

APSE Scotland Commercialisation Advisory Group

22 November 2016

Dumfries Ice Bowl

1. Introduction & Welcome

Cllr Archie Dryburgh, Chair of the Scottish Commercialisation advisory group welcomed to Dumfries and thanked everyone for attending.

2. Attendance & Apologies

See attached.

3. Marketing your services to business customers: Getting your marketing & digital content right

Speaker: René Power, Vision B2B Marketing and Training Ltd

René provided a detailed presentation on the importance of marketing. This included information on understanding your customer and the value for your product/ services. He highlighted that when you have a trusted and respected brand you can use this to build relationships with potential customers.

Part of the presentation looked at the Boston Consulting Group Matrix and SMART objectives. He also provided information on the different strategies which local authorities can review.

Throughout the presentation key points included:-

- The importance of connecting with the customer
- Reassuring the customer throughout the process if switching from a previous supplier
- Need to talk to the needs of all involved in the buying/ use of the service
- Need to tell the right story

Following the presentation there was a number of questions and discussions in terms of how local authorities can compete with the private sector. Other discussion included the importance of partnership, managing public perception and political direction.

4. Local authority case studies on commercial projects and opportunities

Speaker: General Discussion

There was a general discussion around the room regarding what potential opportunities were available for commercialisation. This included:-

- SMART meter installation
- Advertising (e.g. roundabouts/ boards)

5. What are the potential models for income generation and service delivery?

Speaker: General Discussion

Dumfries & Galloway Council provided information on some of the areas of income generation which were being reviewed as potential opportunities.

The group also discussed the potential for local authorities to provide a larger number of burial services.

6. APSE Update

Speaker: Louise Melville, Principal Advisor, APSE Scotland

Louise Melville provided the group with an update on the work of the association included the newest piece of research “Work it out: Creating local systems of Employability support”. This collaborative report from APSE and NLGN scrutinises the current place of local authorities in tackling unemployment. Louise also provided the group with information on APSE’s new Promoting Excellence You Tube programme which looks at a number of innovative case studies from local authorities including Liverpool and Aberdeen City. Finally, Louise provided information on the other services provided by APSE including Energy, Solutions, Training, Performance Networks and events.

7. AOCB

There was no other competent business raised.

8. Date/ time and venue of next meeting

The next meeting will be held on Tuesday 25 April 2017.

Attendance

Colin McInnes	APSE Associate
Ross McLaughlin	Argyll & Bute Council
Cllr Archie Dryburgh	Dumfries & Galloway Council
Alan Mawson	Dumfries & Galloway Council
Steven Totter	Dumfries & Galloway Council
Caroline McQuistan	Dumfries & Galloway Council
Andrea Watson	Dumfries & Galloway Council
Gordon Bryce	Dumfries & Galloway Council
Ronnie Dempster	Dumfries & Galloway Council
Robert McCulloch	East Ayrshire Council
Lawrie Dinwoodie	East Ayrshire Council
Lynn Kane	East Dunbartonshire Council
Diane Carmichael	East Dunbartonshire Council
Les Robertson	Fife Council
Stuart Fergie	Fife Council
Graham Hodgkins	Fife Council
Ross Grieve	Fife Council

Elaine Downie	Fife Council
John Campbell	Fife Council
Gordon Mitchell	North Ayrshire Council
Jack Lochans	Renfrewshire Council
Karen Thomson	Renfrewshire Council
Dougie McMillan	South Lanarkshire Council
Derek McLean	West Dunbartonshire Council
Andy Gordon	West Dunbartonshire Council

Apologies

Tom MacLennan	Highland Council
Russell McCutcheon	North Ayrshire Council
David Hammond	North Ayrshire Council
Richard Reaney	Tayside Contracts
Leigh-Ann Mitchell	North Ayrshire Council
David Taggart	Renfrewshire Council
Jennifer Rodden	South Ayrshire Council
Lesley McCrystal	Renfrewshire Council
Donnie McManus	East Renfrewshire Council
Ken Gourlay	Fife Council
Pamela Bruce	Aberdeenshire Council
Cllr Jim Stalker	Clackmannanshire Council
Andy Clark	Cordia
Kevin Anderson	North Ayrshire Council
Julia McCreadie	Cordia
Elsbeth Tierney	Inverclyde Council