

Scottish Commercialisation advisory group
Fife House, Glenrothes
31 January 2017

1. Introduction and Welcome

Cllr Archie Dryburgh, Chair of the Scottish Commercialisation group welcomed all to the Kingdom of Fife and thanked Fife Council for their hospitality in hosting the meeting. Les Robertson of Fife Council also welcomed everyone to the meeting and highlighted Fife were delighted to be hosting the latest APSE commercialisation forum.

2. Attendance and Apologies

Please see attached.

3. Minutes of previous meeting held on 22 November 2016

Agreed to be a true and accurate account of the meeting.

4. Matters arising for the previous meeting on 22 November 2016

There were no matters arising from the previous meeting.

5. Embedding commercialisation to generate new income streams

Andy Mudd, Head of APSE Solutions provided a background into APSE's work within Commercialisation. He then went on to highlight some of the legalities which differed in Scotland from other parts of the UK, which included a number of potential grey areas.

Andy also confirmed that English local authorities were slightly ahead of Scotland in terms of Commercialisation as the budget cuts have been deeper so far but it is likely that deeper cuts will be felt in Scotland in the future.

The next part of the presentation focussed on the "Five Case Model". This covers:-

- Legal
- Strategic
- Commercial
- Financial
- Operational

There was then a discussion in terms of the different approaches which can be taken regarding decision making. It was highlighted that on some occasions a more traditional top down approach can cause difficulties in terms of decision making e.g. when tendering however Dumfries & Galloway Council are an example of an organisation that has changed this approach to empower staff to make decision (within a given budget).

Other discussions included potential areas in which local authorities could provide services these included legal and HR etc.

6. Legal issues and powers, how does your local authority view commercialisation?

As part of Andy's presentation there was also a number of slides focussed around the legislation and powers which can be used when charging for a service or doing anything which the council considers is likely to promote or improve the well-being of its area and/or persons living within it. These included the Local Government and Planning (Scotland) Act 1982, the

Environmental Protection Act 1990 and the local Government in Scotland Act 2003. Andy then provided some information on the guidance regarding the power to advance well-being, looking at what the guidance says and some of the confusion surrounding it.

Andy finished the presentation by looking at some of local authority potential market advantages, exceptions to the procurement rules and the drivers possible for customer satisfaction. This provided attendees with information on some of the services which a customer would want to buy and what some of the Unique Selling Points might be.

Discussions followed around some areas in which local authorities in Scotland were already providing services and where there is potential to look closer. This included potential funeral services, HR and legal etc.

Cllr Archie Dryburgh confirmed to all that Andy's full presentation will be made available on the APSE Scotland advisory group web pages.

7. The financial picture: will commercialisation and income generation play a bigger role in 2017?

It was agreed that this agenda item would be rolled forward to be included in the next meeting of the group.

It was also agreed that it would be good to have some local authority examples of commercialisation and income generation in Scotland, in order for colleagues to hear in more detail what is being delivered in other areas.

8. APSE Update

Louise Melville provided an update to the group on the work of the association which included information on our briefings service and research. Louise provided the group with some information around the two most recent publications which were the "Neighbourhood services poll" completed by Survation on behalf of APSE. Findings included that the vast majority of the public want to see more of their taxes spent in the local area and it also suggested that the public would welcome localised infrastructure investment. This was discussed in more detail at the recent Performance Networks awards and the presentation from Survation will be available on the APSE website. Louise then went on to provide information on the advocacy taking place in Scotland and Nationally, with Louise highlighting that at next month's Scottish Building, Housing and Renewables seminar in Dunblane there would be an expert panel including Fiona Lees, Chief Executive of East Ayrshire Council and Chair of SOLACE and Gavin Stevenson, Chief Executive, Dumfries and Galloway Council which will be looking at the challenges facing local authorities. Gavin will also be providing a presentation on Commercialisation and again this presentation will be available on the APSE website. Other areas covered included the fringe event and exhibition stand which APSE Scotland will be hosting at the Scottish Labour Party Conference, having already attended and hosted similar at the Autumn SNP conference in Glasgow. Finally, Louise highlighted some of the work in the other areas of APSE including APSE Solutions, APSE Energy, Performance Networks and APSE Training.

9. AOCB

There was no other competent business noted at the meeting.

10. Date and time of next meeting

The next meeting of the group is scheduled for Tuesday 25th April 2017, venue TBC.

Attendance

Joan McCluskey	Aberdeen City Council
Alison Watson	Aberdeen City Council
Pamela Bruce	Aberdeenshire Council
Kevin Robertson	Angus Council
Gordon Allan	Angus Council
Louise Melville	APSE
Andy Mudd	APSE
Jayne Jones	Argyll & Bute Council
Robbie Beattie	City of Edinburgh Council
Iain Edmunds	City of Edinburgh Council
Cllr Archie Dryburgh	Dumfries & Galloway Council
Ronnie Dempster	Dumfries & Galloway Council
Cath Nieto	East Ayrshire Council
Graham Donaldson	East Ayrshire Council
Alistair Kidd	East Ayrshire Council
Simon Bell	East Ayrshire Council
Andrew Kennedy	East Ayrshire Council
David Saleh	East Renfrewshire Council
Ken Gourlay	Fife Council
Frank McDonald	Fife Council
Les Robertson	Fife Council
Tom Henderson	Fife Council
Ross Spalding	Fife Council
Ross Grieve	Fife Council
Keith Breasley	Fife Council
Elaine Muir	Fife Council
Caroline MacDonald	Fife Council
Tom Maclennan	Highland Council
Ken Campbell	North Ayrshire Council
Russell McCutcheon	North Ayrshire Council
Thomas Reaney	North Ayrshire Council
Jill Bryans	North Lanarkshire Council
Margaret Reid	North Lanarkshire Council
Christopher Jolly	Perth & Kinross Council
David Fraser	Perth & Kinross Council
Sheila Best	Perth & Kinross Council
Suzanne Gibb	Renfrewshire Council

Apologies

John Campbell	Fife Council
Elaine Downie	Fife Council
Shona Cargill	Fife Council
Bob McCulloch	East Ayrshire Council
Lawrie Dinwoodie	East Ayrshire Council
Graham Donaldson	East Ayrshire Council
Andrew Kennedy	East Ayrshire Council
Elsbeth Tierney	Inverclyde Council
Ricky Moffat	Midlothian Council
Pam Ewen	Fife Council
Graham Hodgkins	Fife Council
Mary Stewart	Fife Council
Anne Hanlon	North Lanarkshire Council
Donnie McManus	East Renfrewshire Council