

**MAIDSTONE BOROUGH COUNCIL**

**ECONOMIC AND COMMERCIAL DEVELOPMENT  
OVERVIEW AND SCRUTINY COMMITTEE**

**TUESDAY 29 JULY 2014**

**REPORT OF HEAD OF COMMERCIAL AND ECONOMIC  
DEVELOPEMENT**

**Report prepared by Marcus Lawler**

**1. DRAFT COMMERCIALISATION STRATEGY**

1.1. Issue for Consideration

1.1.1. To consider the draft Commercialisation Strategy.

1.2. Recommendation

1.2.1. That the Committee considers the draft strategy at Appendix A and makes recommendations accordingly.

1.2.2. Recommendations are also sought for specific commercial projects for consideration by the council.

1.2.3. That the Economic and Commercial Development O&S Committee recommends to Cabinet to adopt the strategy, as part of the Medium Term Financial Strategy, on 13 August 2014.

1.3. Reasons for Recommendation

1.3.1. The Commercialisation Strategy will enable MBC to continue with 'self-help' measures, in the face of reduced funding. Commercial activity is nothing new for MBC but the strategy will consolidate the council's 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.

1.4. Alternative Action and why not Recommended

1.4.1. MBC could decide not to undertake a course of Commercialisation. This would require additional funding to be found, at the levels

specified in para. 3.2 of the draft strategy, or additional adverse impact on service delivery.

1.5. Impact on Corporate Objectives

1.5.1. This Commercialisation Strategy clearly sits in support of MBC's Corporate Priority:

**Corporate and Customer Excellence.**

*The Council will have a productive workforce with people in the right place at the right time, delivering cost effective services. Services will be affordable, delivered on time and to agreed standards in an accessible way.*

**Outcomes by 2015**

- *Customer focused services that residents are satisfied with*
- *Effective, cost efficient services are delivered across the borough"*

1.5.2. Progressing the measures to bridge the Annual Savings Targets (as defined in the Budget Strategy) will be critical in ensuring that funding exists so that: 'Effective, cost efficient services are delivered across the Borough.'

1.6. Risk Management

Audit and Risk Management provisions are discussed at para. 4.8 of the draft strategy.

1.7. Other Implications

1.7.1.

1. Financial	X
2. Staffing	
3. Legal	X
4. Equality Impact Needs Assessment	X
5. Environmental/Sustainable Development	
6. Community Safety	
7. Human Rights Act	
8. Procurement	

9. Asset Management



1.8. Relevant Documents

1.8.1. Appendices

Appendix A: Draft Commercialisation Strategy  
Appendix B: Equalities Impact Assessment for the Draft Commercialisation Strategy

1.8.2. Background Documents

- 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

<b><u>IS THIS A KEY DECISION REPORT?</u></b>		<b><u>THIS BOX MUST BE COMPLETED</u></b>	
Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
If yes, this is a Key Decision because: .....			
.....			
Wards/Parishes affected: .....All.....			
.....			