

Maidstone Borough Council

Corporate Services Overview & Scrutiny Committee

Tuesday 2 August 2011

'The Council as a Business' Review – The Council's Outlook

Report of: Overview & Scrutiny Officer

1. Introduction

- 1.1 At the meeting held on 6 July 2011 the Committee decided to engage with staff and Councillors on their review, 'The Council as a Business?' by designing a survey.

2. Recommendation

- 2.1 That Members discuss the interim responses made to the survey questions (Appendix A) and evaluate and question the results by considering the following:
- The quality of the responses given; what benefit would the suggestion made have to the organisation and residents of Maidstone;
 - How the idea could be implemented;
 - Does the suggestion fit with the council's strategic outlook demonstrated in the 3 priorities; 'For Maidstone to have a growing economy', 'For Maidstone to be a decent place to live' and 'Corporate and Customer Excellence';
 - Would the idea generate income;
 - Would the idea increase efficiency;
 - Would the idea result in a saving

3. Reasons for Recommendation

- 3.1 The Committee decided that an anonymous staff/Councillor survey would be the best way to find out individual's ideas for the council to generate an income. Councillors Paine, English and Wilson helped the Scrutiny Officer put together the following survey and questions:
- 3.2 Many of you will have seen Alan Sugar's 'The Apprentice' and understand we are again in an age when we must embrace our entrepreneurial spirit! We all sit there watching and come up with far better money making ideas, why not share them with us!

The Corporate Services Overview and Scrutiny Committee have begun their major review of the year 'The Council as a Business?'

The Committee would like to explore the possibility of generating an income for the Council which might substantially reduce the need for service cuts and savings in the current economic climate.

Your idea could relate to your skills and ambitions not currently being utilised, your current role, any role or department in the Council or any of the Council's resources...

What can you offer the residents of Maidstone? Can you think of a 'paid for' service that yours or another department could offer?

What niche service could you offer the public and/or private sector?

How could Maidstone Borough Council manage their land and/or resources in a manner that could generate an income? (or in a manner that is more efficient?)

- 3.3 Staff and Councillors were sent an email with a link to the electronic survey, it was advertised to staff via the Wakey Wakey, those working off site at the Museum, the Depot and the Hazlitt Theatre were sent a paper copy to complete and the Communications team have adapted the survey and included it on the Council's facebook page.

4. Impact on Corporate Objectives

- 4.1 The Committee will consider reports that deliver against the following Council priority:
- 'Corporate and Customer Excellence'.