

*Re-run by request for Construction, M+E, H+V product suppliers  
AND sub-contractors only*

# Selling to the Education and Healthcare Sectors . . .

*New rules for winning business*

CONTRIBUTORS - EDUCATION

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Chris Dale  
BSF Project Manager  
Derbyshire County Council



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Chris Gilmour  
Marketing Director  
HBG Construction



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Gordon Clements  
Project Director - PFI  
Bristol City Council



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Andy Jones  
Project Director  
Carillion plc



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Cliff Jones  
Senior Construction Manager  
NHS Procure 21



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James Ballantyne  
Technical Manager  
Interserve plc



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Paul Dickinson  
Purchasing Manager  
Laing O'Rourke Midlands LIFT



CONTRIBUTORS - HEALTHCARE

# Selling to the Education and Healthcare Sectors...

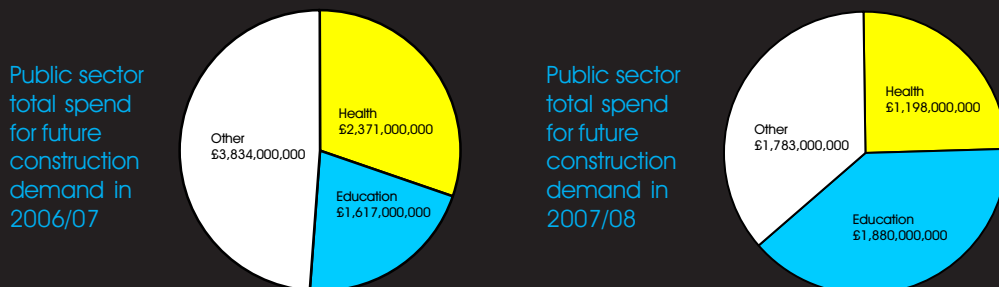
## The Issues

### Education

- ▶ After decades of neglect, a major re-building and modernisation programme for secondary schools (Building Schools for the Future) is starting to roll with the first contracts now being awarded.
- ▶ The early involvement of sub-contractors and product suppliers in the design and construction processes is recognised as an essential.
- ▶ Planned expenditure for 2006-2008 is shown below.

### Healthcare

- ▶ Despite recent wobbles over PFI and ProCure21, the Government remains committed to a huge investment in new hospital buildings and primary care premises.
- ▶ Client, design and construction team supply chains are working well. Early involvement by integrated product suppliers and sub-contractors offers major benefits to projects.
- ▶ Planned expenditure for 2006-2008 is shown below.



Source: Office of Government Commerce

## The benefits of attending this Seminar

There are massive business opportunities for both product suppliers and sub-contractors in public sector education and healthcare - around 40% of built costs is spent on products and a similar amount on sub-contractor costs. But winning profitable work is a complex business - until the processes and 'routes to market' are clearly understood.

This event features 'hands-on' practitioners from all sides of the market and will equip delegates to:

- ▶ Identify business opportunities in their area
- ▶ Establish how procurement of products and sub-trades will work - and the right approach to adopt
- ▶ Find the key decision-makers
- ▶ Identify what project teams want from suppliers and sub-contractors

## Who should attend?

Sales or business development teams from product suppliers and sub-contractors wishing to get involved in integrated supply teams with main contractors, design teams and client bodies:

- ▶ External and Internal Sales Teams
- ▶ Marketing Teams
- ▶ Sales and Marketing Managers
- ▶ Key Account Managers
- ▶ Business Development Managers
- ▶ Directors and Managers whose responsibilities include winning business

# Programme

0930 - 1630

## Welcome and Introduction

- ▶ Setting the scene for the day's programme

*Richard Blakesley & Brian Boley of Howitt Consulting*

## The Public Sector Education Market and 'Building Schools for the Future' (BSF)

- ▶ Overview of Public Sector education funding
- ▶ 'Building Schools for the Future' - the new capital investment programme for secondary education
- ▶ How building projects are funded

*Chris Dale, formerly BSF Project Co-ordinator, Sheffield City Council, currently with Derbyshire County Council*

## PFI and 'Building Schools for the Future'- HBG's Experience

- ▶ Contractors' PFI structures and decision-making processes
- ▶ How product suppliers and sub-contractors can get involved
- ▶ An HGB Case Study

*Chris Gilmour, Marketing Director, HBG Construction*

**Break**

## Local Education Partnerships (LEPs)

- ▶ What they are and how they work - roles of the different parties involved
- ▶ Case Study - Bristol Pathfinder Project

*Gordon Clements, Project Director - PFI, Bristol City Council*

**Lunch**

## The Public Sector Healthcare Market and the NHS Plan

- ▶ The NHS Plan - modernising the fabric of the NHS - summary
- ▶ How much funding is planned for new construction?
- ▶ How healthcare projects are built and funded

*Cliff Jones, Senior Construction Manager, Procure 21/NHS*

## PFI in Healthcare Procurement

- ▶ PFI from a contractor's perspective
- ▶ Where suppliers and sub-contractors fit in a PFI project
- ▶ Case Study from Carillion

*Andy Jones, Project Director, Carillion plc*

## Procure 21 and the Principal Supply Chain Partners (PSCPs)

- ▶ Procure 21 from a PSCP's perspective
- ▶ What contractors want from suppliers and sub-contractors in ProCure21 supply chains
- ▶ Case Study from Interserve

*James Ballantyne, Technical Manager, Interserve plc*

**Break**

## LIFT - Procuring the New Primary Care Premises

- ▶ LIFT from a contractor's perspective
- ▶ What LIFT contractors want from product suppliers and sub-contractors
- ▶ Case Study from Laing O'Rourke

*Paul Dickinson, Purchasing Manager, Laing O'Rourke Midlands LIFT*

## Planning for Success in Education and Healthcare Markets

- ▶ Summary of key issues
- ▶ Putting an action plan for success in place

*Richard Blakesley & Brian Boley of Howitt Consulting*

# Seminar Information

**Date:** Thursday 15 June 2006

**Timings:** 0930 - 1630

**Location:** East Midlands

**Costs per person (+VAT):**

1 reservation	£325.00
2-3 reservations	£295.00
4+ reservations	£250.00

## Reservations

Please enrol the following delegates for this event:

Name	Job Title
1 .....	.....
2 .....	.....
3 .....	.....
4 .....	.....

Authorising Executive: .....

Title: .....

Company: .....

Address: .....

.....

.....

Tel: ..... Fax: .....

Email: .....

Invoice to be sent to (please provide email address): .....

.....

**Please post, fax or email to: Howitt Consulting, 1 The Chambers, Bowden Business Village,  
Market Harborough, Leicestershire LE16 7SA**

**Tel: 01858 540248 Fax: 01858 540249 Email: [mail@howittconsulting.co.uk](mailto:mail@howittconsulting.co.uk)**

### TERMS AND CONDITIONS

Invoices are raised on confirmation of reservations and are payable within 10 days. Full fees are payable for cancellation within 28 days of the event. Substitutes can be made at any time without cost. The organisers reserve the right to change the programme or contributors, if necessary.