



# Commercialisation network

Results of the APSE membership survey on trading, charging and income generation

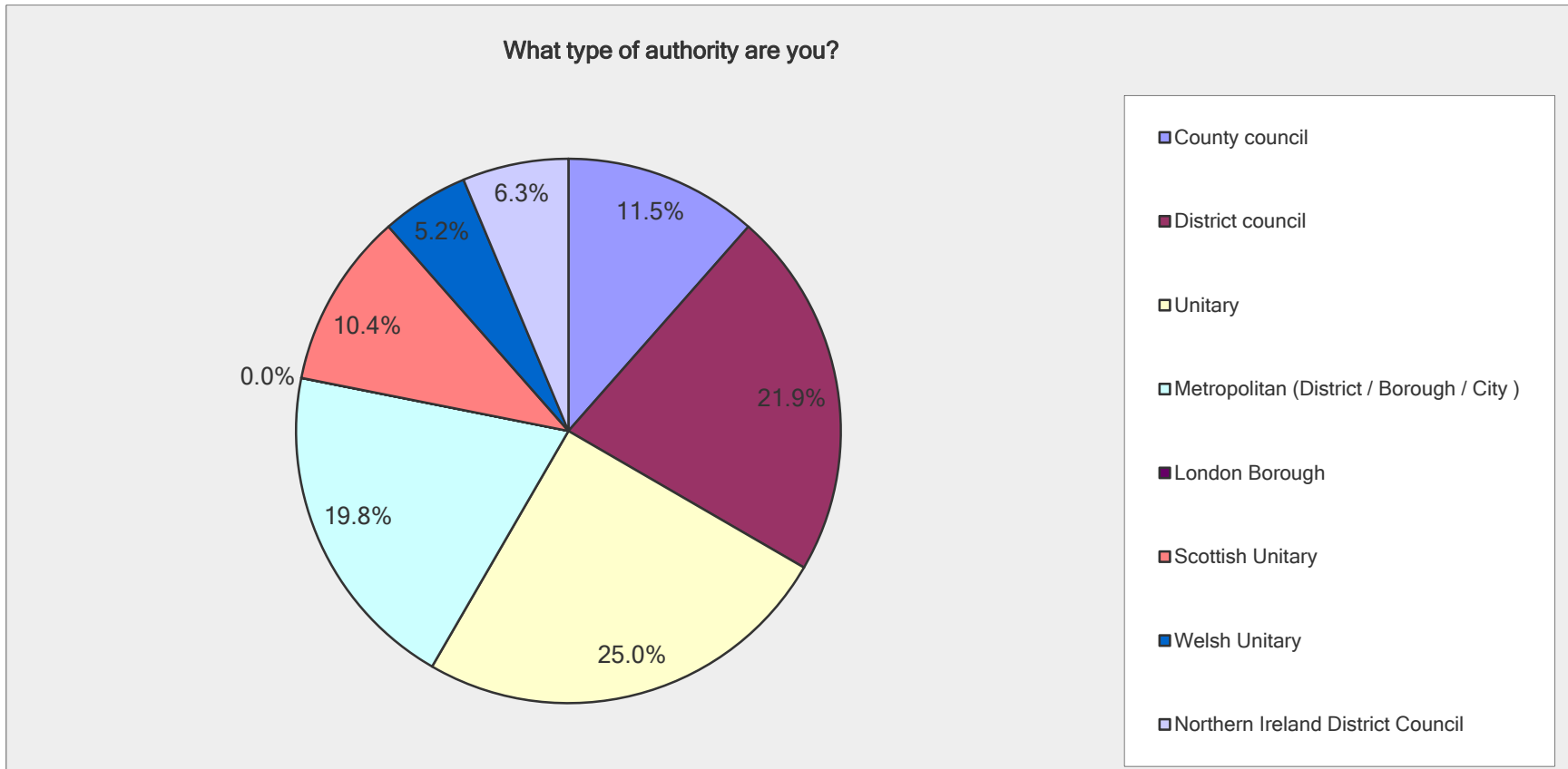
Mo Baines, APSE Head of Communication and Coordination

# About the survey

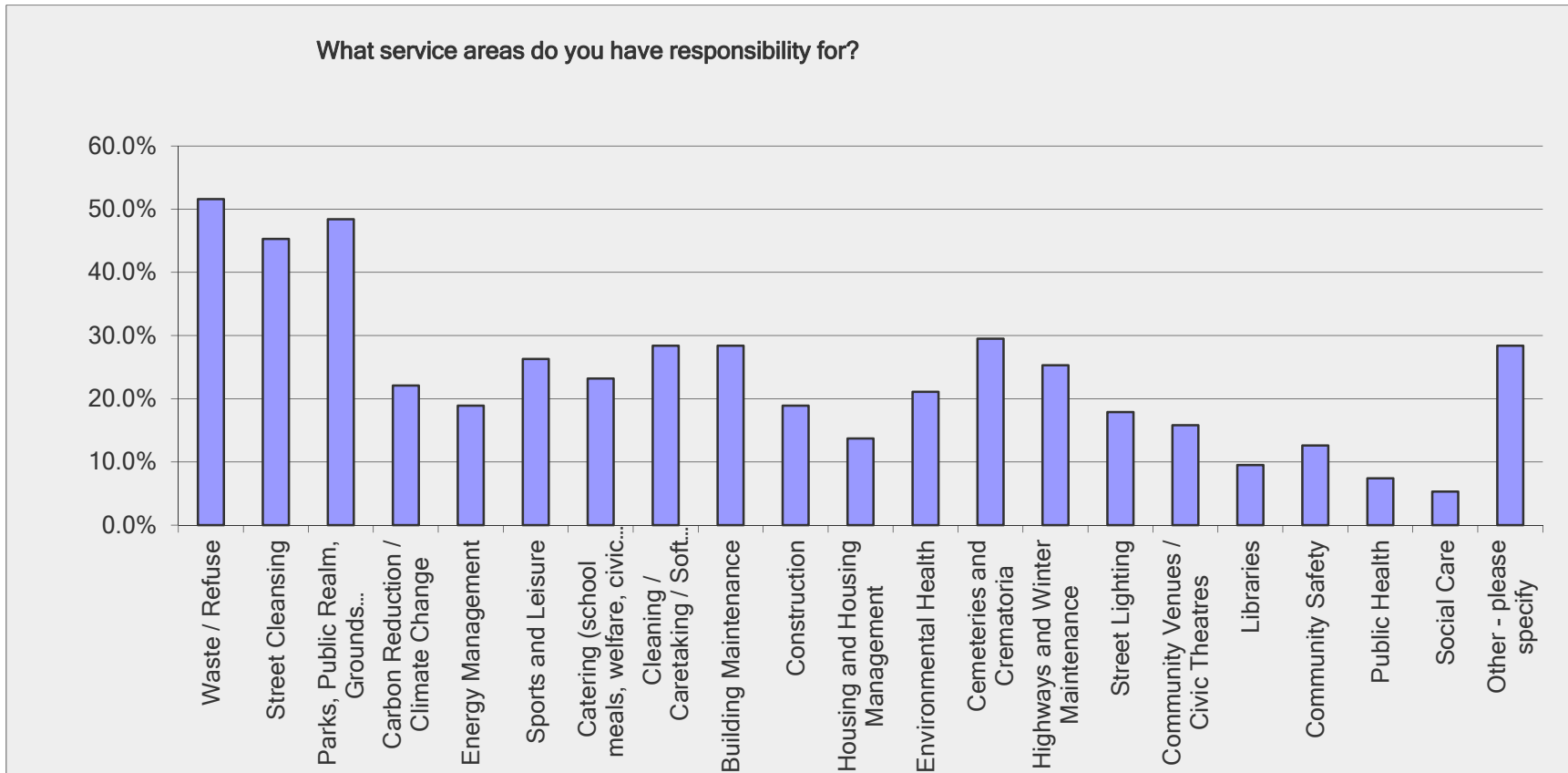


- Expands on APSE's work on municipal entrepreneurship
- Increasing reliance on income?
- Sustainability of local government finance?
- State of the market knowledge

# Authority type



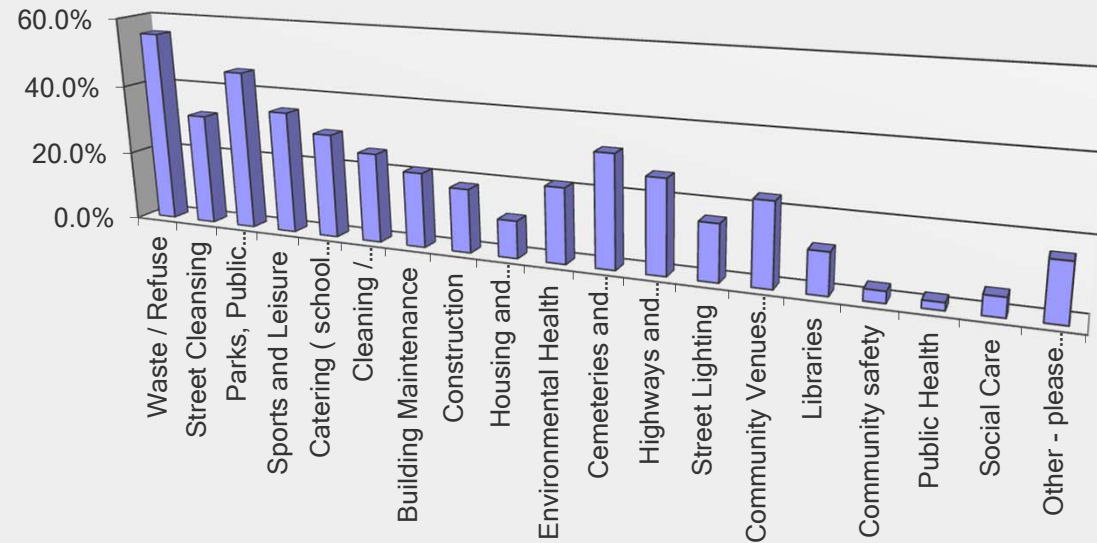
# Service area responsibilities



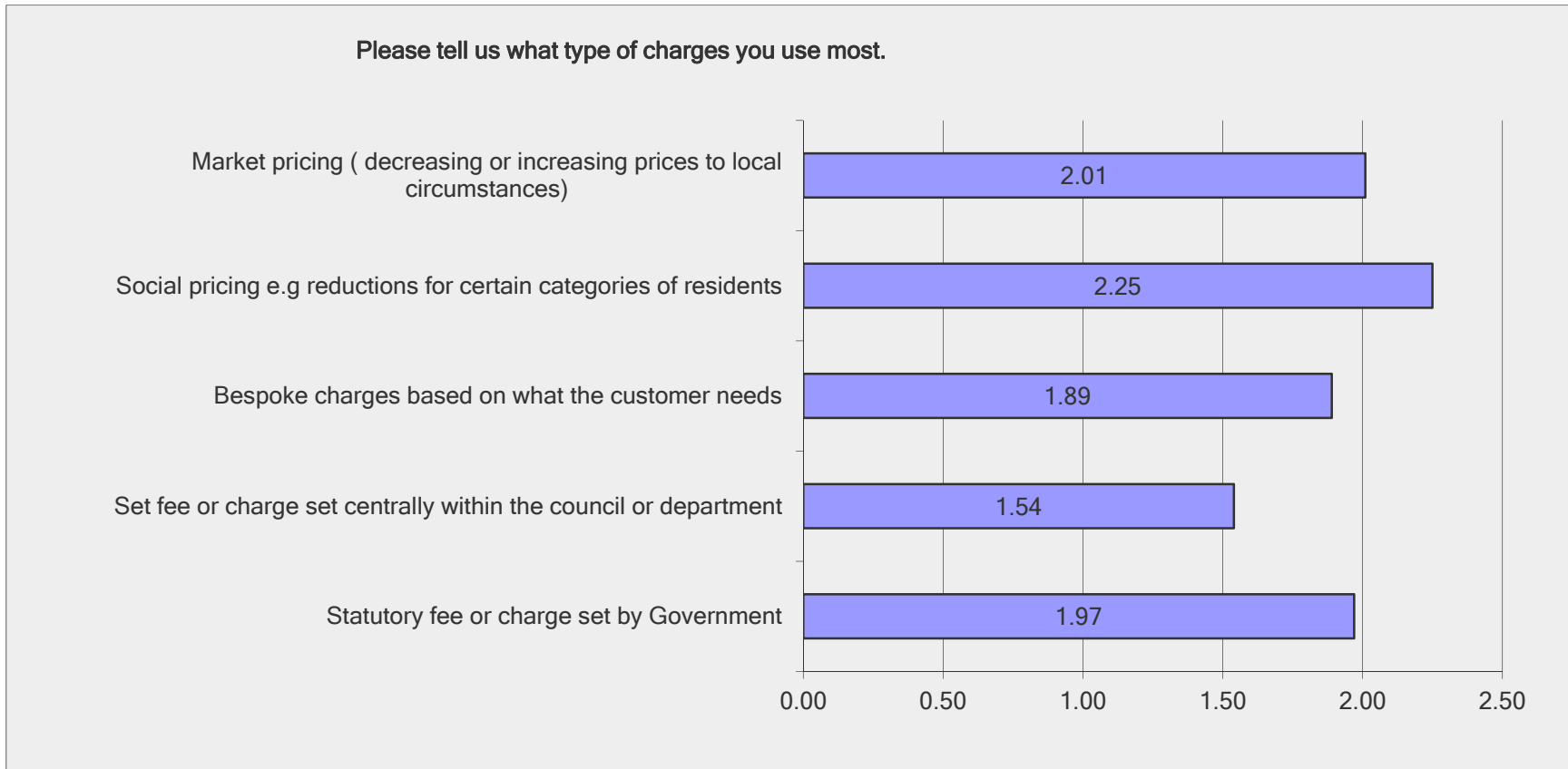
# In what areas have you introduced charging?



Thinking about income from charging APSE defines this as being charges that are made for services provided but not offered or provided through a trading company. In other



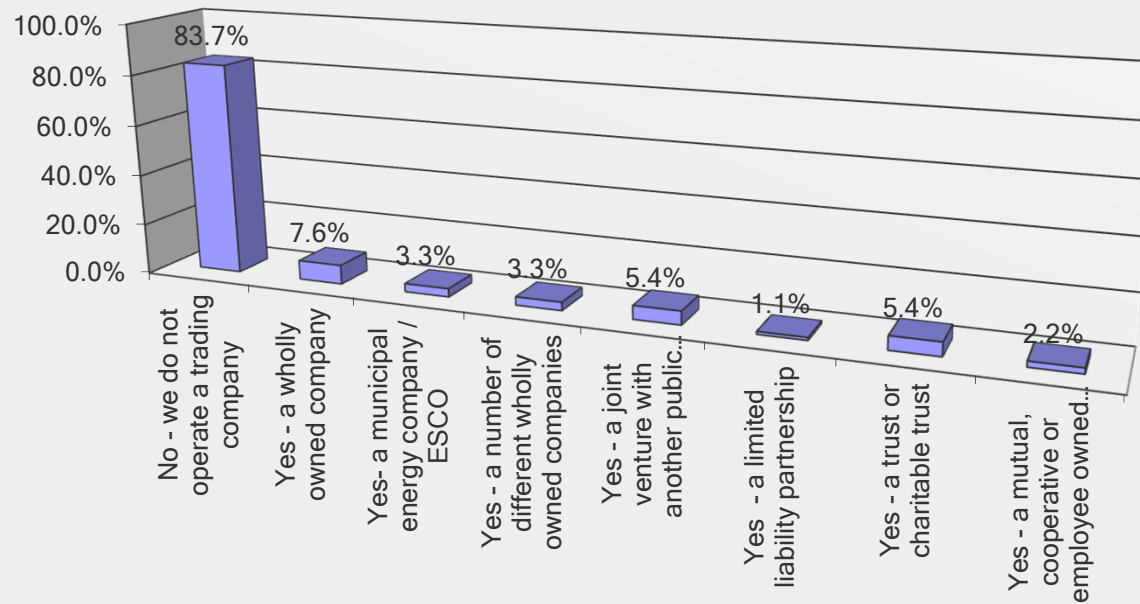
# What type of charging do you use?



# Trading company types?



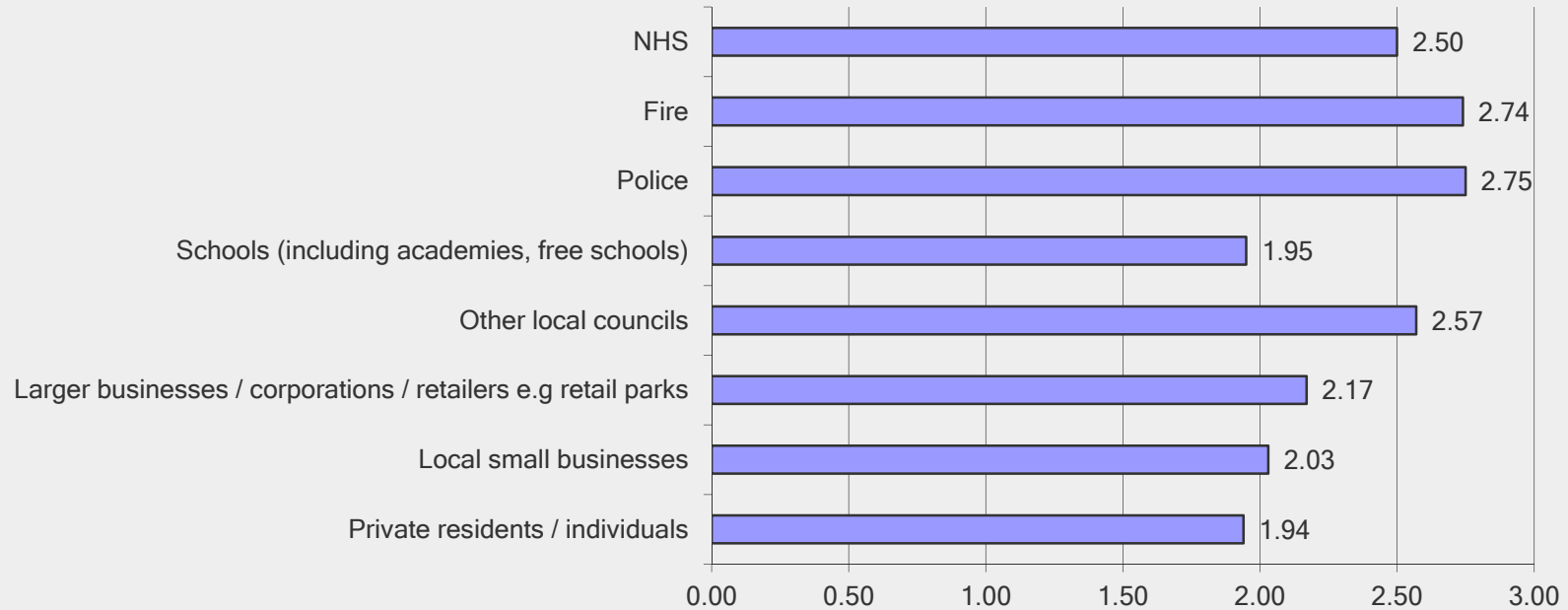
Do you operate a trading company or companies and if so what type of company?



# Where do you get the most income from?



Thinking about the different clients that you have where do you achieve the most income for your service?

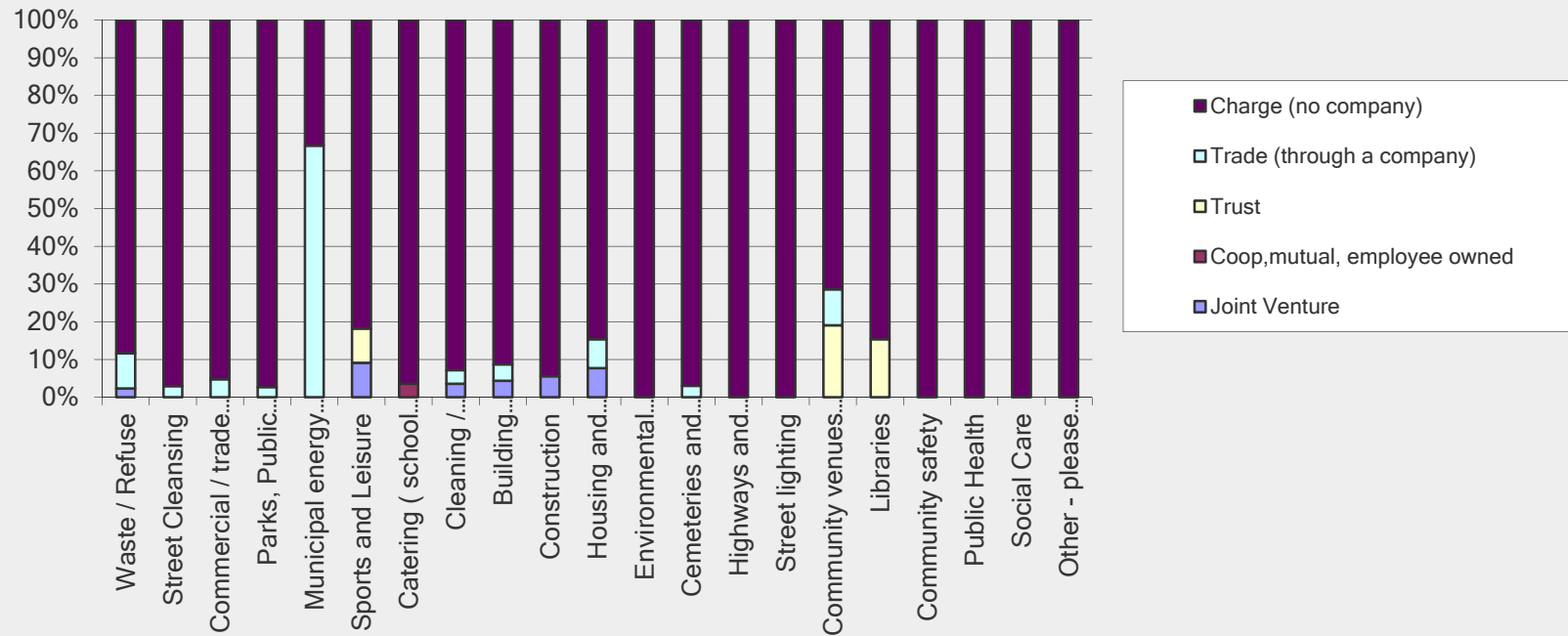




# Trading or charging by area



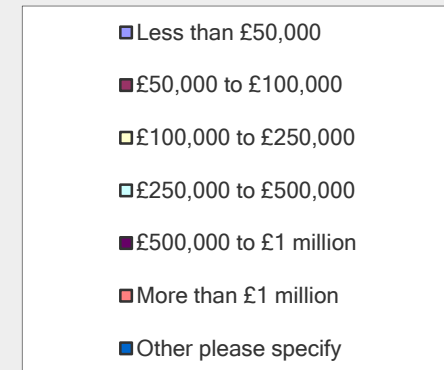
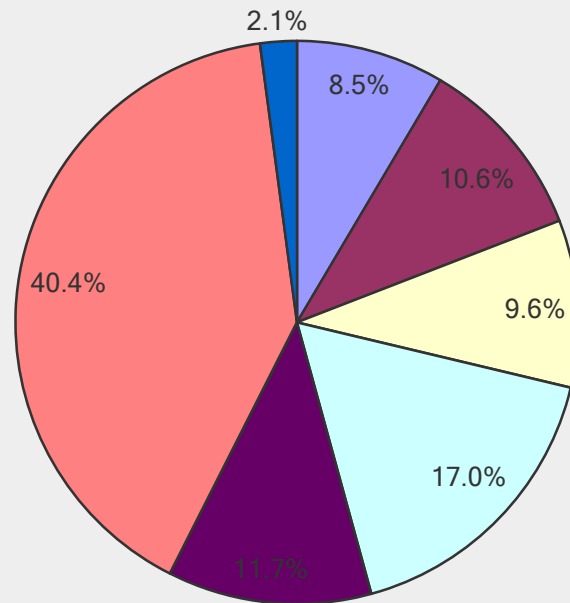
Please tell us whether you charge (no company) or trade ( through a company) by each service area.



# How much money do you bring in?



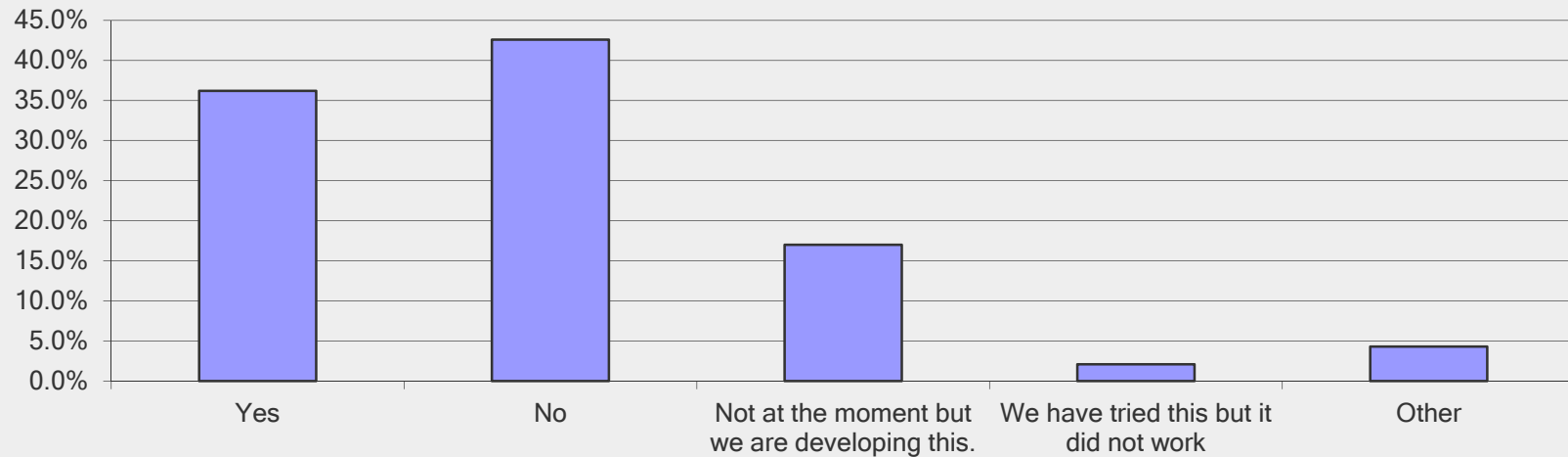
Thinking about your service area budget(s) how much do you raise from charges or trading activity?



# How do you resource your commercial agenda?



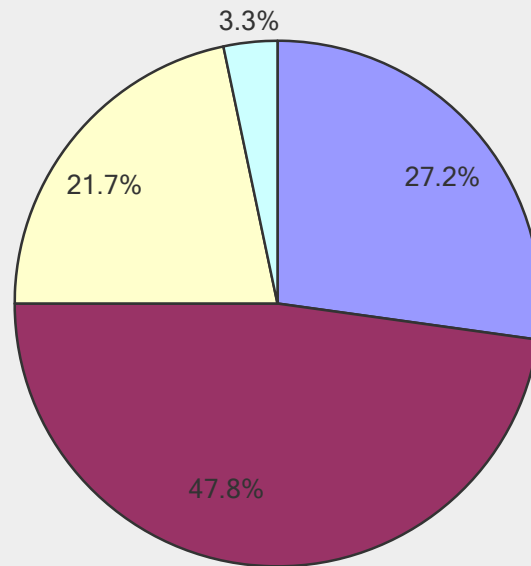
Do you have a dedicated team, officer or committee exploring commercialisation, income generation and trading matters in your local authority ?



# Investing for income?

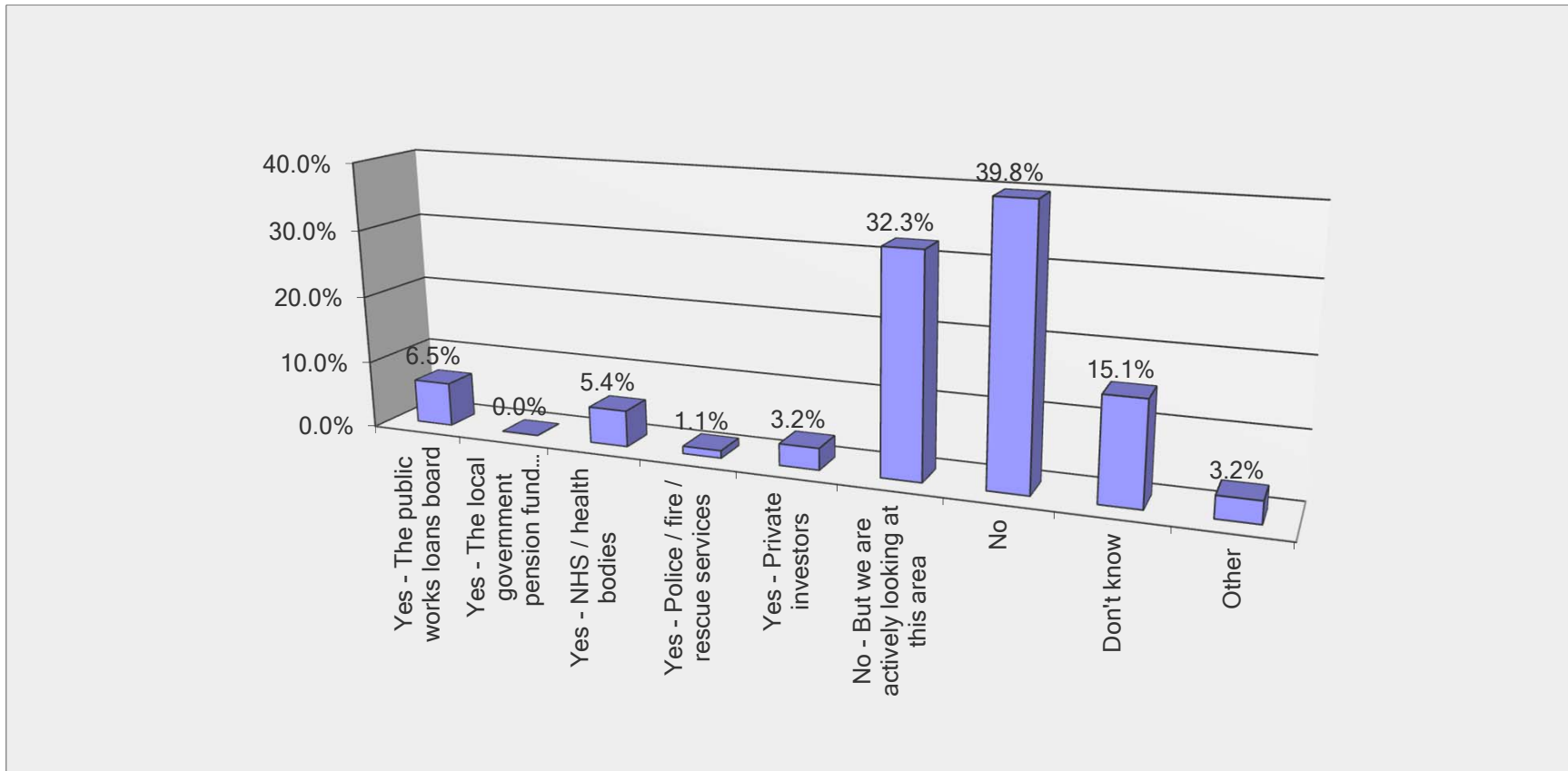


Have you explored commercial opportunities from major investments such as housing, hotels, cinema complexes, entertainment venues and so forth?



- Yes
- No
- Don't know
- Other

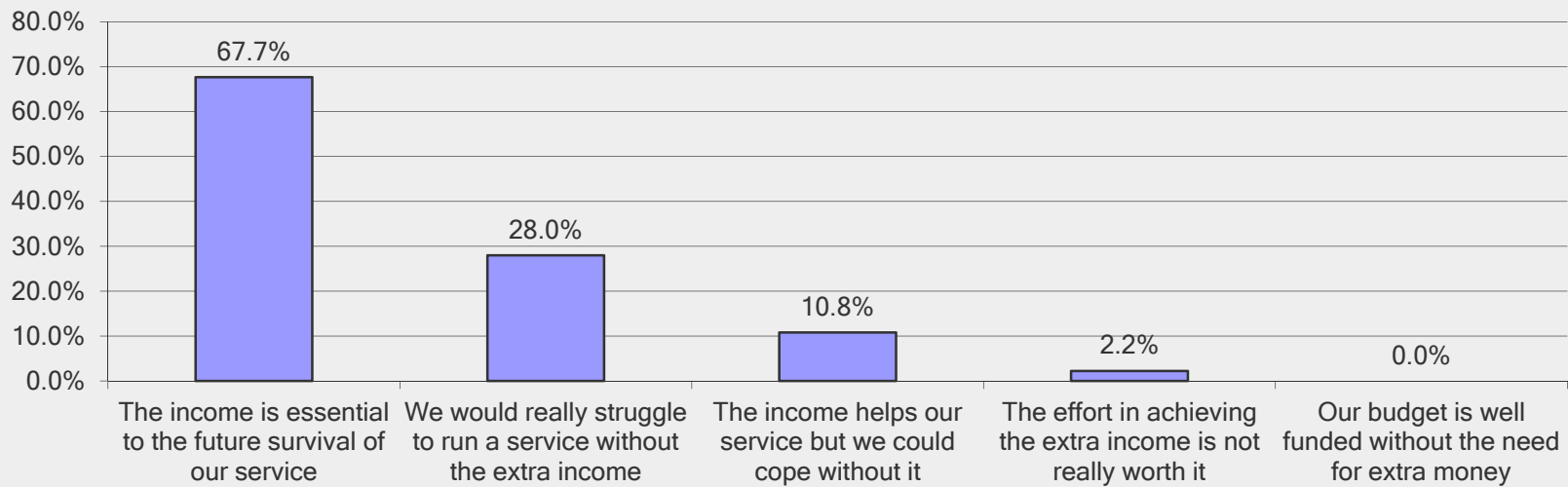
# Who are your investors?



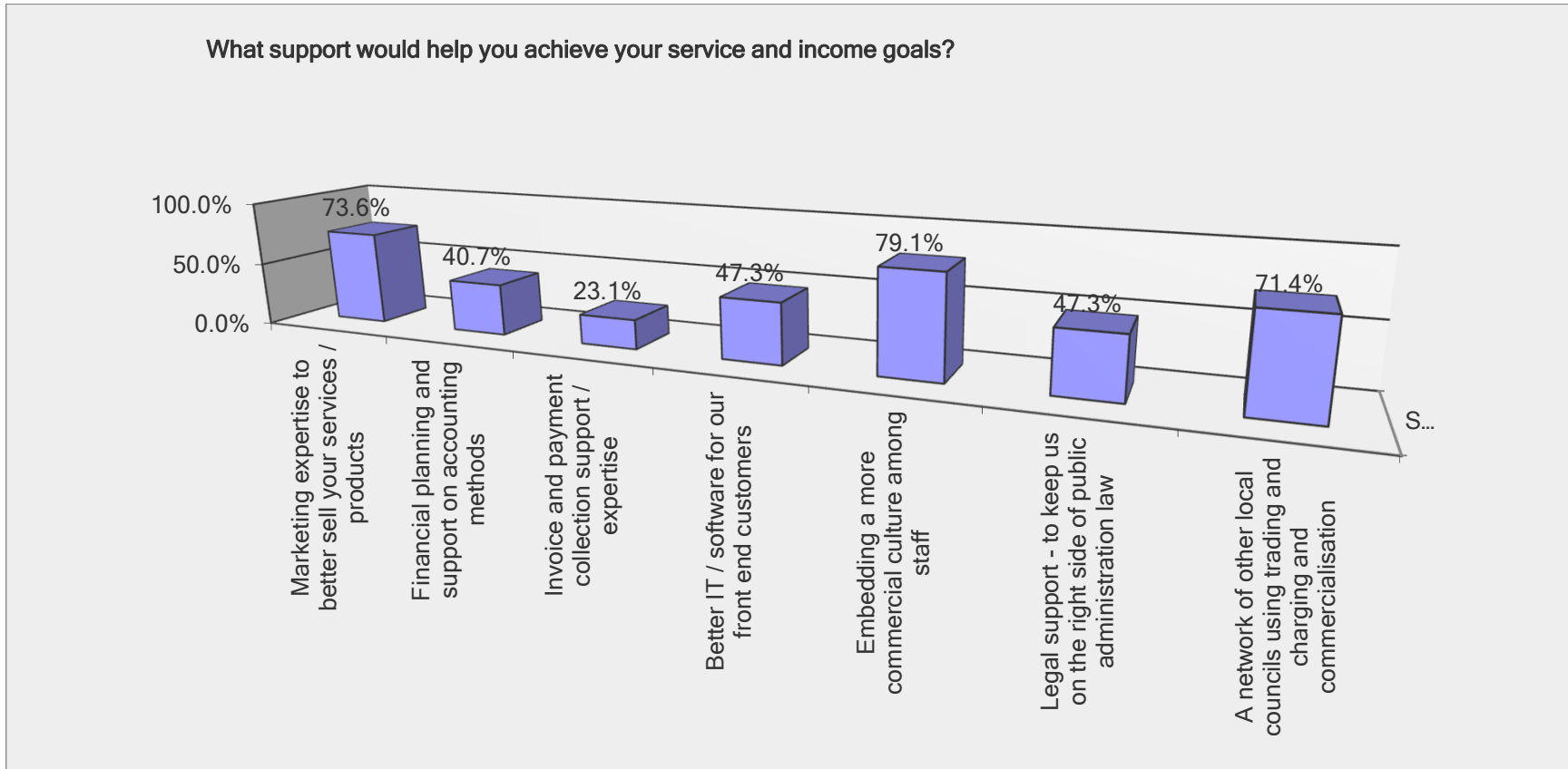
# Is commercialisation needed?



How do you rate the need to generate extra income through charging, trading or investment to the future of your service?



# What support do you need?





# Contact details

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