enterprise Scotland and SPT.

Formal Agenda

The key purpose of the event was to maximise opportunities for local business and social enterprises to meet and engage with the range of organisations exhibiting. This also helped the buyers know more about suppliers that could potentially fulfil their contract and subcontract opportunities. In addition to the networking, presentations on the day included:

- Supplier Development Programme (SDP)- Gillian Cameron, Programme Manager - Top Tips for Tendering
- Scottish Procurement Alliance (SPA) - Heather O'Donnell, Senior Technical Support Manager -Navigating the Complexities of Bidding for a Public Sector Framework



Supplier Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Ayrshire 2025. The survey was live from 19 November to 12 December 2025, and 56 responses were received. Of these responses 48 came from SMEs, Social Enterprises, and third sector organisations.

The post-event survey highlighted that 100% of Scottish SMEs said they were more likely to bid for public contracts after participating in the event.

The survey also highlighted that:

- 89% of those surveyed said that the event met their expectations
- 89% rated the event as 'excellent' or 'good'
- 89% rated the exhibitor as 'excellent' or 'good'
- 89% felt more capable of finding relevant contract opportunities after attending this event
- 75% said they were more likely to bid for contracts after attending the event
- 80% said they were more capable of bidding for contracts after attending the event
- 88% said they felt confident in knowing who to contact if they require business support after attending the event

Some comments from suppliers included:

"The best part of the event was being able to talk to local stakeholders, businesses, and council representatives to understand how our business can contribute to local initiatives. Too often we are going to Glasgow to get Ayrshire work."

"I enjoyed having the opportunity to speak face-to-face with local businesses and potential clients. It was also great to speak with Gillian from SDP, who helped guide me toward the organisations and contacts that would be most beneficial for Opal to engage with."

“I thought it was very well represented by a large selection of businesses and I was able to reach out to at least a third of the buyers.”

“I think both the exhibition and presentations were useful.”

“The procurement teams from the council were present and that was my target audience.”

“Being able to speak with buyers and representatives that we wouldn’t ordinarily be able to get in touch with gave us better understanding of routes to tender.”

“It was good to have the local Chamber of Commerce there - an avenue we had not considered before and the local authorities.”

“Being able to talk to the people that review/ accept tenders and ask them questions was particularly useful.”

All feedback from suppliers and buyers is valuable and will be applied to future events organised by the Supplier Development Programme, and when working with our partner organisations.




Promotion through the Supplier Development Programme

Social Media Analytics

Prior to the event, SDP published 10 posts, across each of these platforms: Facebook, LinkedIn and Twitter, promoting Meet the Buyer Ayrshire.

The campaign ran from 1 September to 18 November. Collectively, the posts earned 3,816 impressions (the number of times users saw a post) and 152 engagements (the number of times users interacted with posts). In total, there were 76 clicks on the links embedded in these posts.


Highest performing posts include:



Supplier Development ...

Wed 10/4/2023 2:08 pm BST

Doors are open at #MeetTheBuyerAyrshire2023, join us to talk #publicsector #contract...




Total Engagements72

Reactions21

Comments0

Shares0


Post Link Clicks51



Supplier Development ...

Thu 9/14/2023 2:32 pm BST

Looking to win #publicsector #contracts in the #Ayrshire region? Then join East Ayrshire Council, North...




Total Engagements69

Reactions26

Comments0

Shares9


Post Link Clicks34



Supplier Development ...

Fri 9/29/2023 1:00 pm BST

6 days to go until we exhibit at #MeetTheBuyerAyrshire in Park Hotel #Kilmarnock, on 4 Oct 2 – 5pm. We...




Total Engagements59

Reactions17

Comments2

Shares2


Post Link Clicks38



Supplier Development ...

Thu 9/21/2023 3:56 pm BST

Still time to register for #MeetTheBuyerAyrshire coming to Park Hotel #Kilmarnock , on 4 Oct 2 – 5pm...



Total Engagements49

Reactions14

Comments3

Shares2

Post Link Clicks30

Newsletters/Mailings

The Meet the Buyer Ayrshire event was announced in SDP's September 2025 monthly newsletter, and featured in all subsequent Newsletters before the event, on 18 November.

- 4 November: November 2025 Supplier Newsletter: 241 clicks
- 4 October: October 2025 Supplier Newsletter: 208 clicks
- 19 September: September 2025 Supplier Newsletter: 99 clicks

Two solus emails were also sent

- 14 November: Updated Visitor Information: Ayrshire Meet the Buyer 2025: 223 clicks
- 14 November: Updated Exhibitor Information: Ayrshire Meet the Buyer 2025: 16 clicks

Post Event

Both delegate and exhibitor feedback has been reviewed and individual questions addressed.

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](#).