



Stirling Council Community Wealth Building: Supplier Event

www.sdpscotland.co.uk

12 July 2022

Updated: 3 August 2022

Jennifer Payne, SDP Development Officer – Events and Marketing

jennifer.payne@southlanarkshire.gov.uk

Cameron Scott, SDP Data Assistant

Cameron.Scott@southlanarkshire.gov.uk

Draft 2.0

Stirling Council, in partnership with the Supplier Development Programme, hosted a Community Wealth Building Supplier event at Albert Halls in Stirling on 12 July 2022. Local businesses were invited to engage with the Council about Community Wealth Building, as well as exhibitors from the public sector, private contractors and local business support providers with the opportunity to raise their profile for upcoming contract opportunities at this in-person event.

At the half-day event, Stirling Council introduced and outlined its Community Wealth Building approach and demonstrated a collaborative approach to supplier support and engagement. The launch of the Community Wealth Building (CWB) strategy also shared Stirling Council's forward pipeline, capital delivery plan, as well as raised awareness of the potential opportunities that will arise in 2022/2023. Businesses that attended were able to learn about forthcoming Stirling Council contracts, supply chain contracts and the Stirling and Clackmannanshire City Region Deal.

Stirling Council let 160 contracts worth over £138 million during 2020/2021 and 16% (£19m) of this was spent with local companies in the Stirling area, while 27% (£32m) was spent within the Forth Valley region. With over 100 contracts worth over £50m due to end in the next 18-24 months, which will require re-tendering, as well as the Capital Delivery Plan worth in excess of £20m being finalised, this event kicked off numerous opportunities for locally based SMEs, supported businesses and third sector organisations to get involved in Community Wealth Building.

During the event, the Supplier Development Programme also delivered a Top Tips for Tendering session and Stirling Community Enterprise delivered a session on the Employer Engagement Forum.

Stirling Council and the Supplier Development Programme promoted this in-person event widely in advance. The majority of attendees heard about the event either through SDP's marketing and communications efforts (42%) or by the way of Stirling Council's promotion of the event (19%).

Outcomes

In total, 98 suppliers pre-registered interest on the SDP website for the Stirling Council Community Wealth Building: Supplier Event. There were 46 actual attendees on the day. Of those, 38 attendees were from 30 unique Scottish SME businesses. Of those, 19 unique Scottish SMEs were based in Stirling.

Supplier Survey Feedback

The Supplier Development Programme also conducted an online survey after the event concluded, with a total of 16 responses. Of those respondents, 14 were from SMEs based in Scotland with 5 of those Scottish SMEs based in Stirling (36%) and the majority of responses coming from SMEs based in the wider Forth Valley region (71%).

After attending the Stirling Council CWB Supplier event in partnership with the Supplier Development Programme, responses from all Scottish SMEs highlighted that:

- 69% felt their business could benefit from public sector procurement in the Stirling region after participating in the event. Responses from only Stirling Council-based businesses showed that this figure increased with 4 out of 5 Stirling businesses saying they felt their business could benefit from public sector procurement in the host region.
- 100% of Scottish SMEs also felt that these area-specific events support business and procurement in the local regions they are based in.
- 79% agreed that the in-person Stirling CWB supplier event, delivered in partnership with the Supplier Development Programme, demonstrated that public sector procurement is open and transparent, despite challenges in the wake of the COVID-19 pandemic.
- 85% said that the event had increased their awareness of business opportunities in the supply chain.
- Finally, respondents rated the in-person event as either 'excellent' or 'good' for the following:
 - Venue and facilities – 100%
 - Overall experience – 85%
 - Representation of public sector buyers and decisions makers at the event – 77%

The post-event survey highlighted that 77% of Scottish SMEs said they were more likely to bid for public sector contracts as a direct result of participating in the event.

Some supplier comments included:

- “Previous participation in SDP events helped us to win public sector contracts. One contract delivered community benefits which included local workforce development including apprenticeships, kickstart scheme workers employed due to increase in contracts, the Living Wage paid, participation in Stirling DWP job fairs to encourage local people into employment.” – Small business located in Stirling Council
- “Stirling Council rarely asks us for Quick Quotes, and at this event I was able to share my business card.” – Small business located in Stirling Council
- “This was an excellent event and most welcome in terms of Stirling Council opening itself up to the business community and aiding the local economy.” - Small business located in Clackmannanshire Council
- “I was delighted at the attitude and programmes being put in place for emerging Social enterprises, enabling us to deliver our services from these opportunities and the bringing together of procurement strategies.” - Micro-sized business based in Edinburgh

Future Format

Responses also showed a continued preference for the future format of procurement and business support events consistent to previous survey outcomes for SDP events:

- Half of suppliers (50%) would like the format of procurement and business support events to remain as in-person events;
- 43% would like events to be in a hybrid format; and

- One respondent (7%) would like events to be virtual.

Overall Analytics – Social Media

The Supplier Development Programme has a robust social media presence on Twitter, Facebook and LinkedIn and utilises this to promote contract opportunities and engagements events on a regular basis to Scottish businesses. In advance of Stirling Council's Community Wealth Building: Supplier Event, SDP promoted the event to its supply base across all its social media channels. Collectively, the posts earned 2,348 Impressions (the number of times a user saw a post) and 48 Engagements (the total number of times a user interacted with a post). Below is a breakdown of each post.

	Twitter	Facebook	LinkedIn
15/06/2022	61 Impressions & 4 Engagements		
29/06/2022	421 Impressions & 12 Engagements	33 Impressions & 1 Engagement	310 Impressions & 14 Engagements
04/07/2022	140 Impressions & 7 Engagements	51 Impressions & 4 Engagements	312 Impressions & 29 Engagements
06/07/2022	141 Impressions & 3 Engagements		
08/07/2022	72 Impressions & 3 Engagements		
09/07/2022	122 Impressions & 4 Engagements	67 Impressions & 3 Engagements	118 Impressions & 1 Engagement
11/07/2022	1,107 Impressions & 27 Engagements	293 Impressions & 18 Engagements	304 Impressions & 13 Engagements
12/07/22	2,348 Impressions & 48 Engagements		
Totals	4,412 Impressions & 108 Engagements	444 Impressions & 26 Engagements	1,044 Impressions & 57 Engagements

Newsletter/Mailings

On 24 June, SDP sent out a mailing inviting local suppliers to attend the event, the event page received 25 clicks. A limited spaces remaining email reminder was also sent out on 7 July that received 16 clicks and a final reminder email was sent out on 11 July that received 29 clicks. The Stirling Council Community Wealth Building event was also featured in SDP's July newsletter and received 88 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](#).