

MAIDSTONE BOROUGH COUNCIL

CABINET

13 AUGUST 2014

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

Report prepared by Marcus Lawler

1. COMMERCIALISATION STRATEGY

1.1 Issue for Consideration

1.1.1 To consider the draft Commercialisation Strategy.

1.2 Recommendation

1.2.1 That Cabinet adopts the draft strategy at Appendix A.

1.3 Reasons for Recommendation

1.3.1 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.

1.4 Alternative Action and why not Recommended

1.4.1 Cabinet could decide not to undertake a course of Commercialisation. This would require additional funding to be found, at the levels specified in paragraph 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 the Council'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 paragraph 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 Appendix A – 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

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