



Dale Wild

Head of Service





Cityserve – The reality of delivering successful traded services

- Determining a sustainable future
- Engaging stakeholders
- Delivering challenging outcomes



@WildThing_61



dale.wild@birmingham.gov.uk



Determining a sustainable future

Is there a current appetite for commercialism in your Council?

- Are your members and Chief Officers “brought – in”?
- Are all your traded services “profitable”?
- Are all traded services in once place?
- Are your traded services budgets set locally?
- Who takes accountability for outcomes?



Determining a sustainable future

Is there a current appetite for commercialism in your Council?

- How are overheads described in accounts?
- Are accounts comparable?
- Do you report with corporate systems?
- Do you have profit and loss accounts in your traded service?





Engaging stakeholders

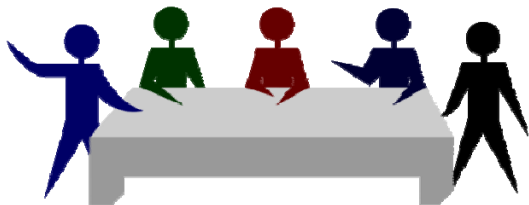
STAKEHOLDERS

Members
CEO'S
Other Local Authorities
Chambers of Commerce

Skills
Services
Physical Assets
Influence
Capital

Systems and enablements

All traded services in one place

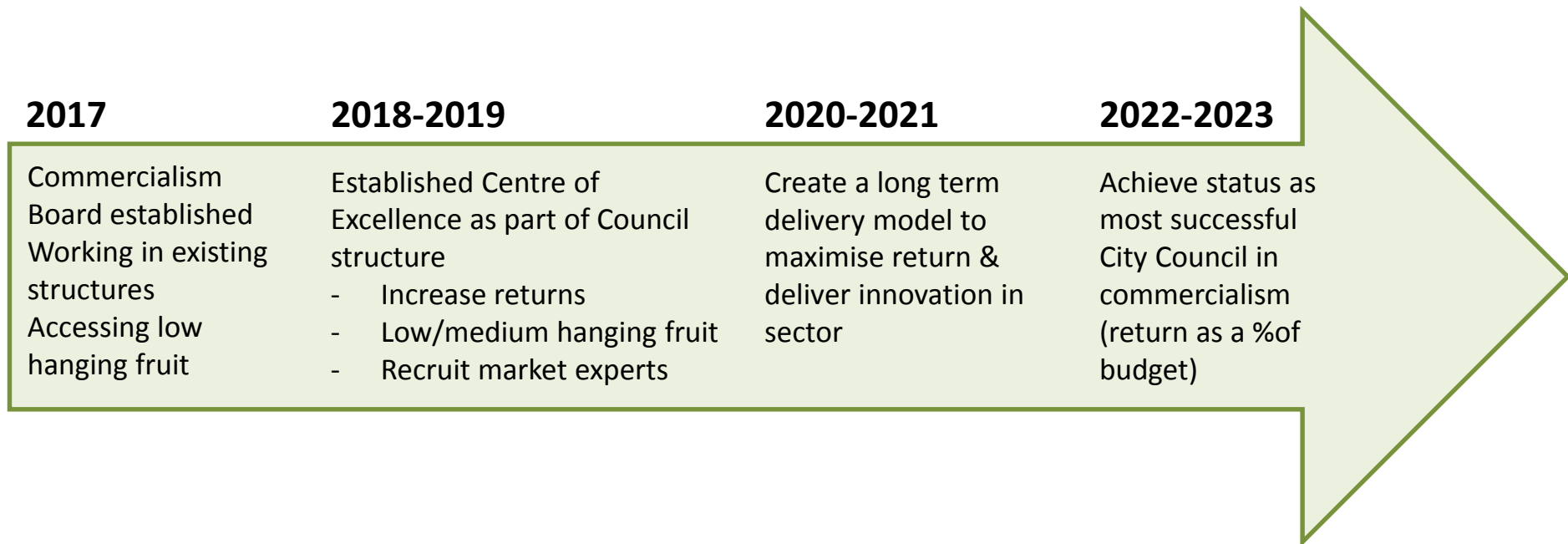


**Maximising surplus to re-invest in service
to citizens**



Engaging stakeholders

Work in Progress...





Delivering challenging outcomes

What's stopping us?

- Fragmented resources
- Processes and decision making
- Lack of capacity/commercial support services
- Strategy of cuts rather than investment
- Lack of understanding by others of procurement flexibilities





Delivering challenging outcomes

Prepare for;

- Inactivity
- Delay
- Failure





Delivering challenging outcomes

INACTIVITY

- Naivety
- Lack of urgency
- Commercial imperative
- Commercial yield



What can be gained through commercialism?

Without commercial action – what's plan **B**?



Delivering challenging outcomes

DELAY

- Clunky functions
- Approvals from the wrong people
- People don't understand and aren't accountable
- A need to sit on desk to get approval!



SQUARE PEG = ROUND HOLE



Delivering challenging outcomes

FAILURE



Where there is failure there is a solution!

Engage and Convince → Systems/Processes → Outcomes

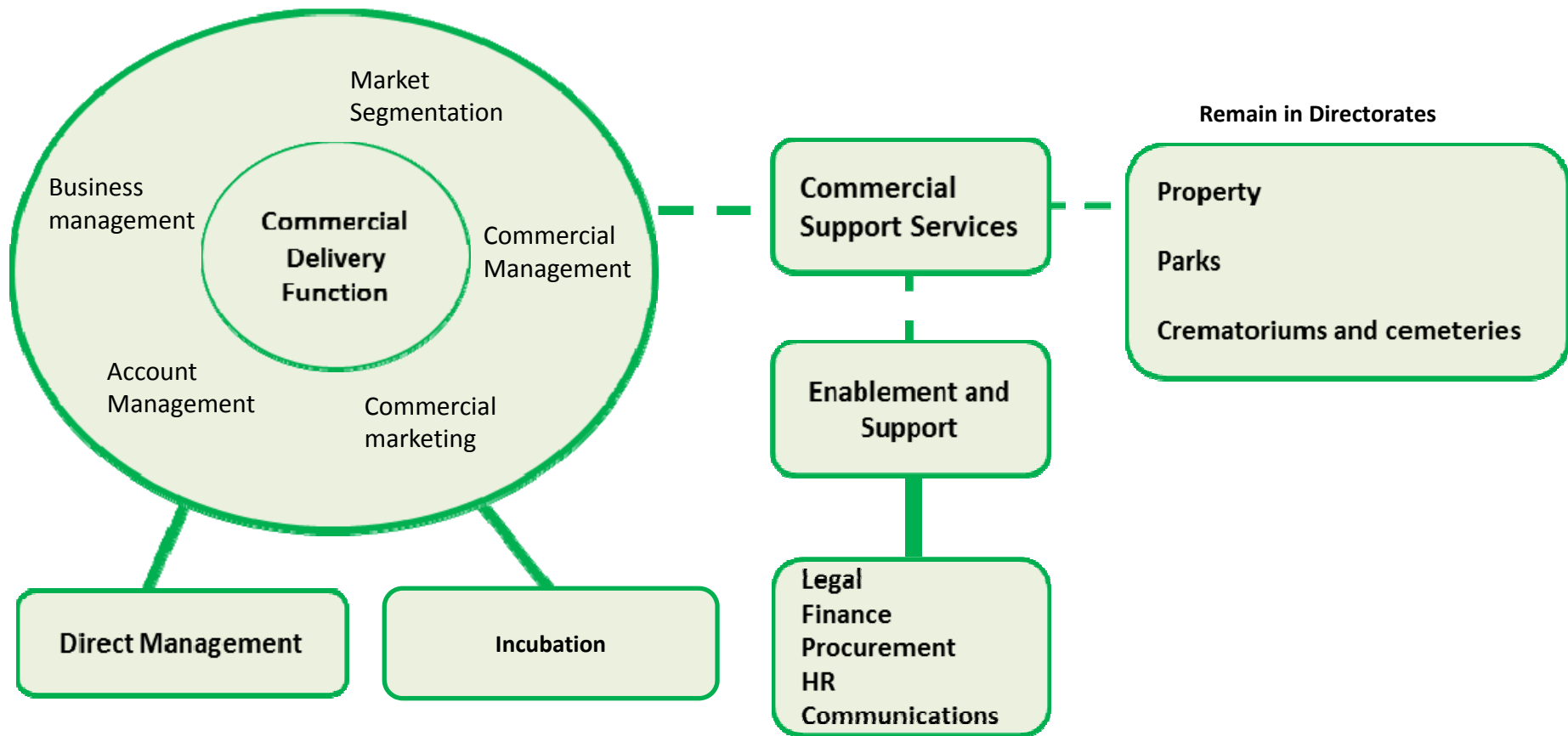
Have belief that product is right and the system is wrong!

BELIEF OVER FAILURE



Delivering challenging outcomes

Creating the right mix – how will we get there

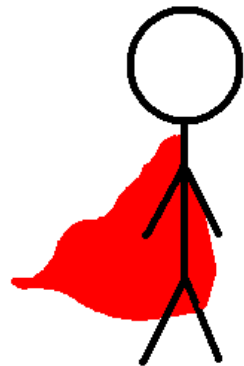


Creating an environment to achieve our commercial potential, all for the benefit of our Citizens



Delivering challenging outcomes

"Self belief is the only belief."





**Tenacity; *if you don't have it,
you'll accept failure!***

*It's an opportunity to change
not a reason to stop!*





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