

# APSE Scotland

## Commercialisation Advisory Group

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*Delivering our services with*

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



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath



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# Purpose

To identify opportunities for Municipalisation activity by taking an asset led approach to ideas and income generation, options appraisal, shortlisting and prioritisation

# Participation

Cross section of 12 to 20 from a Team / Service Area:

- Senior Managers
- Managers
- Officers
- Support Staff

Encourage representation from Finance and/or Procurement

Commitment: Two 2 hour facilitated sessions

# Outputs

- SWOT analysis – shared current reality
- Clear aspirations, priorities and objectives
- Core principles for prioritisation of proposals
- Pipeline of project proposals
- Prioritised outline project proposals
  - potential benefits and risks considered
  - draft implementation plan

# Chatham House Rule

"When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".

In plain English:

- Free and open discussion
- No individual attribution
- Team statement

# Session 1

- Agree the current position
- Identify future strategic priorities
- Agree a framework of key criteria
- Develop ideas, options and potential solutions
- No ideas are rejected at this stage

# Framework – Selection Matrix

Go/No Go Tests:

**Strategy** – alignment to strategic priorities and legal obligations

**Finance** – scale of public investment required and balance of risk and reward

**Impact** – contribution to outcomes

**Sustainability** – financially viable and low displacement

**Community Wealth Building** – open, accessible and socially empowering

# Framework – Selection Matrix

## Selection Criteria:

**Governance** – clear, streamlined responsibility and decision making

**Market** – identified demand and pricing strategy

**Quality** – customer focussed, deliverability and improvements to provision

**Individuals** – responsive and person centred

**Organisations** – effective relationships, partnership and links



## Session 2

- Shortlist and prioritise options
- Target 'new' services and customers
- Consider benefits and risks
- Plan implementation

# Shortlisting & Prioritisation

- Appraise your options
- Using your objectives and criteria
- Utilising a simple matrix approach
- Emerging preferred options and priorities

# Task

Focus on identified priorities:

- Identify benefits and strategic risks
- Outline an implementation plan
- Highlight next steps
- Prepare a 10 minute presentation

# Virtual Tools 1

## Main Workshop & Four Small Groups:

- Microsoft Teams

## Presentations:

- Microsoft Teams – Screen Sharing

## Virtual Tools 2

### Brainstorming (Individual):

- Office 365 Whiteboard – Notes

### Brainstorming (Groups):

- Office 365 Whiteboard – Notes
- Word/Powerpoint – Screen Sharing

# Virtual Tools 3

## Prioritisation:

- Microsoft Teams – Raise Your Hand

## Facilitator Notes:

- Word/Powerpoint – Screen Sharing
- Microsoft Teams – Shared Group

# Concluding Remarks

## Thank You

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