
Somerset County Council

Testimonial

“Garry Steele worked with Somerset County Council on developing and delivering learning on Marketing Skills in the Public Sector. This was delivered successfully to a selection of Senior Managers in the organisation and feedback on the content and process was strong.



Garry knows his stuff; his career has given him excellent insight into business and marketing across multiple sectors and his translation of this into practical solutions for managers in the public sector is simple, concise and very relevant in today's public sector environment. What Garry has left us with is a toolkit for the future: a means to apply well-rehearsed processes to previously alien ways of working for some. As councils and other public bodies find themselves having to trade in the services they provide, marketing and sales will become far more commonplace at County and Town Halls across the UK and inevitably a need for better focus and knowledge in this area will be essential.

We would definitely recommend Garry for any similar commercial assignments.”

**Hugh Griffith - Head of Organisational Development
Somerset County Council**

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Project Brief

I worked with Somerset County Council (SCC) on developing and delivering learning on Marketing Skills in the Public Sector.

My insight into business and marketing across multiple industries in the private sector allowed me to translate this into practical solutions for managers in the public sector - and make the process simple, concise and relevant in today's public-sector environment.

I provided SCC with is a toolkit that provided them with the means to apply well-rehearsed processes to previously alien ways of working for some.

As councils and other public bodies find themselves having to trade in the services they provide, marketing and sales processes are becoming far more commonplace at County and Town Halls across the UK – thus requiring a need for better focus and knowledge in this area.

Scope of Work / Commercial Activities

- Marketing Services in the Public Sector
- Strategy Planning
- Innovation and Change
 - People and Communication
- Commercial Awareness
- Commercial Business Strategy
- Business Process Modelling
- Market Research
- Business Planning
- Marketing and Sales
- Product Development Strategy
- Customer Service Strategy
- Digital Strategy
- Alternative Delivery Models
- Target Operating Models