Selling to Cornwall Council

Supplier and Market Engagement
Maximising value for money
When, where and how?

David Morgan, Senior Commercial Services Specialist
Market Engagement

What is the role of market engagement?

- Communicate needs or requirements to suppliers
- Understand current market trends, including:
  - Feasibility: whether what is sought is feasible, or has ever been done
  - Capability: the ability of the market to achieve what is required
  - Maturity: whether there is an established market for the requirement
  - Capacity: whether the market can achieve what is required quickly enough, or on a large enough scale
- Openly and transparently discuss potential solutions
- Stimulate innovation in the design and delivery of solutions to the requirement
Benefits of Market Engagement

- Flagging potential problems before the procurement commences
  - Specification
  - Terms and Conditions
  - Selection Criteria
    - Health and Safety in Social Care
  - Risks and liabilities
    - Pensions and transfer of employees
- Better informed specifications
- Advancements in procurement documentation
- Help suppliers and markets plan for the future
- Increased competition
- Driving innovation
Market Engagement Background

• What pre-requisites are there to market engagement?
  – Desktop research
  – Consulting with colleagues in other public authorities
  – Market Position Statement (MPS)?

• When can market engagement happen?
  – Ongoing
  – Pre-procurement
  – Procurement
  – Post-award
Market Engagement Cycle

- Ongoing Engagement
- Pre-procurement
- Procurement
- Post award
Examples of Market Engagement

• Ongoing
  – Contract opportunity forward plan
  – Trade shows
  – Industry publications

• Pre-procurement (Low risk)
  – Market Sounding Questionnaire / Soft market test
  – PIN
  – Supplier Information Days
  – Meeting with industry bodies
  – Supplier Networking Events
Examples of Market Engagement

• Procurement (Increased risk here)
  – Supplier Briefings
  – Supplier Training
  – Supply chain networking

• Post-award
  – Supplier debrief
Criteria for Market Engagement

• Is market engagement always the right thing to do?
• Does it need to be a 2 way conversation?
• Should all of these types of market engagement be carried out on every procurement?
  – How complex is the product/service?
  – How complex is the market?
  – How mature is the market?
  – What is the scope for innovation?
  – What is the scope for delivering policy through procurement objectives? E.g. Social Value
  – What is the value of the contract?
  – What is balance of knowledge between buyer and supplier?
Potential Risks and Mitigating Actions

- **Fairness and transparency**
  - Openly advertise all opportunities
  - Make clear which discussions are “commercial in confidence” and which are not
  - Publish everything which is not “commercial in confidence”
  - Don’t meet suppliers in a 1-2-1 situation, always have multiple people from each side

- **Suppliers are salesmen/women**
  - Don’t be fooled by extravagant claims!
  - Don’t be fooled by claims of “it can’t be done”
  - Facilitate new and innovative solutions without explicitly excluding others
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Any Questions?

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