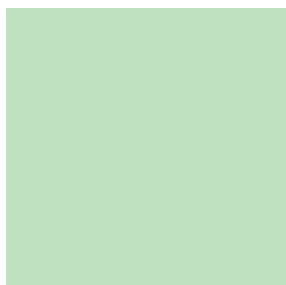


Marketing via the UKUPC (UK Universities Purchasing Consortia)

A Guide for Awarded Suppliers



Is this guide for me?

This guide is for approved suppliers of goods and services under a framework agreement managed by the following consortia:

ENGLAND;

- London Universities Purchasing Consortium (LUPC)
- North Eastern Universities Purchasing Consortium (NEUPC)
- North Western Universities Purchasing Consortium (NWUPC)
- Southern Universities Purchasing Consortium (SUPC)

SCOTLAND;

- Advanced Procurement for Universities and Colleges (APUC)

WALES;

- The Higher Education Purchasing Consortium, Wales (HEPCW)

PUBLIC SECTOR ENERGY AND CATERING;

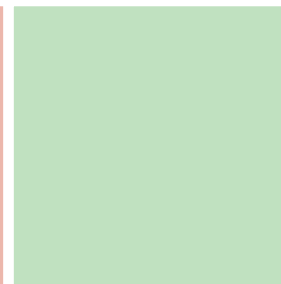
- The Energy Consortium (TEC)
- The University Caterers Organisation (TUCO)

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. You will learn about the different marketing opportunities available through each individual consortium, and who you can contact at each consortium to support marketing to members.

When considering marketing options, make sure the agreements you are on are open to all of the above consortia members; not all agreements awarded cover all consortia.



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



What are the consortia and how do they work?

This guide covers the eight consortia listed above, which all focus on meeting the unique procurement requirements of the HE sector, with some coverage of the wider public sector. The eight consortia above work collaboratively to support HE procurement through a partnership organisation called UKUPC.

Eight consortia – APUC, HEPCW, LUPC, NEUPC, NWUPC, SUPC, TEC and TUCO established UKUPC as a formal partnership to support collaborative procurement within Higher Education. UKUPC are committed to:

- Continuously improve performance in terms of both efficiency and effectiveness by maximising opportunities for consortium members to add value through the implementation of a wide range of collaborative contracts and services.
- Work with higher education institutions collectively and individually to support their collaborative procurement activities.
- Promote the activities and successes of UKUPC through channels such as an annual review, consortium reports, case studies, surveys and events.
- Lead and/or support sector initiatives relating to procurement, including sustainable and socially responsible procurement, technology strategies, procurement capability development and the Higher Education Procurement Association (HEPA).

Whilst all of the UKUPC work towards the same goal, England, Scotland and Wales work under differing laws and rules but together we are a membership-based organisation who deliver framework agreements essential to the HE sector. We also provide guidance and support to members and added benefits such as events, publications and access to training opportunities.

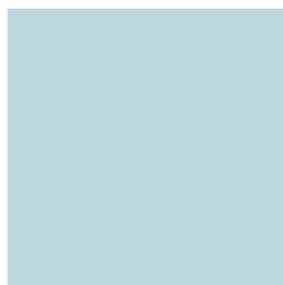
Here is an overview of each consortium's membership:

Consortium	Membership	Annual Member Spend through Agreements 2017/18
LUPC	Number of members: 125	£236.6 million
NEUPC	Number of members: 43	£295.8 million
NWUPC	Number of members: 44	£194.7 million
SUPC	Number of members: 134	£458.2 million
TEC	Number of members: 135	£160.5 million
TUCO	Number of members: 540	£143 million
APUC	Number of members: 51	£260.1 million
HEPCW	Number of members: 14	£71.8 million

How do suppliers benefit from consortia collaboration?

You benefit from consortia collaboration in several ways:

- If you are awarded as a supplier (sometimes referred to as a consortium supplier) on an agreement tendered by any of the eight UKUPC members, your agreement is usually open to members on all other UKUPC – that's over 1100 higher education institutions and further education colleges serving 2.34 million students. It's important to confirm this, though, as some consortia may have local regional agreements and so may not support a particular national agreement, though this is rare. <https://www.universitiesuk.ac.uk/facts-and-stats/Pages/higher-education-data.aspx>
- As an awarded supplier on a consortia agreement, you are an attractive procurement option for consortia members; using frameworks saves members both time and money.
- Consortia provide a single-point of contact with a single contract manager to manage and support your agreement.

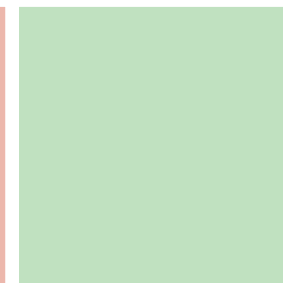
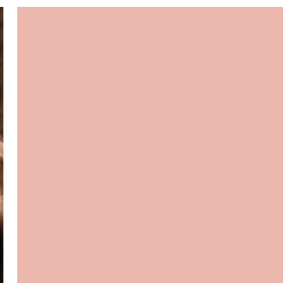


- Consortia list all agreements open to members on consortia websites and via the sector-wide contracts database called the Higher Education Contracts (HEC) Database (please note, suppliers are unable to access the HEC Database) or APUC equivalent.
- Consortia will exclusively market approved suppliers by launching your agreement to members via websites, eNewsletters and printed publications.
- Consortia will provide suppliers with a list of the consenting main purchasing contacts within our memberships to support you with your own marketing activities.
- Consortia provide members with an annual savings report that outlines spend with consortia suppliers and the typical savings achieved by using these suppliers (please note, we do not provide suppliers with copies of this report).
- Consortia treat all suppliers fairly and in a non-partisan manner; we encourage our members to do the same.

Member engagement

The UKUPC work closely with their members to ensure the framework agreements meet their needs and continues to do so throughout the term of the agreement. The consortia actively manage and promote the agreements to members in a number of ways including:

- Regular supplier review meetings to ensure the agreement is performing as expected for members as well as suppliers.
- Producing buyer's guides to promote the agreement to buyers.
- Developing case studies to highlight agreement offerings.
- Providing access to sustainability management tools that promote supplier sustainability initiatives. For example, the NETpositives Tool or the TUCO Greenhouse Gas Calculator <https://tuc.ac.uk/ghgcalculator/>.



- Promoting agreements and supporting materials on our websites and via the national Higher Education Contracts Database (www.hecontracts.co.uk), or the APUC who have their own equivalent (<http://www.apuc-scot.ac.uk/#!/esolutions>).
- Helping suppliers market the agreement to the sector and providing advice on how best to approach this customer base.
- Low-cost or free attendance at agreement launch events.

"Social responsibility is an increasing priority for members and anything to help improve their own sustainability is useful"

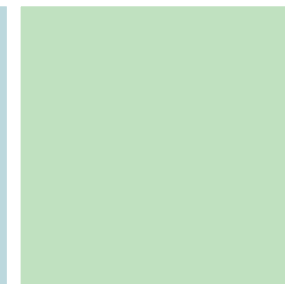
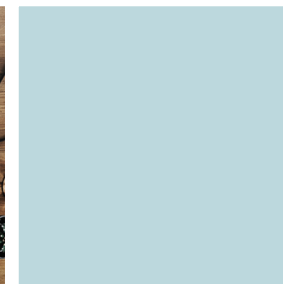
Marketing and advertising opportunities

Each UKUPC 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.

On the page 8, you can find a table outlining which opportunities each consortium offers, but here are some general dos and don'ts for suppliers that will be the same across all consortia.

Do:

- Use our purchasing contact lists for your own marketing*, but be aware of members' preferred communication methods. HEPCW should be contacted directly who will pass on the information to our members. *where relevant to the Framework.
- 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 and in print publications. It's a low-cost and highly targeted way of reaching your potential customers.



- 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.

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, especially phone calls to senior management.
- Misuse logos or contact lists in connection with your marketing by promoting goods or services outside of consortia agreements – this isn't in the spirit of our agreements, and could potentially make our members vulnerable to legal challenge.
- Use inaccuracies in your marketing. Be careful about presenting yourself as the "number 1 supplier" or "preferred supplier". It's better to say "supplier on the consortium's XX agreement".

Marketing via the UKUPC Higher Education consortia

Consortium	Agreements listed on consortia website	Provide consenting member contact details to suppliers	Annual conference and exhibition	eNewsletter	Print/digital magazine – supplier-written editorial opportunities	Print/digital magazine – paid-for advertising	Other printed/digital material	Web - paid-for advertising	Social media (open to suppliers)
LUPC Key contact: Suzanne Picken Head of Membership and Marketing S.Picken@lupc.ac.uk 020 7307 2766	✓	✓	✓ Joint conference with SUPC	✓ Only special events, discounts etc. Not general advertising	✓	✓	✓	✓	✓ @lupconsortium
NWUPC Key contact: Andy Wojciechowski Marketing & IT Manager Andy.woj@nwupc.ac.uk 0161 234 8009	✓	✓	✓	✓ Updates not advertising	✓	✓	✓	✓	✓ @NWUPCLtd LinkedIn
NEUPC Key contact: Amanda Snowdon Marketing Manager a.v.snowdon@leeds.ac.uk 0113 344 3935	✓	✓	✓	✓ Updates not advertising				✓	✓ @NEUPCLtd LinkedIn
SUPC Key contact: Marion Hutchins Head of Marketing and Communications m.l.hutchins@reading.ac.uk 0118 935 7081	✓	✓	✓ Joint conference with LUPC	✓ Updates not advertising	✓		✓	✓	✓ @supc_uk LinkedIn
TEC Key contact: Sarah Buchan Marketing Events Coordinator sarah.buchan@tec.ac.uk 0121 483 1963			✓	✓					✓ @TECpublicsector LinkedIn
TUCO Key contact: Anjali Dattani Marketing Manager anjali.dattani@tuco.ac.uk 0161 820 1013	✓	✓	✓	✓	✓ liz@h2opublishing.co.uk	✓ dan@h2opublishing.co.uk	✓	✓	✓ @tucoltld
APUC Key contact: Gwen Bennet Office Services Manager gbennet@apuc-scot.ac.uk 0131 442 8930									
HEPCW Key contact: Georgia Davies Administrator G.Davies@wales.ac.uk 029 2087 4016			✓ Exhibition only	✓			✓ Website being updated		✓ @HEPCWWALES

UKUPC consortia in numbers 2017-2018

Over 900 Higher Education Institutions and wider public bodies represented by UKUPC consortia



£95.3m in cashable savings delivered to members



£1,638m spent through consortia agreements

£69.2m in non-cashable savings including process cost savings delivered to members

