

APSE Local Authorities Commercialisation, Income and Trading Network

Thursday 21 February 2019
The Van Coulter Suite, APSE, Old Trafford, Manchester

Dear Colleagues,

I am delighted to invite you to join us for the APSE Commercialisation Network (charging and trading for income generation) which will be held on **Thursday 21 February 2019**.

This is a **FREE** event for all members and officers of councils in APSE membership and if you are in receipt of this e-mail, your council is in APSE membership.

[Please click here to book online.](#)

Speakers and topics include:

Start: 10.00am

Taking a more commercial approach to repairs, maintenance and compliance services

- Retaining 100% of school contracts
- Developing a new customer base: Academies, Community Groups, Leisure Providers, Businesses and Residents in the North East
- Increasing external contracts from 52 to 267
- Developing Compliance Services; opportunities for new sources of income

Speaker: Paul Burr, Durham County Council

Taking a commercial approach to FM Services

- Taking the bargain basement approach out of council FM services
- Using the living wage argument and value of local economies as a USP on council services
- Reviewing your client base: Reminding them of your existence!
- Seeking political buy in from members and politicians. Being better if not cheaper!

Speaker: Ken Campbell, Senior Manager, Facilities Management, North Ayrshire Council, Physical Environment

Risk and commercialisation: A guide for local scrutiny councillors

- Cultural transformation and the dynamics of change
- Judging the rationale that underpins your commercial strategy
- Oversight of governance: Executive v Scrutiny functions?
- Oversight of performance monitoring

Speaker: Mo Baines, APSE, Head of Communication and Coordination

Ends: 12.30pm – networking and lunch

This event will provide delegates with an opportunity to find out about APSE's latest research produced with the Centre for Public Scrutiny '**Risk and Commercialisation: A guide for scrutiny councillors**'; with ever increasing debate about the wider role of local councils in developing commercial activity and raising new sources of income in the face of austerity. It will also provide an opportunity to hear two best practices case studies with Durham's housing and repairs service growing and developing its customer base and commercial activities alongside North Ayrshire discussing its approach to FM services; an end to bargain basement bidding and using the council USP as a means to develop its business.

This event is free to attend for APSE members and will be of particular use to Directors, Assistant Directors, Heads of Service, Business Development and Commercialisation leads alongside Elected members, and, given this particular agenda will be highly useful to scrutiny councillors.

Please confirm your attendance using the online booking form or email Vicky Starmer on vstarmer@apse.org.uk confirming any dietary requirements.

Kindest regards

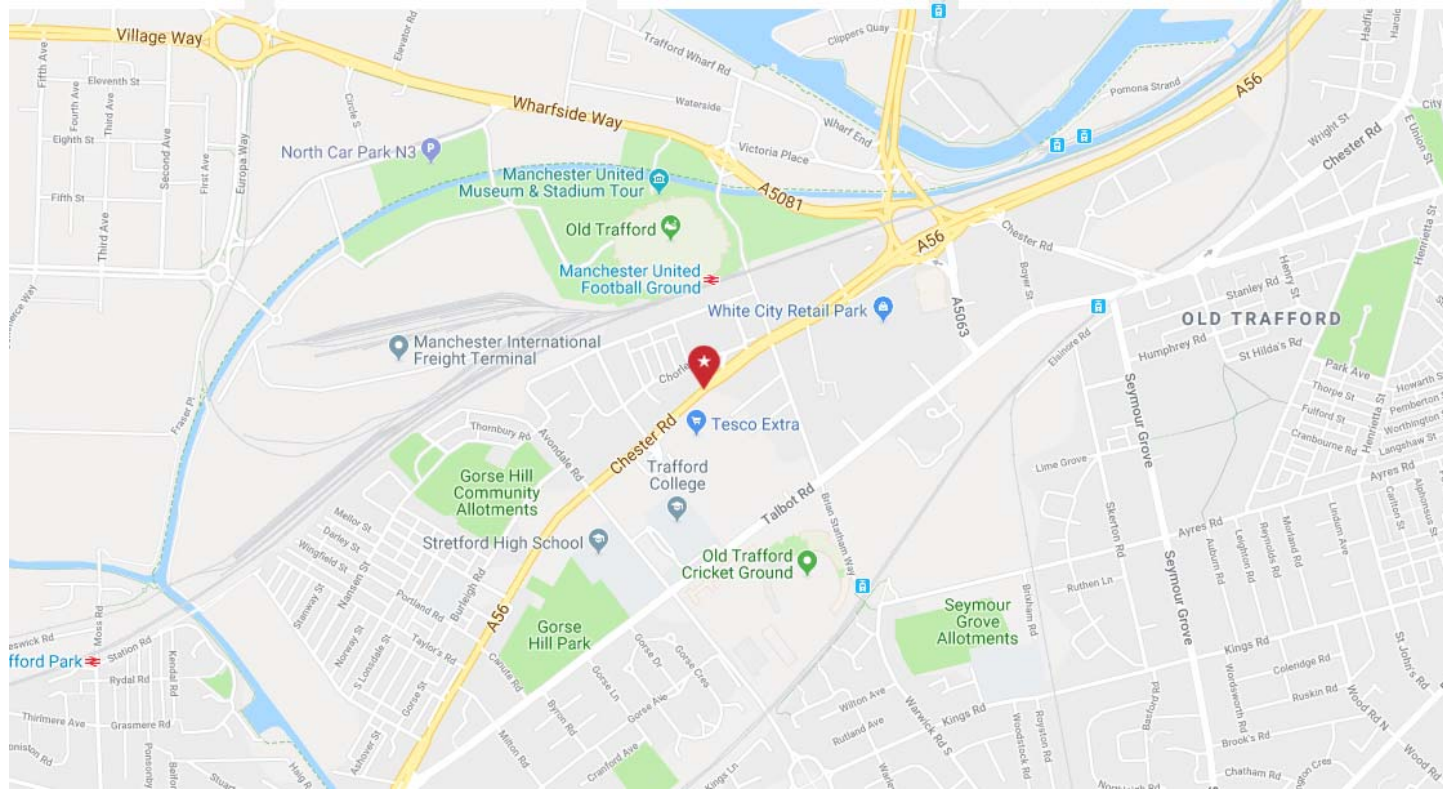
Mo Baines,
Head of Communication and Coordination, Association for Public Service Excellence
On behalf of Cllr Tracey Dixon, Chair of the Commercialisation Network



Association for Public Service Excellence
3rd floor, Trafford House, Chester Road,
Old Trafford, Manchester M32 0RS.
telephone: 0161 772 1810
web: www.apse.org.uk

Map and Directions to Trafford House

Association for Public Service Excellence
3rd Floor, Trafford House
Chester Road
Manchester
M32 0RS
Tel: 0161 772 1810



BY ROAD

From the North:

M6, then M61 (signposted Manchester) to junction with M60 Ring road.

Join M60 at junction 15 following signs for M60 Ring road (West & South)/Trafford Park

Along M60 to junction 12. Exit following signs for M602 Salford. M602 to junction 3. Exit following signs for A5063 Salford Quays/Trafford Park.

From M602 Take the A5063, a dual carriageway road with local signs for Manchester United. Keep going straight ahead on this road and after $\frac{3}{4}$ mile, immediately after crossing the Manchester Ship Canal Bridge, the road swings left to the White City Circle junction (signposted A5063 Manchester). Turn right at the junction, following signs for Manchester United Football Stadium. Keep straight ahead on White City Way to merge onto Chester Road. Trafford House is located 0.5 mile ahead on the right.

From North East, West Yorkshire Join the M62 and proceed to junction 18. Keep straight ahead, the motorway changes at this point to become the M60 Ring road (North). Stay on M60 Ring Road following

signs for M60 Ring road (West & South) & Trafford Park Exit M60 at junction 12 following signs for M602 Salford. Along M602 to junction 3. Exit following signs for A5063 Salford Quays/Trafford Park. Follow directions from M602 shown in paragraph above

From the West Join the M62 following signs for Manchester and proceed to the junction with the M602. Keep straight ahead to join M602 following signs for M602 Salford. Along M602 and exit at junction 3. Follow signs for A5063 Salford Quays/Trafford Park. Follow directions from M602 shown in paragraph above.

From the South Join the M6 to junction 19 at Knutsford. Exit onto A556 (just after Knutsford services-signposted Manchester). Keep on the A556 following signs the M56/Manchester. Join M56 at junction 7 (signposted Manchester). At the end of the M56, the road becomes a dual-carriageway road (the A5103). Keep straight ahead for ½ mile approx, and then join left-hand lane to join M60 Ring road (follow signs for Stretford). Along M60 Ring road (South) to junction 7, and then exit following signs for A56 Stretford. Join dual-carriageway A56 Chester Road following signs for Stretford & Manchester. There are local signs on this road for Manchester United. After 1.3 miles the A56 forks. Move to the right-hand lane to join the A5067 Talbot Road (there is a local sign for Old Trafford Football Ground just before the junction). Trafford House, is on Chester Road, 1 mile ahead on the left.

From Manchester Piccadilly Train Station/Manchester Victoria Train Station, Manchester City Centre:

From the station you can take a taxi which will take approx. 15 – 20 minutes.

or

From the station catch the Metrolink going to Altrincham, depart at the Old Trafford stop, this will take approximately 15 minutes. As you walk out the station, walk straight ahead towards Manchester United Football Ground, turn left in front of the stadium and Trafford house is on the right hand side. This will take approximately 5- 10 minutes.

CAR PARKING FACILITIES

Delegates can park for free at Manchester United Football Ground, on **non match days**, in car park E2.

Alternatively, delegates can use the parking facilities at the Lancashire County Cricket Club, which operates a pay on departure system. From the car park it is a 5 minute walk to Trafford House.

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Thursday 21 February 2019**

Please ensure that you confirm your attendance or apologies for the meeting by posting or emailing this booking form to vstarmmer@apse.org.uk.

Authority:

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Address

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Postcode

.....

Name	Email	To attend Advisory Group	Apologies for Advisory Group
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>

In order to process this booking, please give permission for APSE to store your contact details.

Yes I agree

**Our GDPR Policy:*

We will hold your details on the APSE database until you tell us you wish to be removed. We will action all requests for changes to your details as soon as possible but we will not take longer than 30 days.

We will not sell or pass on your details for commercial gain to any third party.

We may need to pass your name and organisation details to some third parties. Examples include hotels or other accommodation providers if you book a residential seminar or training event, a mailing house so you can receive APSE research, APSE's member magazine or other member information, or provide details to venues for health and safety purposes or for reasonable purpose to ensure we continue to provide a service to our member authority contacts like you. We will include delegate names and their organisation in seminar delegate packs, training packs, and performance reports, and network queries or other service based information. As APSE is a networking organisation this will help all our members make the most of the network. You will need to specifically ask us not to do this if you object to your inclusion.