

## NHS LPP guidance on promotion for suppliers

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### Framework and Dynamic Purchasing System (DPS) suppliers



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# Welcome to NHS London Procurement Partnership

## Congratulations and welcome

Congratulations for being awarded a place on an NHS LPP framework or Dynamic Purchasing System (DPS).

NHS LPP framework and DPS suppliers benefit from the positioning they receive as specialist experts, as well as excellent business opportunities. You can find out more by reading 'Benefits of being an NHS LPP Supplier' available from any of our teams.

Awarded suppliers are provided with an NHS LPP approved supplier badge that you can use in emails, on your website or in promotional materials that you produce. If you have any other ideas on promotion that you'd like to take forward, please get in touch – we're happy to support you with other activities to promote our work together.

To help you make the most of being an NHS LPP framework or DPS supplier, we've developed the following guidelines.

### This document provides guidance on:

- referencing NHS LPP in text
- using the approved supplier badge
- using the NHS LPP logo
- writing promotional text e.g. press releases
- collaborating on best practice

For any activity not covered in these guidelines, in the first instance, please contact your NHS LPP Category Manager with your proposals, and obtain their written approval before proceeding. Category Managers will then liaise with our Communications team as required.

If you have any questions about whether your proposed activity will meet the requirements outlined in this guidance, please contact your Category Manager or the Communications team at [Customer@lpp.nhs.uk](mailto:Customer@lpp.nhs.uk).

# Talking about NHS London Procurement Partnership

## About us

NHS London Procurement Partnership is an NHS-led membership organisation and national consultancy partner for NHS trusts and other public sector organisations. We've been serving the health community in London for over 15 years to achieve better patient care through efficient and sustainable procurement practices.

As a trusted advisor, we align priorities with national and regional agendas, including the NHS Long Term Plan, NHS England's Central Commercial Function initiatives and Integrated Care Boards. We collaborate with our members to provide local, regional and pan-London opportunities that bring rewards in sharing of good practice, leveraging common needs and spending power and working together towards shared aims, all of which develop relationships, knowledge, and ultimately supports the whole health system and economy.

NHS LPP delivers the services that help hospitals to run efficiently including workforce, digital systems, medicines, estates, facilities and corporate services, business intelligence and professional services. We support our members and other trusts and ICBs to make sustainable decisions that help keep our money in the NHS and invested where it matters - on our valuable frontline staff, services and most importantly, patients.

## How to refer to NHS London Procurement Partnership in promotional text

Our full name is NHS London Procurement Partnership. We also shorten it to 'NHS LPP'. In written text, our full name should be used in the first instance, and can then be shortened to NHS LPP in further references.

### Some helpful style tips

- NHS LPP is a corporate body, so is referred to in the single person. For example: 'NHS LPP is developing a new framework' not 'NHS LPP are developing a new framework'
- NHS LPP is simply NHS LPP, not 'the LPP' or 'LPP'. For example: 'We have tendered for a place on NHS LPP's agency framework' not 'We have tendered for a place on the LPP's agency framework' and not 'We have tendered for a place on LPP's framework'

### Please do...

Feel free to state that you are an awarded or approved supplier for the specific framework or DPS you are awarded to.

### Please don't ...

state that you are a 'preferred supplier', or that you 'have exclusive access to the NHS'.

### Thank you

# Approved supplier badges and NHS LPP logo

## Approved supplier badge usage

All suppliers who have been awarded a place on an NHS LPP framework or Dynamic Purchasing System are entitled to use our supplier badge logo.

By using the logo, you agree to accept the following conditions:

- You must not cut, crop or edit the badge in any way please
- If you cease to be on a framework or DPS for any reason, you immediately stop using the NHS LPP supplier badge
- The badge should not be used to promote non-framework or non-DPS products or services which you offer



## Use of the NHS LPP corporate logo

Our corporate logo includes the official NHS lozenge. This part of our logo is subject to NHS rules on its use, and cannot be used by suppliers. Please do not use the NHS lozenge under any circumstances.

If you feel there are exceptional circumstances for using the logo (for example a partnership officially approved by the NHS and its branding team) please contact the NHS LPP Communications team at [Customer@lpp.nhs.uk](mailto:Customer@lpp.nhs.uk). Thank you in advance for your cooperation.

# Press releases and collaborating on best practice

## Press releases

Another way you may like to promote your place on an NHS LPP framework or DPS to existing and potential customers, may be through a press release or other media communications. Please send any draft press releases mentioning NHS LPP to our Communications team at [Customer@lpp.nhs.uk](mailto:Customer@lpp.nhs.uk) for final approval before sending out externally.

## Collaborating on best practice

From time to time we will produce thought leadership pieces that we will promote externally. This is to provide expert insights into the market or on a particular area of interest. We will very much want to collaborate with you to obtain your insights and experiences. To make sure activities like this are kept fair and transparent, we will make the request to all of you, making sure everyone is given the opportunity to input. On these occasions, we encourage you to tell us about your expertise and share your important points of view so that we can communicate them with our member trusts and other customers.

## Other useful reading for new suppliers

- **Benefits of being a supplier:** Details in PDF format outlining the benefits of being an NHS LPP framework or DPS supplier. Available from the relevant Category Manager or on our website.
- **Supplier DPS introductory guide:** New to DPSs? This guide tells you the essentials on how to get started. Available from the relevant Category Manager or on our website.
- **Supplier ABI Terms and Conditions:** This document contains detailed terms and conditions suppliers need to be aware of when they have been awarded a place on an NHS LPP framework or DPS. This is provided during the supplier on-boarding process.
- **[www.lpp.nhs.uk/for-suppliers](http://www.lpp.nhs.uk/for-suppliers):** Visit this section of our website to access the latest information available.

Once again, we wish you a very warm welcome as an NHS LPP new supplier and very much look forward to working with you.

## Contact

If you have any further questions on promotion, please get in touch at [Customer@lpp.nhs.uk](mailto:Customer@lpp.nhs.uk). For specific questions please contact the Category Manager for the relevant framework or DPS as detailed on [our website](#).