



Dale Wild

Head of Service





Cityserve – Creating a recipe for a sustainable future

- Developing a winning and sustainable service
- Building on Success
- Innovation and embracing new opportunities



@WildThing_61



dale.wild@birmingham.gov.uk



Developing a winning and sustainable service

Traditional LA direct supply school service provider of;-

- Educational Catering Services
- Cleaning provision to Educational settings
- Peripatetic Caretaking Services to Educational settings





Developing a winning and sustainable service

- In 2014 we inherited a dysfunctional disparate business in “transformation”.
- No financial visibility of the business
- Poor perception of product & service

A service stuck in time in need of the kiss of life, or a single bullet!





Developing a winning and sustainable service

- Re-structure your finances to a sustainable model
- Invest in your product; your service and your people
- Lead from the front and make it happen





Developing a winning and sustainable service

**UK's Best Catering Service
APSE 2016 & 2017**

**UK's Best Council Services
Team The MJ's 2017**

**21st Century Development
and Engagement Kitchen**

**State of the art Learning
and Development Centre**





Developing a winning and sustainable service



Deal yourself a different hand.....



Building on Success

Working differently within a Local Authority is not easy but it is possible!

- Don't wait for instruction
- Don't take "NO" for an answer, find someone else to ask.
- Don't accept malaise or mediocrity
- Remain tenacious

Shout about every success!





Shout about every success!





Future Challenges

Funding sources



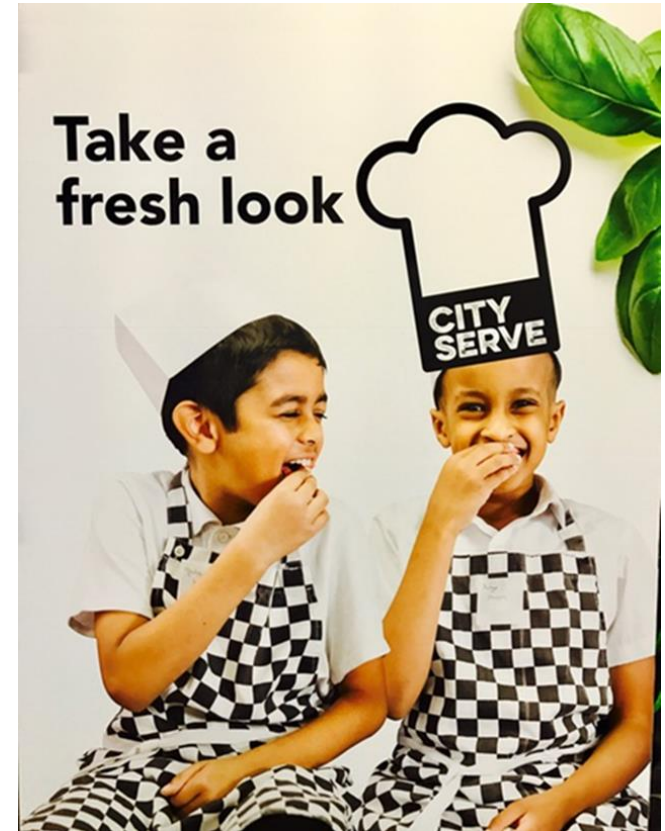
Economic,
political,
social landscapes



Buyer inclination and
motivation



Market
fragmentation





Innovation and embracing new opportunities

CO-SOURCE

The **combining** of services from within and outside a business to achieve the same goal for mutual benefit.



Collaborate | **Co** - Create | **S**ocial Purpose



Innovation and embracing new opportunities

Co-operative & Commercial Solutions for Councils

“an opportunity for two like-minded Municipal organisations to derive greater benefit from collective thinking, re-sourcing and skills within a common market place.”



@lovecityserve



Cityserveofficial

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