



PEL Communications Group Meeting

Held on Friday 10th April 2015 at TEC Offices, Birmingham

Present:	Marion Hutchins [Chair]	SUPC
	Elia Iglesias	TEC
	Maria Langham	NEUPC
	Joanne Waggitt	TUCO
	Judith Hoyle [Secretary]	TUCO

1. Welcome and Introductions

Apologies had been received from Dana Dzubas and Andy Wojciechowski.

2. Minutes of the Last Meeting (17th December 2014) and Matters Arising

Marion announced that we now have a PEL page on the Efficiency Exchange. Andy had been tasked to produce a report on the benefits of using Spend 360. There is an article in University Business on EMM.

Action: Andy

Joanne would send a list of all conferences which TUCO have links with through to Maria.

Action: Joanne

There will be a PEL stand at COUP in September.

Marion confirmed that the PEL Annual Report has been approved – the content was fine but it needed an Executive Summary. The Buyers Guide needs to be discussed in more detail.

3. Update on Individual Consortia Activities

NEUPC

Communications have been re-launched through e-Digest which has been re-formatted and changed from every two weeks to monthly. It highlights the benefits and savings on frameworks. She has been looking at briefing sheets for non-Procurement people as well as working on the Communications Strategy. They are looking at holding an NEUPC event next year with a supplier exhibition, speakers etc. They are also working on Shared Services and have brought consultant Allan Openshaw in to help on a six month contract. She is also looking to publicise the Estates Category Group.

TEC

Elia reported that she is continuing to work on the social media. They are holding their Annual Conference in June and she is working with a digital marketing company on this.

TUCO

The TUCO Chefs' Competition, which is a 3-day event, took place in Blackpool in March and there is also a Partners' Event organised in London for the end of April.



They are currently working on their Annual Conference at Imperial College London in July. Joanne has started to work on their e-Newsletter using MailChimp. All our mailshots etc have been brought in-house using the MailChimp system and the e-Newsletter goes out every Wednesday. Social media has been given a push although Twitter has been more successful than Facebook – Joanne is able to see how many people have opened their e-mail, newsletter, survey or whatever and read it. There was an action on all the group to share their consortium’s newsletter for everyone to see.

Action: All

SUPC

They are currently focusing on COUP – 70% of Exhibitor Stands have been sold – they are attempting to focus it more onto the Estates side. Delegate bookings have been launched. The PEL Annual Report has taken up a lot of Marion’s time as has the Travel Tender and the Professional Service agreement. Their newsletter is bi-weekly and is still being sent out in PDF format. Maria commented that H₂O offered to send this out for them but she prefers to do this herself. Joanne added that at TUCO bouncebacks were common so the database needed some cleansing. Maria asked the group how they found the service from H₂O. TEC are looking to change their website. Maria has been having problems with content management. It was generally felt that H₂O were charging each consortium separately for doing the same job. Marion added that if people are working on updates to their websites then they could share this with the other consortia. Regarding PEL and the Joint Contracting Group, Geoff Hope-Terry has requested more interaction with the group and will be invited along to the next meeting.

Members discussed the Briefing Sheet and Maria touched on the subject of the Buyers Guides and branding. It was agreed that the Buyers Guide should be finalised before the date of the next meeting.

Action: All

4. PEL Board and Advisory Groups

The PEL Board had met at the end of March and one of the main items up for discussion was the PEL Implementation Plan, which is now behind schedules as setting up the national category strategies is proving very time consuming. The draft Board Report had been very well received it now just needed an Executive Summary. The Board had also discussed possible re-branding of the consortia to come under one PEL banner. However some members were more enthusiastic than others and it was agreed that all the Directors would take this back to their respective Consortium Boards for further discussion.

Other matters discussed, and on which they all agreed were the sharing of consortia strategies when these had all been written and ratified by the respective Boards and a Joint PEL / Consortia Board meeting to take place early 2016 and at which suggested guests asked to attend would be Nicola Dandridge from UUK or Professor Sir Ian Diamond.



With reference to the Advisory Group, Paul Tomany had not thought it necessary to call a meeting at present but he would be looking to set a date for the next one some time around the end of June.

5. PEL Communications Plan

Marion passed around a summary of action points. NEUPC review tenders in progress. Marion does “launch articles” for new frameworks, for example the Professional Services agreement and is happy to circulate some of these which she has already written. The launching of the new Efficiency Report was very good. However Marion feels that we should have some information on the Joint Contracting Group on the Efficiency Exchange and we should plan something for the next quarter.

Maria announced that she is putting together a Communications Report on Efficiencies and will write something on Category Management and the benefits to the contract of this. The Secretary will get details of the Estates Category Group and Maria will write an article on this.

Action: Secretary / Maria

With reference to the Buyers Guide, Marion is putting a template for this together in terms of content, as the key is to get the content right. Then she will circulate for a consultation period and to gather feedback. Maria feels that we need to simplify this and put it into plain English as well as to increase the accessibility of our frameworks. The Secretary would send details of the mini-competition template to Maria.

Action: Secretary

It was agreed that KPIs would be standardised across PEL.

Elia suggested drawing up an editorial calendar of tweets (3 tweets per week) along with short blog posts and discussion posts. Maria does not feel that this is the correct vehicle to get members to use the frameworks. Marion remarked that for our audiences, Twitter is low on their list of priorities and she suggested a service called www.re-follow.com which monitors your audience and manages your social media relationships. Along with the Buyers Guide we should also do an article on the JCG highlighting the benefits of moving over from contract to category management. This could also be put on social media. The Briefing Sheets would contain the uniform brand.

Marion would look at the possibility of a PEL Pop Up Banner for such forthcoming events as the TEC Conference on 17th June in Birmingham (Marion and Maria to attend) and the TUCO Conference on 20th – 22nd July in London. She would also update the Communications Plan based on what has been discussed in the meeting today.

Action: Marion

6. Any Other Business

There was no further business and the meeting was duly closed.

7. Date and Venue of Next Meeting



Secretary to circulate a Doodle poll for the next meeting date, some time in late June or early July following the next Board Meeting on 5th June 2015.

Action: Secretary