



Magnox

Magnox Limited

**Supply Chain  
External Communications Plan**

September 2016

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## **Background and Overall Objectives**

Magnox spends circa 350m in the supply chain annually; this is forecast to be £2.5bn over the lifetime of our 12 sites across the UK. The supply chain forms an integral part of the Magnox team which is committed to delivering a diverse and challenging programme of work across the fleet over the contract lifetime.

The Supply Chain communication plan forms part of the overall supply chain strategic vision for Magnox which is the delivery of a competent, capable and high performing supply chain that delivers Magnox strategy to time and quality at the best value for money whilst never compromising on Safety, Security or on its Environmental and Social Responsibility.

Our supply chain plan sets out how Magnox will provide suppliers with the information they might need including Magnox standards and expectations, our procurement plan, what our procurement processes involve and how we will work together with suppliers to create a diverse supply base.

## **Communication Objectives**

- Understand and influence the shape of the supply chain so that it is fit to meet the requirements of the Magnox future work programme
- Promote Magnox standards and expectations
- Develop collaboration between our suppliers
- Provide visibility and accessibility of our teams
- Demonstrate full and transparent advertising of opportunities
- Understand our suppliers communication preferences
- Gain publicity for significant supply chain events, and contract awards to maintain Magnox's position as an important customer

## External Stakeholders

- Suppliers
- NDA
- Trade media
- Trade bodies such as NIA
- Other Government Departments
- Other Site Licence Companies

## Key Messages

- Creation of a supply chain capable of delivering Magnox requirements to the appropriate safety, security and quality standards whilst minimising total cost
- Positive engagement with the supply chain
- Drive value from Magnox Supply Chain relationships
- Encourage collaboration across the supply chain and within Magnox
- Provide fit for purpose communication and feedback opportunities
- Enable access to key decision makers - one point of contact.
- P&S Functional design principles - cascade programme facing teams and category management approach
- Magnox standards and expectations.
- Cascade of NDA Estate wide objectives

## **Communication Mechanisms – External**

### **Supplier web pages**

Highlight key information including:

- Procurement plan – updated monthly and advertised through social media
- Magnox supply chain standards and expectations
- Key points of contact – detailed contact page to be uploaded to website
- Advertise supplier days
- Visibility of live current contracts

### **Social media activity on Twitter and LinkedIn.**

To be co-ordinated with/through the NDA and the SSA to maximise impact where relevant.

- Promote supplier days
- Seek immediate feedback
- Publicise updated procurement plans
- Promote significant changes to website pages etc.

### **Supply chain events**

Provide face to face opportunities to meet the supply chain including:

- Annual NDA Supply Chain event - Supported by social media activity co-ordinated with NDA messaging.
- Annual Magnox national supply chain event
  - supported by social media in advance and use of a press release to trade media
  - Consider publicising through NIA (monthly newsletter)
- Programme bespoke supplier days
  - Feedback through website, and potentially other media
- Meet the Buyer Category specific events:
  - Advance publicity through social media and trade bodies

## Magnox Ltd – Supply Chain External Procurement Plan – September 2016

- Strategic supplier meetings
- SME regional forums
- Contract award ceremonies

### **Press releases**

In addition to the activities highlighted above press release can be used selectively to highlight major contract awards or major procurement activities.

These press releases will be co-ordinated with the winning bidder to gain maximum impact.

Trade press release can be selected to suit the activity, although most are expected to fall into the nuclear/engineering sectors.

### **Direct mailings to suppliers**

Will be used to communicate supplier specific requirements.