



Approved
Partner
Scheme



Get your organisation front of mind with
decision-makers in local government

Introduction

APSE's Approved Partner Scheme offers a select group of suppliers and manufacturers an exceptional opportunity to be associated with the unique APSE brand - synonymous with excellence in local council frontline services.

APSE Approved Partners are more than just exhibitors or sponsors; through a careful vetting and approval process our Approved Partners are able to develop a conversation with local authorities to help shape service ideas, identify gaps in technologies or identify opportunities through industry expertise to help councils develop and deliver better services. They will also achieve a local government profile for their products and services at APSE events, awards and other marketing and profile raising opportunities.

About APSE

The Association for Public Service Excellence (APSE) plays a unique role in local government.

Working with over 300 councils across the UK, we strive to create a positive role for local authorities in delivering high-quality, effective and efficient public services. APSE provides a unified national voice for our members whilst offering opportunities – through training courses, seminars, benchmarking, briefings and research – for councils to share best practice and develop strong and sustainable frontline services.

As a not-for-profit organisation owned by our members, all surplus generated by APSE is reinvested into the services for the benefit of our local authority members.

We provide a service across a range of key frontline services:

Refuse Collection and Waste Management	Street Cleansing
Roads, Highways and Winter Maintenance	Transport
Parks and Horticultural Services	Education Catering
Building Repairs and Maintenance	Facilities Management
Cemeteries and Crematoria	Sport, Leisure and Cultural Services
Housing	Social Care

Our diverse membership consists of experienced and highly qualified frontline service providers. These officers carry genuine influence and spending power, holding senior positions within organisations responsible for spending significant budgets in their service areas.

Benefits of the Scheme

- A 20% discount rate for exhibiting and the same discount for advertising in APSE Direct, a member magazine distributed to over 15,000 local government contacts throughout the UK.
- An opportunity to present at one sector advisory group per year including a pop-up banner stand and literature distribution to delegates. Our Advisory Group networks attract operational managers in a closed network setting to discuss and debate best practice, share ideas and industry developments in their own specialist sector.
- Use of the APSE Approved Partner brand logo on your company material and website.
- A feature piece in APSE Direct announcing the partnership.
- Advanced notification of APSE events and exhibitions.
- Listed as an Approved Partner in the APSE Annual report which is directly mailed to over 300 local authorities.
- An online web-profile and company logo on APSE's marketplace pages for the duration of the Approved Partner term with a link to your company website.
- Promoting a new product or service via a press release? Approved Partners can publish up to 3 press releases on the news section of the APSE website.
- Invited to the APSE annual exhibitor briefing – where APSE experts will be on hand to bring sales and marketing teams up-to-date with sector developments, in specialist areas and help you to understand the needs of your public sector clients and prospective clients.
- A complimentary copy of APSE's latest research publications, briefing notes and our in-house magazine APSE Direct.

Did you know?



Over the last 12 months APSE has received a

93%

customer satisfaction rating



5804

delegates attended an APSE seminar or training course this year

APSE held

29

seminars this year



208

local government suppliers have showcased their products at APSE events this year



Press and media

APSE has a strong media presence, which comes from our own media outlets as well as from our relationship with various members of the press.

As well as frequently posting news on our website, we also use social media sites like Twitter and LinkedIn to share news and inform our members of any events, briefings, or other activity that we've been participating in. Alongside this, our in-house magazine, APSE Direct, is published every 2 months and keeps our members updated on APSE news and the latest developments in local authority frontline service provision. The magazine is delivered to over 15,000 contacts in local government and is also available online.

"The Approved Partner Scheme is an excellent way of starting conversations with potential clients, in addition to showing your support for local government and your understanding of the big issues that are impacting it."

Mo Baines, APSE Chief Executive

"APSE do a superb job of helping equip local authorities to deliver excellence in frontline services. For this reason Yotta are delighted to partner with APSE as we place excellence at the heart of everything we do. APSE's research and events have consistently proven to be of a high standard and, perhaps more importantly, of great relevance to the challenging times and opportunities this sector faces. It's a privilege working with, and supporting APSE as both organisations continue to endeavour to play an instrumental role in improving council services."

Steve White, Yotta Business Development Manager

Pricing

To learn more about the packages on offer and what is included, please contact Matt Paton at Spacehouse at: 01625 666 389 or m.paton@spacehouse.co.uk



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Association for Public Service Excellence

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