

# The Value of our Local Public Services Programme

## 1. Industry Access:

techUK's Local Public Services Programme is at the heart of the local public services tech community. We help our members to build relationships with local government, combined authorities and potential industry partners across the country.

Members have visibility of upcoming procurement opportunities and can deepen their knowledge of the key challenges local public services are facing so they can plan ahead and respond effectively to tenders. Members can also shape local digital strategies and position themselves with credibility as thought leaders in the market, helping them to grow their businesses.

## 2. Influence Policy:

techUK is the go-to forum for local government to validate and inform its thinking. We ensure our members remain up to date with key policy changes and create forums in which they can input into key strategies.

Members can be on steering boards and working groups, and speak on panels, roundtables and at our Innovators Network. These opportunities help our members to raise their profile and position themselves as industry leaders.

Working with local government can be complex so we strive to help our members and local public service partners to create an environment that enables innovation and technology to thrive.

## 3. Inside track:

One of the key advantages of techUK membership is regular market insight on the biggest tech trends and opportunities in local government - from the key suppliers and buyers, to the frameworks they should be on. We help members to deepen their understanding of the challenges local government face, and how they can help to solve them. Members are able to put their best foot forward, have meaningful

conversations with partners, and respond efficiently and appropriately to a tender.

## 4. Impact performance:

Local government can be a vast and challenging market for both large and small members. The Local Public Services Programme supports new entrants and SME members by helping them to engage with larger suppliers, providing a faster route to market. Furthermore, our local government Innovators Network allows SMEs and industry not exposed to this market to offer innovative solutions and ideas and to identify new business partners. For members who are exploring options to expand into new areas, the Programme supports them to engage with potential local government customers via a series of outcome led engagements. As the go to forum for public sector partners we help members to build trusted relationships with local government.

## 5. A return on investment (ROI):

Local public services are faced with a range of challenges and tech presents the opportunity to do things differently and efficiently. We bring members and local authorities together to find solutions that improve outcomes for citizens and help create thriving, productive and safer places for all. The techUK Local Public Services Programme supports members to navigate this market and champions member innovations that can create truly digital local public services. Ultimately, we help our members to extend their profile and influence within the local government market.

**techUK**  
FOR WHAT COMES NEXT

