

APSE Scotland Commercialisation Advisory Group Online Meeting – Friday 25 February 2022 10.30 AM to 12.00PM

Welcome: Cllr Jim Montgomerie, North Ayrshire Council

Agenda

Using refuse collection vehicles and other fleet to promote council messaging and potentially generate income

Speaker: *Lawrence Craig, CEO, Roadvert Ltd and Pamela Stevenson, Service Manager – Economic Development, Fife Council*

Taking Woodthorpe Park Plant Shop and Nursery to the High Street: Winner of the APSE Service Awards 2021 Best Commercialisation and Entrepreneurship initiative

Speaker: *Jane Barton, Commercial & Retail Marketing Lead, Nottingham City Council*

Help developing your commercialisation strategy

Speaker: *Emma Taylor, Senior Consultant, APSE Solutions*

APSE Update

Louise Melville, Principal Advisor, APSE

Discussion items

Commercialisation clinic: Any issue affecting service delivery

This is the opportunity for attendees to discuss any challenges and solutions that councils are experiencing and adopting in relation to a particular issue

About the meeting

This online meeting will be hosted using Microsoft Teams and those signing up to join the meeting will receive an online joining link. Any PowerPoint slides and a link to related briefings and research will be made available to participants after the event. The chat function will also be available for participants to use as well as the opportunity to join in this online event through both video and audio facilities.

The meeting will end at 12.00 PM