

8 June 2016

To all APSE central contacts

Dear colleague,



**APSE Central AGM incorporating a free APSE half-day seminar:
'Commercialism in Local Government'**

Thursday 14th July

Nottingham City Council House, Old Market Square, Nottingham. NG1 2DT

I write to invite your attendance at the APSE Central Annual General Meeting (AGM) 2016 which will be held on Thursday 14th July 2016. The AGM will incorporate a free event for APSE members commencing at 10.00 for coffee and registration for a 10.30 start and ending with lunch and networking at 1.00 PM.

Venue: Nottingham City Council House, Old Market Square, Nottingham. NG1 2DT

I attach a copy of the AGM agenda.

Minutes of the annual general meeting held in NW Leicestershire in July 2015 are available electronically from the APSE secretariat with further copies available on the day.

Please ensure your authority is represented at the APSE central AGM. We particularly welcome the involvement of elected members. The AGM is open to all member authorities within APSE central, including councillors and officers.

Please register

To register for the AGM and free event attendance please complete the attached registration form. Please return this to APSE by fax on 0161 772 1811 or email Alistair Holcroft on AHolcroft@apse.org.uk Please include names of all delegates from your organisation and please advise of any access or dietary requirements.

At the rise of the AGM lunch will be served with the opportunity to network with colleagues within APSE central. For any enquiries relating to the AGM please email Rob Bailey on rbailey@apse.org.uk

Yours sincerely

Rob Bailey
Principal advisor, APSE
On behalf of Caroline Mackenzie, APSE central secretary



Association for Public Service Excellence

2nd floor Washbrook House
Lancastrian Office Centre
Talbot Road, Old Trafford
Manchester M32 0FP
telephone: 0161 772 1810
fax: 0161 772 1811
email: enquiries@apse.org.uk
web: www.apse.org.uk

**10.30 AM – 12.30 PM: Free Seminar:
'Commercialism in Local Government'**

Realising the commercial potential of our local government services.

1. Commercialisation and Income Generation

- What drives the need for commercialisation and income generation?
- What are we learning as an Association? - Examples from across the UK
- How can we capture the entrepreneurial spirit and develop it within staff?
- How can APSE help?

Speaker: Paul O'Brien, Chief Executive, Association for Public Service Excellence (APSE)

2. Stroud District Council's journey to realising commercial opportunities

- The financial imperatives driving change
- Stroud's approach to income generation
- Taking a Rural District Council perspective on income: what are our challenges?

Speaker: Darren Skinner, Business Projects Manager, Stroud District Council

3. Getting your market and digital contact right in a commercial environment

- How can you shift from a service culture to a sales culture
- How do you communicate with those that are customers by choice not because they are recipients of a service?
- How to develop a marketing and digital marketing strategy
- Identifying the outcomes and designing the systems that will get you results in a commercial environment!

Speaker: René Power, Digital Marketing & Media Specialist, Vision B2B & APSE Associate

4. Delivering Wellbeing Services through a Community Interest Company

- Providing an integrated service, tackling poor physical and mental health in the county
- Developing and expanding the traded offer to residents
- The growing commercial culture within Northamptonshire County Council

Speaker: Janet Doran, Managing Director, First for Wellbeing CIC Ltd, Northamptonshire

**12.00 – 12.30PM APSE central annual general meeting 2016
(at close of seminar)
Thursday 14th July 2016**

AGM Agenda

1. Welcome from the Chair
2. Apologies for absence
3. Minutes of the AGM held on 8 July 2015
4. Matters arising
5. Elections
 - **Central Chair**
 - **Central Vice Chair**
 - **Central Secretary**
 - **Additional National Council Representative (s)**
6. Regional Report
7. Finance Report (incl. Subscriptions) to be tabled at the meeting
8. Proposed schedule of meetings for Central 2016/17
9. Annual report of APSE in the previous year
10. Any other business
11. Closing remarks

Fax back attendance form

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'Commercialism in Local Government'
Thursday 14th July 2016
Nottingham City Council House, Old Market Square, Nottingham. NG1 2DT**

Please complete this form and return to Alistair Holcroft via fax, on 0161 772 1811 or email Alistair on aholcroft@apse.org.uk **before 11 July 2016.**

Please advise of any dietary or access requirements or email aholcroft@apse.org.uk

Authority.....

Address

..... **Post Code**.....

Name	Email	To attend (please tick)	Submit apologies (please tick)
		The free event and AGM	for the Annual General Meeting
		The free event and AGM	for the Annual General Meeting
		The free event and AGM	for the Annual General Meeting

Please help us keep our records up-to date

- Persons contact details have changed, please amend as indicated
- Please add name and details to your database
- Person has left the company (if so please complete the details below for the replacement)

Please print details

Title _____ **First Name** _____ **Surname** _____

Job Title _____ **Authority** _____

Department _____

Address _____

Post Code _____

Telephone _____ **Fax** _____ **Email** _____