

NORTH LINCOLNSHIRE COUNCIL

POLICY AND RESOURCES CABINET MEMBER

BUY4NORTHERN LINCOLNSHIRE UPDATE & DEVELOPMENT PLAN 2014/15

1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 Buy4Northern Lincolnshire was officially launched in October 2012 in conjunction with eight local partners. Its aim is to provide information and practical support to local businesses on competing for public and third sector contract opportunities across North and North East Lincolnshire.

1.2 The key points in this report are:

- The report provides an update on progress with the initiative over the last 12 months
- A development action plan for 2014/15 is included with the report for approval

2. BACKGROUND

2.1 Buy4Northern Lincolnshire (Buy4) brings together key partners from across the public and third sector in North and North East Lincolnshire. Its principal aim is to support economic development through equipping local businesses with information and practical skills to assist them in competing more effectively for public and third sector contract opportunities.

2.2 The initiative has become the principal vehicle for all supplier facing support, advice and training on procurement opportunities and matters.

2.3 The following public sector organisations are currently partners of the Buy4 initiative:

- North Lincolnshire Council (lead facilitator)
- North East Lincolnshire Council (joined 2013)
- North Lincolnshire Homes (Ongo Partnership)
- Shoreline Housing
- The Grimsby Institute
- North Lindsey College
- Northern Lincolnshire and Goole NHS Hospital Foundation Trust
- Humberside Police
- Humberside Fire and Rescue

2.4 The initiative has supported seven specific procurement workshops/training events for local businesses in North and North East Lincolnshire over the last 12 months.

- 2.5 To complement the training events, modern social media tools are used to inform local companies of contract opportunities with supplier communication primarily undertaken via the @buy4nl twitter account and the Buy4 website. The twitter account is used to advertise tenders and training events for businesses as well as general 'retweets' from partners and similar initiatives in the wider Lincolnshire/Yorkshire area of interest to local businesses. The website has received c. 4,500 visits with 57,000 'hits'.
- 2.6 The initiative has received national recognition in a report recently published by the Federation of Small Businesses.
- 2.7 The Buy4 partners have worked on delivering the initial development plan since its official launch in October 2012. This has now been completed. An updated development plan for 2014/15 is attached to this report (appendix a) for consideration and approval. The plan has been produced in consultation with partners and the council's economic development team.

3. **OPTIONS FOR CONSIDERATION**

- 3.1 **Option One:** Approve the 2014/15 Buy4 action plan
Option Two: Modify or reject the 2014/15 Buy4 action plan

4. **ANALYSIS OF OPTIONS**

- 4.1 **Option One:** Endorsement of the development plan will facilitate future direction for the buy4northernlincolnshire initiative.
Option Two: The development plan has been agreed by the Buy4 partners.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

- 5.1 Achievement of the development plan will require some staffing resource from the procurement team however this will be augmented through the PANNEL relationship and input from specific partners as appropriate.
- 5.2 Any limited costs identified on the development plan will be borne by all partners.

6. **OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

- 6.1 Not applicable.

7. **OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

- 7.1 The action plan has been developed in consultation with partners and the council's economic development team.

8. RECOMMENDATIONS

- 8.1 That the progress update as outlined in the report is noted.
- 8.2 That the proposed Buy4NorthernLincolnshire action plan for 2014/15 is considered and approved.

DIRECTOR OF POLICY AND RESOURCES

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Background Papers used in the preparation of this report:

Procurement Strategy 2013-16
2013 Buy4 Development Plan
2014/15 Buy4 Development Plan



Appendix A

Development Roadmap 2014

2014

Objective	Action	Lead	Start	End	Cost	Notes	Done
Events and Training	Key note event to be held in 'Biz week' (business week) in June 2014 in conjunction with Economic Development Team.	NS/ALL	June 14	June 14	Time/Use of existing venue resources		
	Support of BDUK Procurement Workshops across North and North East Lincolnshire as planned.	NS/ALL	Jan 14	Jun 14	Time/BDUK Funded.		
	Invitation to North Lincs Business Network meetings as appropriate.	NS/ALL	Jan 14	Dec 14	Time		
Website/Marketing/Promotion	Explore launch of a 'business registration' via the buy4nl website to provide intelligence on which businesses are seeking support.	NS	Apr 14	Dec 14	Time		
	All partners placing current tenders via Twitter Account (either buy4nl twitter account or organisation twitter account)	NS/ALL	Apr 14	Dec 14	Nil		
	Explore further affiliation/joint working with business networking organisations in Northern Lincolnshire e.g. www.businesslincolnshire.com	NS/ALL	Jan 14	Dec 14	Time		

	Explore closer working relationship with local FSB and Chambers of Commerce.	NS/ALL	Apr 14	Dec 14	Time		
Partner Development	All partners to consider producing an annual procurement plan and/or contracts register for uploading onto Buy4nl	ALL	Apr 14	Dec 14	Time		
	Bi-Monthly Buy4nl Partner Meetings on rotating venue basis	NS	Jan 14	Dec 14	Time/Use of existing venue resources		
	Partner access to buy4nl website for self-editing purposes	NS/ALL	Jan 14	Dec 14	Reduction in time for NLC.		
	Engage with John Leggott College to invite to be a partner	NS	Apr 14	Dec 14	Time		
Measurement of Outcomes	Review on increase in number of local/SME businesses submitting quotations/tenders as a direct result of buy4northernlincolnshire.	NS/ALL	Ongoing	Ongoing		Partners to feedback responses at buy4 partner meetings	
	Review of number of local/SME businesses seeking training/support either through or as a direct result of buy4northernlincolnshire.	NS/ALL	Ongoing	Ongoing		Increased activity on training/e events pages and increasing activity on social media.	



2015

Objective	Action	Lead	Start	End	Cost	Notes	Done
Events and Training	Explore options and Invite private sector buyers to participate in a workshop facilitated by Buy4nl to encourage business to business tender opportunities	NS	Apr 15	Mar 16	Time/Use of existing venue resources		
	Explore opportunity for production of e-Learning/Online training for businesses on Buy4nl website.	NS	Apr 14	Dec 14	Time		
Website/Marketing/Promotion	Consider award entry to relevant national award e.g. SOPO Award	NS/ALL	TBC	TBC	Time		
	Development of a Buy4nl Communications Plan in conjunction with NLC Communications team.	NS	Apr 15	Mar 16	Time/NLC comms Time/Costs of Design/Production of any material		
	Explore set-up of a buy4nl e-mail account linked to website for the purpose of e-mailing information to registered businesses and general use.	NS	Apr 14	Dec 14	Time/Cost for set-up.		

Partner Development	Explore set-up of an online partner forum to better facilitate communication across partners	NS	Apr 15	Mar 16	Time		
	Explore options for collaborative procurement on key spend areas.	NS/ALL	Apr 15	Mar 16	Time		
Future Buy4northernlincolnshire Development	Explore options for possible re-branding of buy4nl including potential for new website and re-design.	NS	Apr 15	Mar 16	Time/Costs of Design/Website Development Costs		
	Explore private sector partner affiliation/membership to buy4nl either as fully signed up 'partner' or 'associate'. E.g. Tata Steel, Clugstons, Nisa, Youngs.	NS/ALL	Apr 14	Dec 14	Time		