

## **Commercialisation Advisory Group Minutes**

**30 November 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. He thanked all for attending including our guest speakers whom had travelled from Gateshead and Manchester to be with us today.

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

See attached.

### **3. Minutes of previous meeting (28 September 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. Commercialising Bereavement?**

Marc Morely, Waste, Recycling & Fleet Manager, Gateshead Council provided a detailed presentation on the Council's funeral services "Regent Funerals". He highlighted that there was obviously legal and other differences to Scotland but in England Councils are looking/ needing to be self-financing due to the government reducing the amount of grant given but allowing them to retain 75% business rate. Trading/ charging and commercialisation are being undertaken to bridge the gaps.

The project took a little longer than 2 years to complete but the Council have looked to futureproof the service e.g. size of garage, embalming etc. They are also providing the Council with an income as they are using a number of services including:-

- Renting the depot
- HR
- ICT
- Transport

Marc went into detail regarding the set up which has gone through committees and cabinet as well as going through full planning application, there was no challenge made from other funeral companies as the process was completed. The Council made the decision to appoint a funeral director in 2017 but didn't open until 2018, this was to enable the Council to make design changes etc using the expert business knowledge of the appointee which the Council didn't have in this area. They've gone for the best equipment and the hearse would be in excess of £100k (per vehicle) however following extensive research they bought second hand.

Regent funerals are also helping to support research at Newcastle university and the expertise of the staff within the funeral services have enabled this to be a possibility.

In the first full year they hope to achieve 5% of the market share, enabling the Council to learn from processes and services as well as look to develop over the years.

Following the presentation there was a number of questions to Marc including areas of potential development, marketing etc etc. It was also agreed by the group for APSE to contact all attendees post meeting to see if any would be interested in taking this area forward and potentially working in partnership.

## **6. Income generation in practice**

Andy Mudd, Head of Solutions, APSE then provided an interesting presentation on a number of working examples of income generation in practice. This included information on East Riding of Yorkshire who sell their services to the Health Service, whereby GPs prescribe patients with leisure passes etc. As well as some of the other services a number of other councils have commercialised/ made investments in this includes, digital advertising, energy, broadband, pest control, investment in a car showroom.

During the presentation Andy also highlighted to attendees the positive impact packaging services together can have on commercialising areas of your business. He noted that you need to speculate to accumulate with the importance of understanding there is money at risk but there are also ways to help mitigate the risk.

## **7. APSE update**

Louise Melville, Principal Advisor from APSE Scotland provided a short update on the recent work of APSE, including the latest briefings and upcoming publications, as well as information on other APSE services including Performance Networks and Energy. Louise ended the presentation by providing dates for upcoming seminars and training events.

## **8. AOCB**

There was no other competent business.

## **9. Date of next meeting**

The next meeting will be held on 22 February 2019, Irvine Townhouse and Portal Leisure Centre, Irvine.

### **Attendee List**

<b>Name</b>	<b>Council</b>
Louise Melville	APSE
Andy Mudd	APSE
John Mundell	APSE Associate
Jayne Jones	Argyll & Bute Council
Robbie Beattie	City Of Edinburgh Council
Cllr Les Sharp	Clackmannanshire Council
Cllr Donald Balsillie	Clackmannanshire Council
Cllr John Jamieson	East Dunbartonshire Council
Danielle Moore	East Renfrewshire Council
Cllr Gary Bouse	Falkirk Council
Sorin-Cristian Panait	Falkirk Council
Rebecca McDonald	Falkirk Council

Sam Pairman	Fife Council
Marc Morley	Gateshead Council
Cllr Julie Simpson	Gateshead Council
Sharon Mckechnie	Glasgow City Council
John Downes	Glasgow City Council
Nigel Kerr	Glasgow City Council
Scott Allan	Inverclyde council
Colin Bell	Moray Council
Cllr Jim Montgomerie	North Ayrshire Council
Russell McCutcheon	North Ayrshire Council
Ken Campbell	North Ayrshire Council
Nicola Thomas	North Lanarkshire Council
John Darcey	North Lanarkshire Council
Maria Wilson	North Lanarkshire Council
Caroline Mackie	Perth & Kinross Council
Stuart Murray	Perth & Kinross Council
Angela Coyle	Renfrewshire Council
Janice Fanning	Stirling Council
Andy Johnston	West Lothian Council
David Maule	West Lothian Council

### **Apologies**

Willie Whyte	Aberdeen City Council
Cllr Lynne Devine	Angus Council
Pat Taggart	Falkirk Council
Cllr Judy Hamilton	Fife Council
George Gillespie	Glasgow City Council
Andy Waddell	Glasgow City Council
Tom Maclennan	Highland Council