

MAIDSTONE BOROUGH COUNCIL
RECORD OF DECISION OF THE CABINET

Decision Made: 13 August 2014

COMMERCIALISATION STRATEGY

Issue for Decision

To consider the draft Commercialisation Strategy.

Decision Made

1. That the draft Commercialisation Strategy, attached at Appendix A to the report of the Head of Commercial and Economic Development, be adopted subject to the following amendments:

- At paragraph 2 of the Strategy, amend the final section to read:

This is a fundamental shift in approach and consequently a simple, easily understood Commercialisation Strategy is required to give direction; and which links into the Medium Term Financial Strategy. All projects and activities undertaken under the Commercialisation Strategy will therefore be evaluated against the priorities of the Medium Term Financial Strategy at paragraph 2.5 of that Strategy.

- At paragraph 4.3 of the Strategy, the 'Commercial Projects Development Team', add a new bullet point to read, as the first and primary function:

To look for trading projects that prioritise capture of commercial opportunities afforded by our existing statutory and non-statutory services, so that synergy exists between our commercial and other desired outcomes.

2. That the decision to implement a project will be made by the full Cabinet.

Reasons for Decision

The Commercialisation Strategy will enable the Council to continue with 'self-help' measures, in the face of reduced funding. Commercial activity is nothing new for the Council but the Strategy will consolidate its previous commercial activity (such as the commercial waste collection service; shared services; car park charging; events; etc.) and provide a

framework and Strategy, with defined objectives, for these commercial projects and for the delivery of future commercial activity.

Feedback from other authorities of comparable size regarding their experience in delivering commercial projects will be circulated for Members' information, and visits can be arranged as appropriate.

Alternatives Considered and Why Rejected

The Cabinet could have decided not to undertake a course of Commercialisation. However, this would require additional funding to be found, at the levels specified in paragraph 3.2 of the draft Strategy, and/or result in an additional adverse impact on service delivery.

Background Papers

Commissioning and Procurement Strategy
Contract Standing Orders and Purchasing Guide
Corporate Fees and Charging Policy
Asset Management Plan
Guide to Performance Management
Budget Strategy
Medium Term Financial Strategy
Strategic Revenue Projection
Strategic Plan

Should you be concerned about this decision and wish to call it in, please submit a call in form signed by any two Non-Executive Members to the Head of Policy and Communications by: 22 August 2014.
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