

UKUPC (UK Universities Purchasing Consortia) Supplier Marketing and Communications

A Guide for Awarded Suppliers

This guide provides an overview for suppliers on how the consortia work together and, most importantly, how you can market your products and services to consortia members.

For approved suppliers of goods and services under a framework agreement managed by the following consortia:



UK Universities Purchasing Consortia

"The eight consortia work collaboratively to support HE procurement through a partnership organisation called UK Universities Purchasing Consortia (UKUPC)"

 www.ukupc.ac.uk

 @ukupc

WHO IS UKUPC?

UKUPC is a partnership between eight UK consortia who created a formal entity to support collaborative procurement within Higher and Further Education. All eight consortia work together to share knowledge and best practice, to support each other and our wider procurement community.



Our mission is to leverage the benefits of collaborative procurement, working across the UK HE Consortia community to enhance procurement within HE and across our other members, helping deliver savings and efficiencies, and maximising member benefits, while embedding responsible and ethical procurement, sustainable supply chain management and social value.

Read more about UKUPC and our Strategy on our website www.ukupc.ac.uk

UKUPC EXPENDITURE AND SAVINGS (2020-21)



TOTAL SPEND THROUGH AGREEMENTS

£1.3BN



CASHABLE SAVINGS

£76M



NON-CASHABLE SAVINGS

£104M

Number of Higher-Education-led agreements available to members - **112**

Number of new and re-tendering agreements available to our members during the year - **30**

Total number of SMES awarded to frameworks - **180**

How do suppliers benefit from consortia collaboration?

Many of the framework agreements tendered by one of the eight UKUPC partners are open to members across all of the eight purchasing consortia.

One consortium will tender a national agreement on behalf of members of other consortia (those that have opted in to being involved in the framework agreement). Details of which consortium and its members have access to each framework are provided in the contract notice for the specific framework agreement.

- Consortia provide a single-point of contact with a single contract manager to manage and support your agreement.
- Consortia list all agreements open to members on consortia websites and via the sector-wide contracts database called the Higher Education Contracts (HEC) Database.
- Consortia will exclusively market approved suppliers by launching your agreement to members via direct emails, websites and eNewsletters.
- Consortia will provide suppliers with a list of the consenting main purchasing contacts within our memberships to support you with your own marketing activities. *HEPCW members have opted out of their details being circulated. Please send any information you wish to be shared to the HEPCW marketing contact.

- Consortia provide members with an annual savings report that outlines spend with consortia suppliers and the typical savings achieved by using these suppliers.

- Send us your case studies or pitch an idea to the consortia, which we can then feature online, in our newsletters and in other publications.
- Request our logo to use on marketing materials related to your consortia agreement – please note you can only use consortia logos to promote goods and services available through your awarded agreement. If in doubt, give us a call.
- Flag up sustainability credentials. Social responsibility is an increasing priority for members and anything to help improve their own sustainability is useful.
- Make sure you keep us updated with any changes to your contact details.
- Speak to the relevant consortia contact if you have any questions.



Communicating with UKUPC members

The following guidance is to help you get the most from your communications to members of UKUPC.

As mentioned earlier, suppliers are able to obtain contact details of the main purchasing individuals at member organisations. Please note some members opt out of having their details shared with third parties, so you might not have a contact for all of the UKUPC members.

General communication advice

Ensure that your communication includes the following information:

- **The framework details**
Please use the proper title and reference number for the framework that you are a supplier on. e.g. APUC's National Agreement for Veterinary Supplies (LAB1018 AP).
- **What you do (what goods and/or services you provide)**
This may include details of the lot that you are on. N.B. you are only able to mention goods/services that you can provide as per the framework specification. You shouldn't promote goods or services outside the scope of the framework agreement - this isn't in the spirit of our agreements, and could make our members vulnerable to legal challenge.

Marketing and advertising opportunities for suppliers

Each UKUPC partner differs in the specific marketing opportunities they offer suppliers; however, they do all offer awarded suppliers several opportunities to promote their goods and services to members. Please contact each individual consortium for full information.

General advice for marketing your organisation

- Use our purchasing contact lists for your own marketing, where relevant to the framework agreement, but be aware of members' preferred communication methods.
- Send us details of promotions, free training or discounts that you're offering to members so that we can publicise these via our mail lists, website, newsletters and other publications.
- Increase your profile with our members by advertising with us – some consortia have opportunities online. It's a low-cost and highly targeted way of reaching your potential customers.

Please also:

- Remove any members on your list that would not need your message. E.g. Are there any members that you know would not use the framework agreement? In this example, veterinary supplies? It really helps if emails are only sent to members where the content might be relevant to their requirements.
- BCC the members you are emailing. This ensures compliance with the Data Protection Act and also prevents people from receiving any replies that go to all recipients.
- Ensure you offer members an unsubscribe option in any email communication that you send them

Please don't:

- Bombard members with mailshots or other marketing materials. Feedback suggests that members turn off when they receive too much contact from the same supplier.
- Use inaccuracies in your marketing. Be careful about presenting yourself as the "number 1 supplier" or "preferred supplier". It is better to say: "supplier on the consortium's XX agreement".

If you need any further assistance on communicating with our members, please speak with the Marketing contact at the relevant UKUPC partner.



Marketing via the UKUPC Partners

Get in touch to find out what specific opportunities are available with each consortium.

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