

Selling to

Cornwall Council



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

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PROCURA+
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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

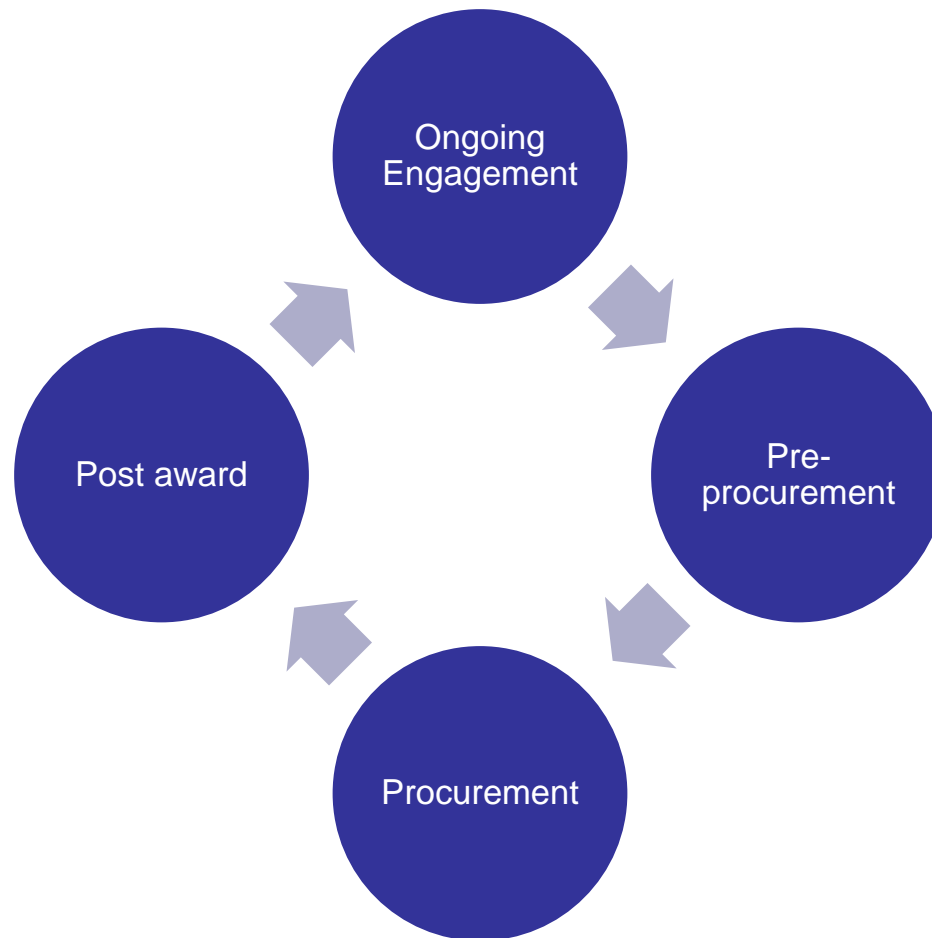
Benefits of Market Engagement

- 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



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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