

## **Commercialisation Advisory Group Minutes**

**28 September 2018 at Recital Room, City Halls Glasgow, Candleriggs, Old Fruitmarket**

### **1. Introduction and welcome from Chair**

Councillor Jim Montgomerie from North Ayrshire Council welcomed all to the meeting of the Commercialisation group. Before continuing with the remaining items on the agenda, Cllr Montgomerie provided information on the updated agenda. Unfortunately, due to another important meeting within their Council, Gateshead's presentation has been re-scheduled for the following meeting (Friday 30<sup>th</sup> of November). However, we're delighted to have along Elaine Schendel of East Ayrshire Council. Elaine will be providing the group with information on East Ayrshire's Respectful funeral service.

### **2. Attendance and apologies**

See attached.

### **3. Minutes of previous meeting (17 April 2018)**

The minutes of the previous meeting were deemed to be a true and accurate record.

### **4. Matters arising from previous meeting**

There were no matters arising.

### **5. Taking a Commercial Approach: A guide to local councils in Scotland to income generation, trading and charging – publication launch**

Louise Melville presented to the group on the new recently issued "Taking a Commercial Approach" publication which provides local authorities in Scotland with a structured approach to taking commercial ideas forward to business case. The publication was completed by APSE Solutions and is free to download on the APSE website ([click here](#)).

Louise provided the group with information on the sections within the document which included:-

- Deciding to Act
- Aims & Objectives
- Resourcing Action
- Strategy Development and Implementation
- The Role of Leadership
- Options for Management and Resources
- Legal Issues
- Risk issues

Before completing the presentation by talking through the business case table which provides the 5 step business case approach which can be used by all.

Following the presentation, Louise announced that following on from this APSE Scotland was delighted to today launch its "Scottish Commercialisation Competition". This competition provides every local authority in Scotland with the opportunity to put forward an A4 outline of a commercial idea they would like to take forward as a Council / department to business case completion.

The winning submission will receive five days of free APSE Solutions consultancy to develop the idea to business case completion. It should be noted that these five days will be a mixture of two on site and 3 desk-based days, with the winning local authority required to commit time and resources to aid the consultancy team, in order for them to receive the maximum value from the consultancy and achieve a completed business case.

The competition will remain open until close of play on Wednesday 31<sup>st</sup> of October, with all entries being assessed by an independent panel before a winner is announced.

## **6. Respectful funeral services: East Ayrshire's approach**

Elaine Schendel provided the group with a detailed presentation on East Ayrshire's Respectful funeral service. This service is the first of its kind in Scotland and is a bereavement service for communities that is affordable, respectful and dignified. It provides a way of helping vulnerable people and helps to address funeral poverty.

Before providing details on East Ayrshire's approach, Elaine provided some background which included the 2016 Citizen Advice report "Funeral Poverty in Scotland: A review for Scottish Government", Scottish Government Consultation and meetings which was Chaired by Angela Constance MSP and included a number of stakeholders (local authorities and funeral directors etc) as well as a presentation which was delivered during these meetings by Cardiff City Council on their funeral service model.

Elaine then went on to provide information on Cardiff's model before talking the group through East Ayrshire's. This included information on procurement process, contact specification and consultation. Elaine then provided a breakdown of the Respectful package with comparisons to two other funeral director packages, including savings:-

- The Respectful Funeral Package agreed with our Partners has seen significant savings of between 29.3% and 42.7% of the Scottish average costs for Funeral Directors fees - £2829.01.
- These savings represent an overall average cost for a respectful funeral as set out by East Ayrshire, of £1773.33 (37.3%).

Elaine completed her presentation by highlighting some of the outcomes which have been achieved since the introduction of the respectful funeral service:-

- 157 respectful funerals carried out (April 2017 – July 2018)
- Respectful funerals make up over 21% of all funerals carried out in the area (exceeding 10% target)
- East Ayrshire average cost of respectful funeral is £1,773 (Scottish average is £2,829) – saving £1,056 per funeral
- Total savings for East Ayrshire residents c.£213,000 to date

## **7. Connections event – get to know your colleagues and who's doing what commercially across their services**

This agenda item was to provide attendees with the opportunity to find out what was happening commercially within other local authorities. Some of the main discussion points included:-

- A number of local authorities were looking at potential commercial opportunities within their Roads services

- One local authority has set up a “creative thinkers” working group which has enabled every employee to put forward their ideas for commercialisation and all ideas are reviewed to see which can be taken forward
- One local authority has recently appointed a Commercial Manager who will work across all services
- Is there an opportunity with regards to data?
- Local authorities providing cosmetic repairs kitchen units, worktops etc
- Discussion around profit and loss accounts and how these are presented
- A number of ideas for the commercialisation competition which will be provided to all post competition

## 8. APSE update

Louise Melville, Principal Advisor from APSE Scotland provided a short update on the recent work of APSE, including the latest trend analysis briefings and upcoming publications, and provided dates of upcoming seminars and training events.

## 9. AOCB

There was no other competent business.

## 10. Date of next meeting

The next meeting will be held on 22 February 2019, the venue has yet to be confirmed.

### Attendee List

<b>Name</b>	<b>Council</b>
Louise Melville	APSE
Kevin Masson	Aberdeen City Council
Antonio Gonzalez	Aberdeen City Council
Gordon Allan	Angus Council
Allan Allardice	Angus Council
Shona Cameron	Angus Council
Robbie Beattie	City of Edinburgh Council
Cllr Les Sharp	Clackmannanshire Council
Ian Doctor	Clackmannanshire Council
Tony Boyle	Dundee City Council
Mark Wilson	Dundee City Council
Ronnie Dempster	Dumfries and Galloway Council
Robert Lowther	Dumfries and Galloway Council
Elaine Schendel	East Ayrshire Council
Jane Richmond	East Ayrshire Council
Gordon Scott	East Ayrshire Council
Graham Donaldson	East Ayrshire Council
Ruth Colston	East Lothian Council
David Saleh	East Renfrewshire Council

Danielle Moore	East Renfrewshire Council
Rebecca McDonald	Falkirk Council
Pat Taggart	Falkirk Council
Yvonne Gillespie	Fife Council
Samantha Pairman	Fife Council
Ross Grieve	Fife Council
Alistair Jardine	Glasgow City Council
John Downes	Glasgow City Council
Tom Maclennan	Highland Council
Elsbeth Tierney	Inverclyde Council
Russell McCutcheon	North Ayrshire Council
Cllr Jim Montgomerie	North Ayrshire Council
Stuart Murray	Perth and Kinross Council
Paul McConnachie	Renfrewshire Council
Elaine Scott	Renfrewshire Council
Kevin Carr	South Ayrshire Council
Cllr John Anderson	South Lanarkshire Council
Janice Fanning	Stirling Council
Karen Cockburn	Stirling Council
David Crighton	Stirling Council
Craig Gardner	Stirling Council
Kenny Snedden	Stirling Council
David Maule	West Lothian Council
Andy Johnston	West Lothian Council

### **Apologies**

Jayne Jones	Argyll & Bute Council
Willie Whyte	Aberdeen City Council
Jim Jack	West Lothian Council
Duncan Falconer	Highland Council
Cllr Judy Hamilton	Fife Council