

# APSE Scotland

## Commercialisation Advisory Group

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*Delivering our services with*

Focus. **Passion.** **Inspiration.**



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath



Proud to be **apse** Overall Council of the Year 2017

# Municipalisation Strategic Priorities

and the commitment to

# Community Wealth Building



# Municipalisation?

Safeguarding and enhancing services for local residents, organisations and communities through the implementation of new, innovative approaches

Aligned to the duty to promote Wellbeing and Best Value contained in the Local Government in Scotland Act 2003 and Council priorities

# Focus

- Developing essential services through new delivery models
- Providing greater choice and quality of services to meet changing needs
- Exploring new ways of working to assure best value and sustainability
- Safeguarding and enhancing skills and expertise in North Ayrshire
- Minimise displacement at the North Ayrshire level and maximise local impact
- Generating income through ethical approaches where surpluses are reinvested locally to achieve the best possible outcomes

# Community Wealth Building

Five pillars:

- Procurement
- Fair Employment
- Land and Assets
- Financial Power
- Plural Ownership



## COMMUNITY WEALTH BUILDING COUNCIL

We will work across all our services and wider local and regional partners to implement Scotland's first approach to Community Wealth Building



## PROCUREMENT

We will use our spend to actively encourage and support a growing, diverse and resilient local business base, and to support our net zero carbon ambitions.



## FAIR EMPLOYMENT

We will encourage the creation of fair and meaningful jobs with progression opportunities to unlock the potential of our residents.



## LAND AND ASSETS

We will support the wider regeneration of our communities by maximising all of our land and assets including through alternative uses for community and business benefit.



## FINANCIAL POWER

We will invest locally and encourage regional and national institutions to invest in our communities.



## PLURAL OWNERSHIP OF THE ECONOMY

We will support the creation and sustainability of a range of business models including SMEs, social enterprise, employee ownership, cooperatives, municipal activity and community enterprises.

# Live

- Advertising & Sponsorship
- Commercial Waste and Recycling
- Catering
- Cleaning
- Property Factoring
- Harbour Arts Centre
- Arran Outdoor Education Centre

# Developing

- Advertising & Sponsorship
- Film Permissions
- Commercial Waste and Recycling
- Renewable Community Energy Generation
- Car Parking & Enforcement
- Road Construction Design Services
- Commuted Sums
- Inspection of Structures
- Memorial Offers
- Grounds Maintenance
- Dog Exercise Parks
- EIR Charging

# Advertising

- Maximising potential of land and assets
- New relationship with partners
- 100% performance related
- Minimise risk & maximise return
- Cost-effective advertising opportunities
- Keeping it local
- Local businesses raising profile
- Economic and business impact
- Income generated reinvested



# Commercial Waste

- Reduce dependency on national providers
- Relationship with business advisors
- Encourage new and existing businesses
- Cost effective waste services
- Intensive social media campaign
- New services – underground refuse system
- New business models
- Arran Public Social Partnership
- Proposed advertising opportunities
- Surplus generated reinvested

# Other

- **New business models**
  - Partnership with Private Sector
  - Public Social Partnerships
  - Supported Businesses
- **Insourcing**
  - Coordination and quality of service
  - Retention of skills & investment
  - Increasing capacity for Municipalisation
- **Internal**
  - Commercial & Entrepreneurial
  - Empowerment & Delegated Authority
  - Robust Analysis & Accountability
  - Self-sustaining development roles



# How?

- Communication & Engagement
- Ideas Generation Workshops & Toolkits
- Legal, Planning, Financial, Insurance Review
- Business Models
- Project Appraisal & Business Case (Green Book)
- Cashflow Forecasts, Costing & Pricing
- Cost Benefit Analysis
- Risk Register
- Resourcing
- Democratic Approvals
- Promotion & Marketing
- Implementation Plan & Action

# Concluding Remarks

## Thank You

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