

Dear Barney

The Importance of Place, Public Service Reform and other policy issues.....

So, why hasn't your council got round to becoming a member of CSPP?

Ok, I've not asked you directly before, but I thought it was about time;

- Do you want to share fresh thinking on the importance of place?
- Are you taking more steps along the road to reform public services?
- Could you benefit from an extensive network of policy thinkers and practitioners?

As Scottish Local Government prepares for the challenges and opportunities of the next few years the CSPP will be leading public policy debate and providing fresh thinking on a range of issues, and I would very much welcome your council's input and assistance.

The last year has been an exciting and successful one for the CSPP and its members. A new website was created based on members' feedback, the Adopt an Intern programme grew from strength to strength (and is now a spin-out not-for-profit company), and we have completely reshaped our policy work;

1. Active campaigning for **stronger cities/city regions**, led by Prof Iain Docherty has come to fruition with the Scottish Government publishing the new **Agenda for Cities** and we're now developing our work with all the city regions.
2. The diligent and incisive work of our **Towns Policy Group**, led by Professor Leigh Sparks, has seen the establishment of the Scotland's Towns Partnership, which will provide a single voice for key stakeholders in Scotland's towns, making its voice heard in the Scottish Government's Towns Review.
3. The forthcoming publication of our **Public Service Reform** work, *Reshaping Scotland*, led by Professor Karen Miller, will provide clarity, describing an emerging coherent picture of public service reform across the country, looking across all sectors, from housing to health & social care, further education to policing, from Integrated Services to Single Public Authorities. Be part of this journey, helping to map out the various roads to reform for Scotland's public service family.

All of this has seen our profile and influence rise considerably, with regular standing room only events at each of the party conferences, along with equally engaging member sessions with key national politicians and other high profile invited speakers.

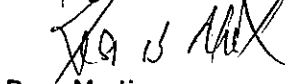
By becoming a member of the CSPP, you will have access to the following benefits:

- Invitation to be our guest at members-only policy influencers' events (including our hugely popular Dialogue Dinner series) with other key politicians, policy advisers and people who help to shape public policy thinking
- Input into our policy discussions, debates and reports, which have helped to shape government policy on place throughout the last decade and which will be key in shaping the debate around public services these next few years
- Contribute content to the CSPP blog and bulletins, reaching around 5000 direct policy connections – the political neurons which shape the thinking of the Scottish body politic. Our e-bulletins and social media output have become an essential reference point for many politicians, policy advisers and also practitioners
- Free access to our graduate recruitment selection consultancy; recruit from our bank of talented young graduates as part of Adopt an Intern
- Invitation to be our guest at the CSPP Annual Meeting, which always features a challenging discussion or debate on the key topical issue of the moment
- Networking opportunities across Scottish society. We host public and private events relating to our key policy interests, including cities, towns and public service reform.
- Access to a range of professional services from; People Scotland - change management & resourcing; Burness LLP – legal services; EIC Ltd - financial services & PKF UK - accounting services
- And of course free membership of the CSPP Book Club - in association with Luath Publishing, offering a package of books, discussion groups and meet-the-author gatherings all across Scotland

I would very much welcome your council joining the growing number of local authorities who see the benefits of being a member of the CSPP. The membership fee has been set at a very reasonable £200 rate this year- yes, that's right, only £200!

I would however ask that you consider making a total contribution of £1,000 in order that we can support a group of graduate interns to assist our policy development work in what will be a very busy two years in the run up to the Referendum, as we bring forward a range of new ideas on public service design, development and delivery.

Looking forward to having you on board,



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