



Gown Procurement Survey Report

Thank you for taking the time to contribute to our short survey. Without you, this survey report would not be possible.

The analysis contained here will be a useful tool in your decision-making process when the time comes to select your Ceremonial/Graduation service agreement.

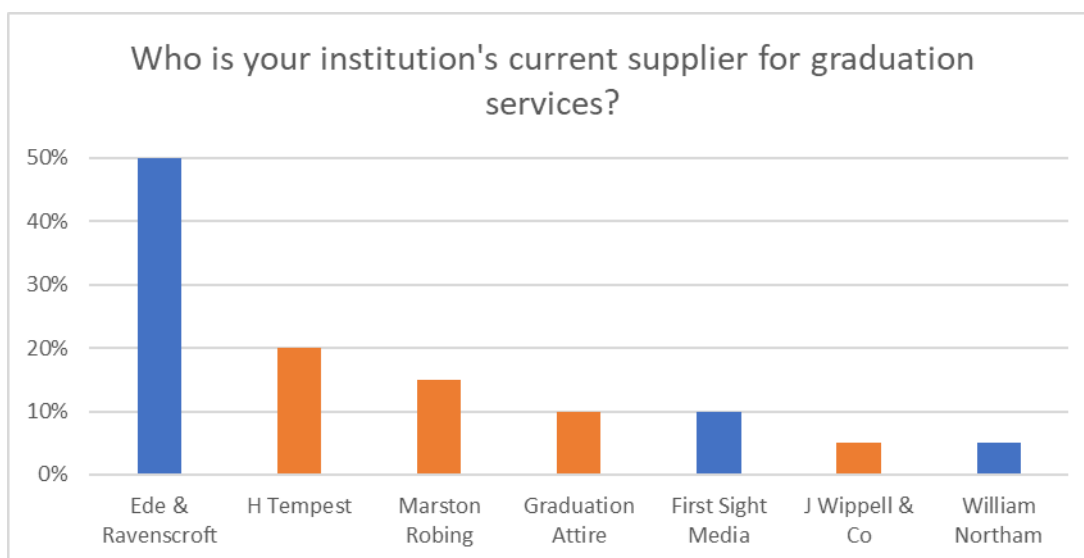
If you have any questions regarding the content, please email [Joyce Kadri](mailto:Joyce.Kadri@london-universities-purchasing-consortium.org).

A reminder: The data in this report is for internal use only by consortium members. Please do not circulate this more widely than is appropriate.

Responses:

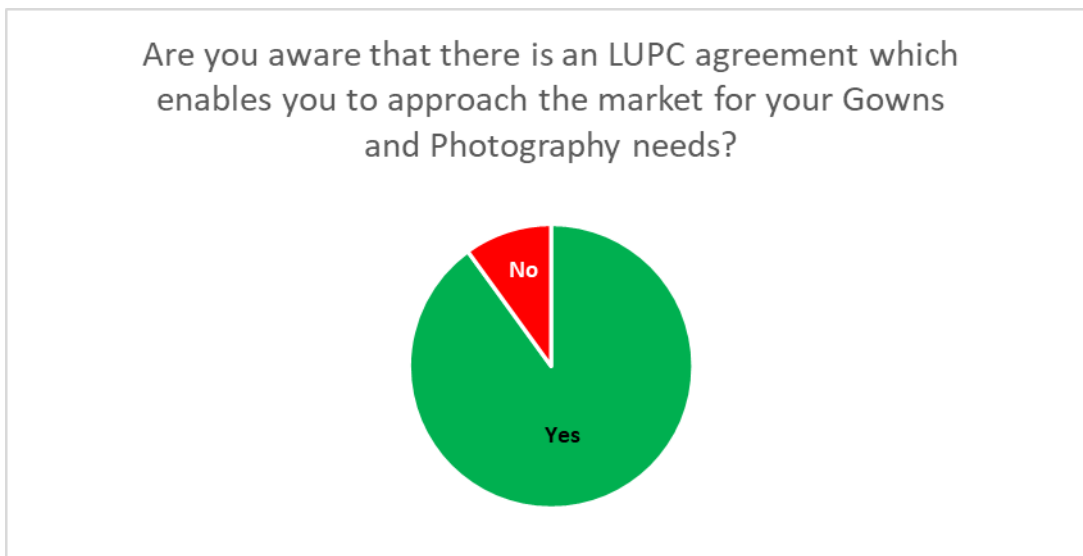
The survey received 20 responses from a diverse range of institutions. Please see the results below.

Q-1



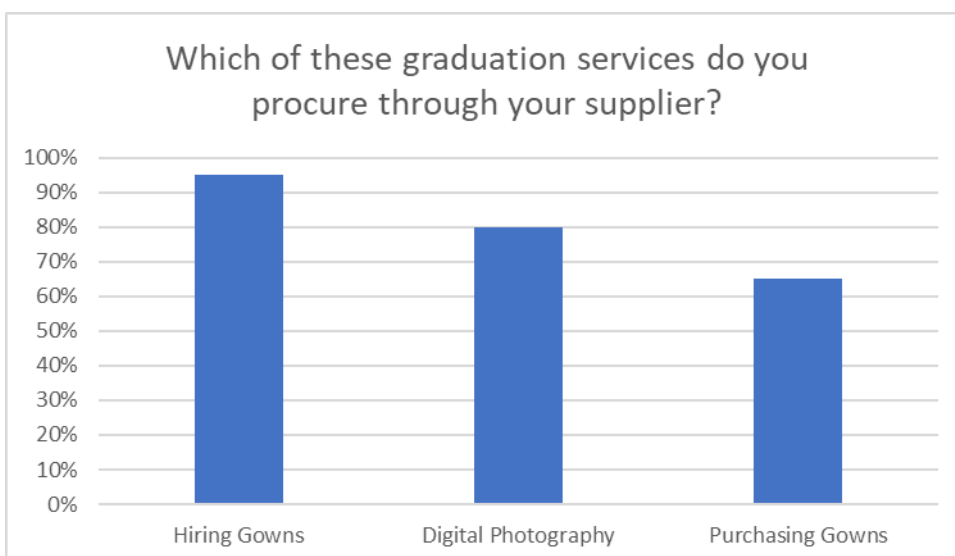
Despite a wide range of suppliers available for graduation services, Ede & Ravenscroft have the largest market share of our members, with around half using their services. Suppliers on the current framework, all highlighted in orange, make up the majority of the remaining activity.

Q-2



Almost 90% of respondents are aware of the LUPC agreement.

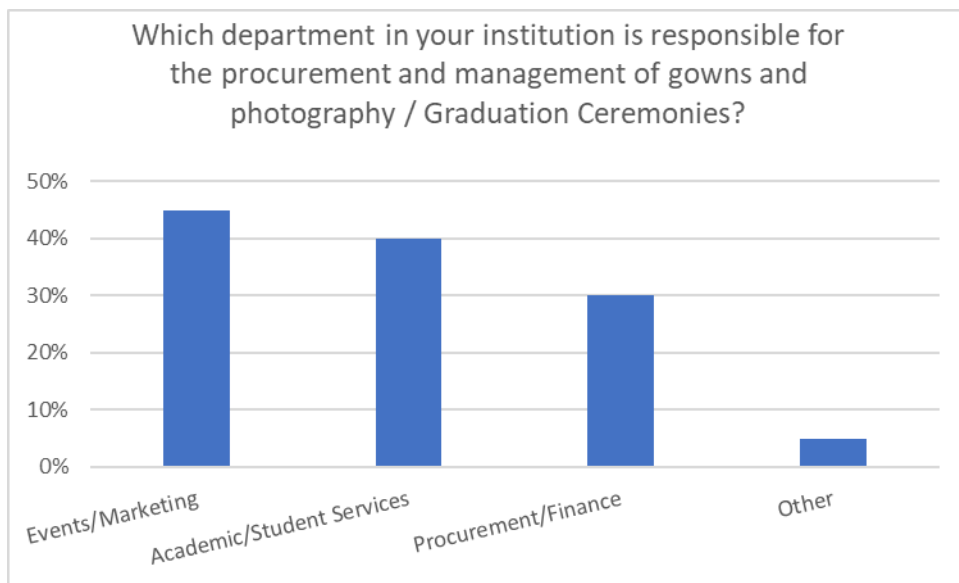
Q-3



As expected, nearly all institutions hire gowns with their graduation services supplier(s). Digital photography services are also popular with 4 in every 5 institutions procuring these services and two

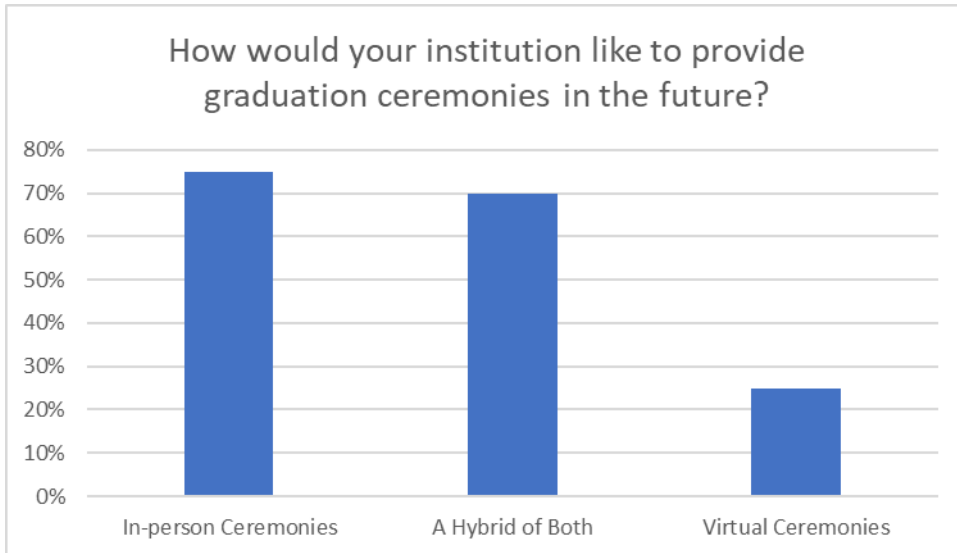
thirds of institutions procure the outright purchase of gowns. 50% of institutions procure all three services together, either from the same supplier or multiple.

Q-4



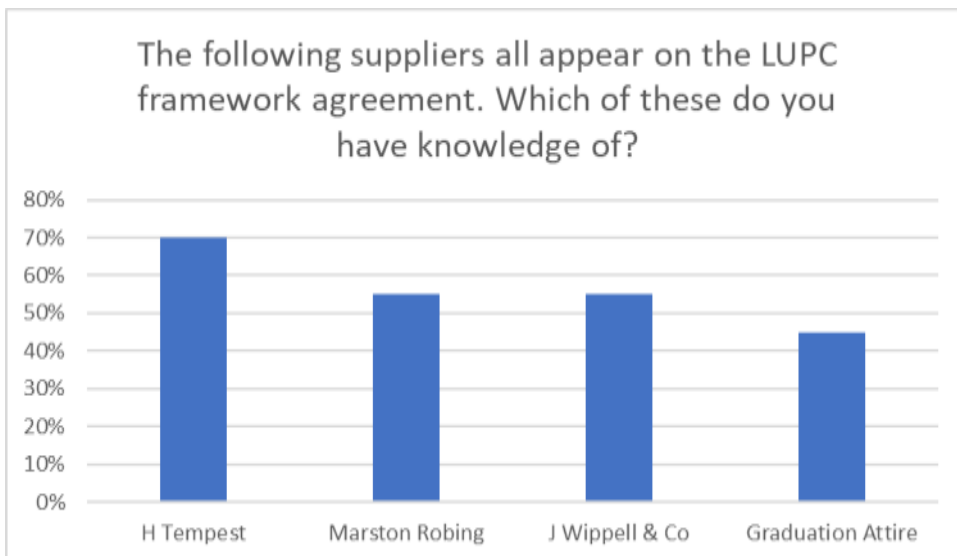
There is an almost even split between institutions procuring graduation services through a dedicated events or external relations department and through their academic services department. Only 30% of respondents mentioned their procurement or finance department, which shows that procurement and frameworks could play a greater role in this area.

Q-5



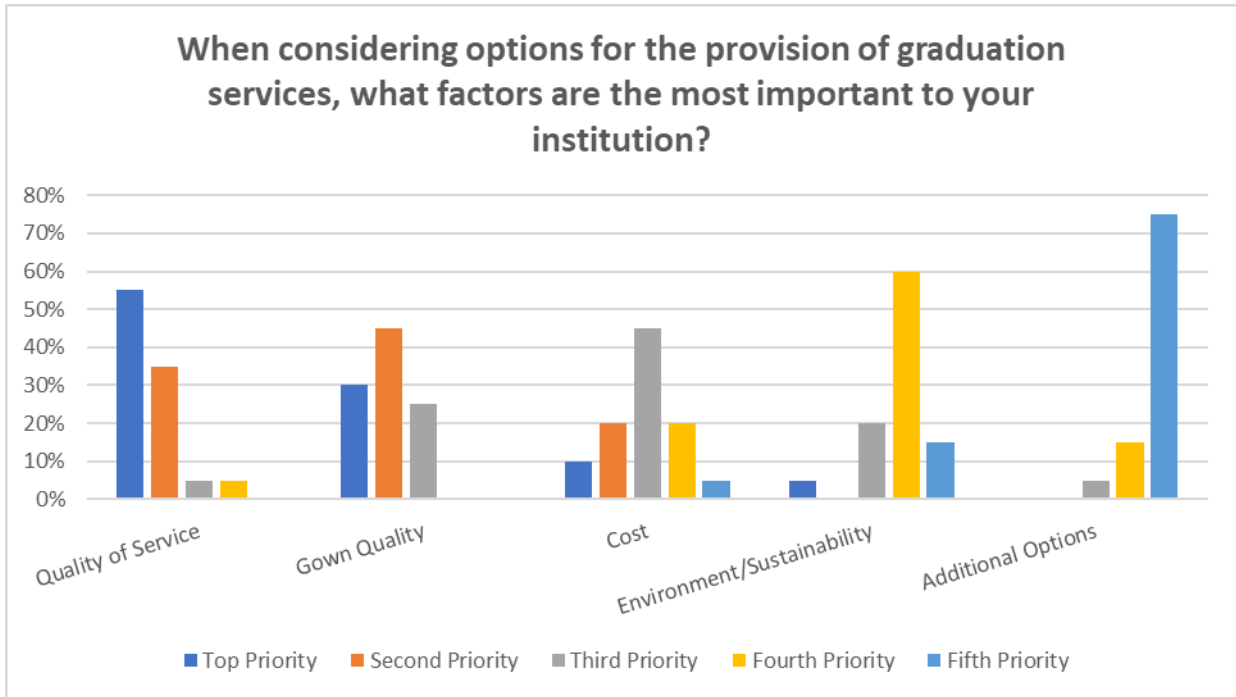
In-person or physical ceremonies remain popular in three quarters of institutions, and in 30% of institutions, only physical ceremonies are being considered. Even so, with the recent necessity to perform more functions remotely, a hybrid approach to graduation ceremonies is nearly as popular. No institutions responded considering only virtual ceremonies, but all respondents choosing this option were considering all three scenarios.

Q-6



There is a fair to good knowledge of each supplier on the framework, with the suppliers offering photography as well as hire and purchase of gowns generally more well-known than those limited to just gown services. 35% of respondents had knowledge of all suppliers available to them on the framework, whereas a similar number only knew of a single supplier.

Q-7



When considering the different factors indicating the suitability and quality of a graduation services supplier, the survey respondents broadly agreed. The quality of service and the quality of the gowns provided were seen as the most important factors to consider, with cost coming in a clear third place above environmental concerns. The range of additional options available was not seen as important in comparison to the other factors.

Final comments:

The survey shows the changing world of graduation ceremonies. We hope that this report will assist our members in their future procurement of graduation services

