



**Workforce Alliance**

# Bringing together people who care

## **NHS Workforce Alliance**

### **Delivered by:**

Crown Commercial Service

NHS Commercial Solutions

NHS East of England Collaborative Procurement Hub

NHS London Procurement Partnership

NHS North of England Commercial Procurement Collaborative

[workforcealliance.nhs.uk](https://workforcealliance.nhs.uk)

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# Guidance for NHS Workforce Alliance suppliers



**Workforce Alliance**

Congratulations for being awarded a place on an NHS Workforce Alliance agreement. As an awarded supplier, we're providing you with an NHS Workforce Alliance supplier badge for your awarded framework, which can be used in promotional material, emails, or on your website. To help you make the most of being on an NHS Workforce Alliance agreement we have developed the following guidelines.

## About us

The NHS Workforce Alliance is the portfolio of health workforce services delivered in partnership by Crown Commercial Service (CCS) and NHS Procurement in Partnership (NHS PiP) for the benefit of customers and suppliers. The NHS Workforce Alliance brings together the expertise of NHS PiP and CCS as the biggest public procurement partnership in the UK. As leaders in the field, we collectively raise the bar to address the staffing challenges and deliver a sustainable workforce model. Here you will find guidance on:

- Using the approved supplier badge
- Using the NHS logo
- Writing promotional text i.e. press releases
- Developing case studies

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# Approved supplier badge use



**Workforce Alliance**

Example of one of our approved supplier badges:

**NHS Workforce Alliance**

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Clinical and Healthcare Staffing  
**Approved Supplier**

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By agreeing to use the logo, you accept the following conditions:

- You must not cut, crop or edit the badge in any way
- If you cease to be on a framework, for whatever reason, you must immediately stop using the NHS Workforce Alliance supplier badge
- You must only use the supplier badge to promote the framework you have been directly awarded to. The badge must not be used as a generic endorsement across your portfolio for non-awarded framework products or services which you offer

If using the supplier badge and referencing the NHS Workforce Alliance on Twitter or LinkedIn please include the following references in the post so we can like/share as appropriate:

## Twitter:

- @NHSComSolutions
- @gov\_procurement
- @EOECPH
- @LPPNHS
- @NOECPC

## LinkedIn:

- @NHS Commercial Solutions
- @Crown Commercial Service
- @East of England NHS Collaborative Procurement Hub
- @NHS London Procurement Partnership
- @NHS North of England Commercial Procurement Collaborative

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# Use of the NHS corporate logo, press releases and case studies



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## NHS 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. Under no circumstances should you use the NHS lozenge. 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 your relevant procurement hub representative.

## Press releases

You may like to promote your place on an NHS Workforce Alliance framework to existing and potential customers through a press release or other media communications. Please send any press releases mentioning NHS Workforce Alliance to your relevant NHS procurement hub or CCS representative for final approval before sending out.

## Case studies

The NHS Workforce Alliance expects our awarded suppliers to produce case studies illustrating the benefits of using our frameworks. If you have a case study which demonstrates the value and benefits for the NHS and for patients and have your customer's approval to promote this, we will work together, in partnership, to produce material with you. The NHS Workforce Alliance may promote these case studies on our communication channels including, social media and the NHS Workforce Alliance website. Please contact your relevant NHS procurement hub or CCS representative to discuss further in the first instance.

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# Thank you

**Delivered by:**

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