

CREATING IMPACT

Social impact by design: Commercial models that serve communities.

Steve Wilson
Commercial Director



About us



About us

Our mission

Supporting the delivery of better public services to help people live, learn and thrive.

Our vision

Creating value and impact for every customer every day, by working collaboratively and commercially – driving innovation and service excellence.

The case for purposeful profit in local government



Financial Returns

£75m returned to the public purse

£10m last year

£3m through our partnerships



Local Economies

1,800 colleagues

15,000 suppliers

14 locations



Local Communities

Local employment

Social value

Community wealth building

Profits with purpose: designing models that prioritise local needs

Where to start?

What are you trying to achieve?

- The power of a problem
- Defining the problem
- Outcomes
- Intervention / improvement / income
- Clarity

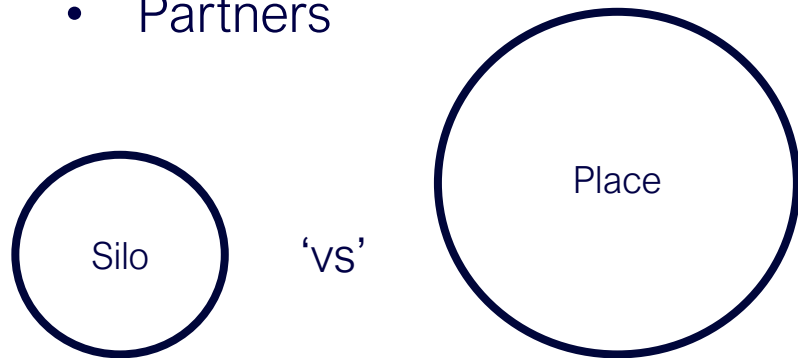


Profits with purpose: designing models that prioritise local needs

Who to involve?

Engagement

- Officers
- Members
- 3rd Sector
- Communities
- Partners



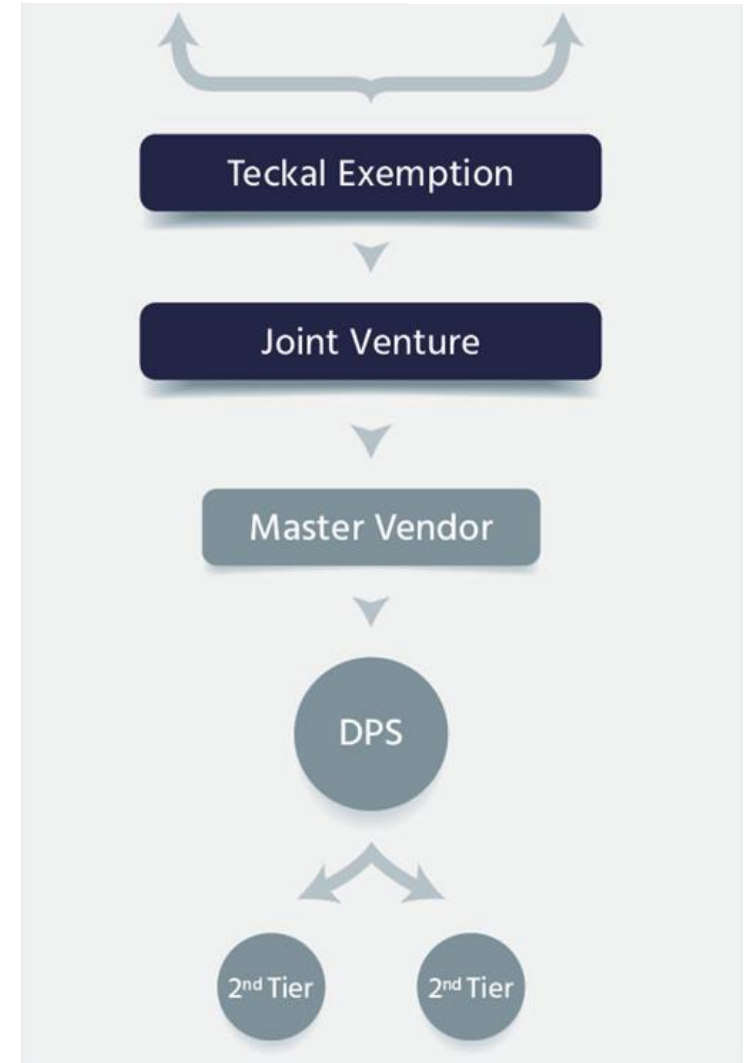
Profits with purpose: designing models that prioritise local needs

Business Case

- Financial sustainability (including cost to serve)
- Market intelligence
- Competitor analysis
- Expertise
- Timescales
- Investment
- Deliverables
- Vehicle



When commercial means community: lessons from real-life partnerships

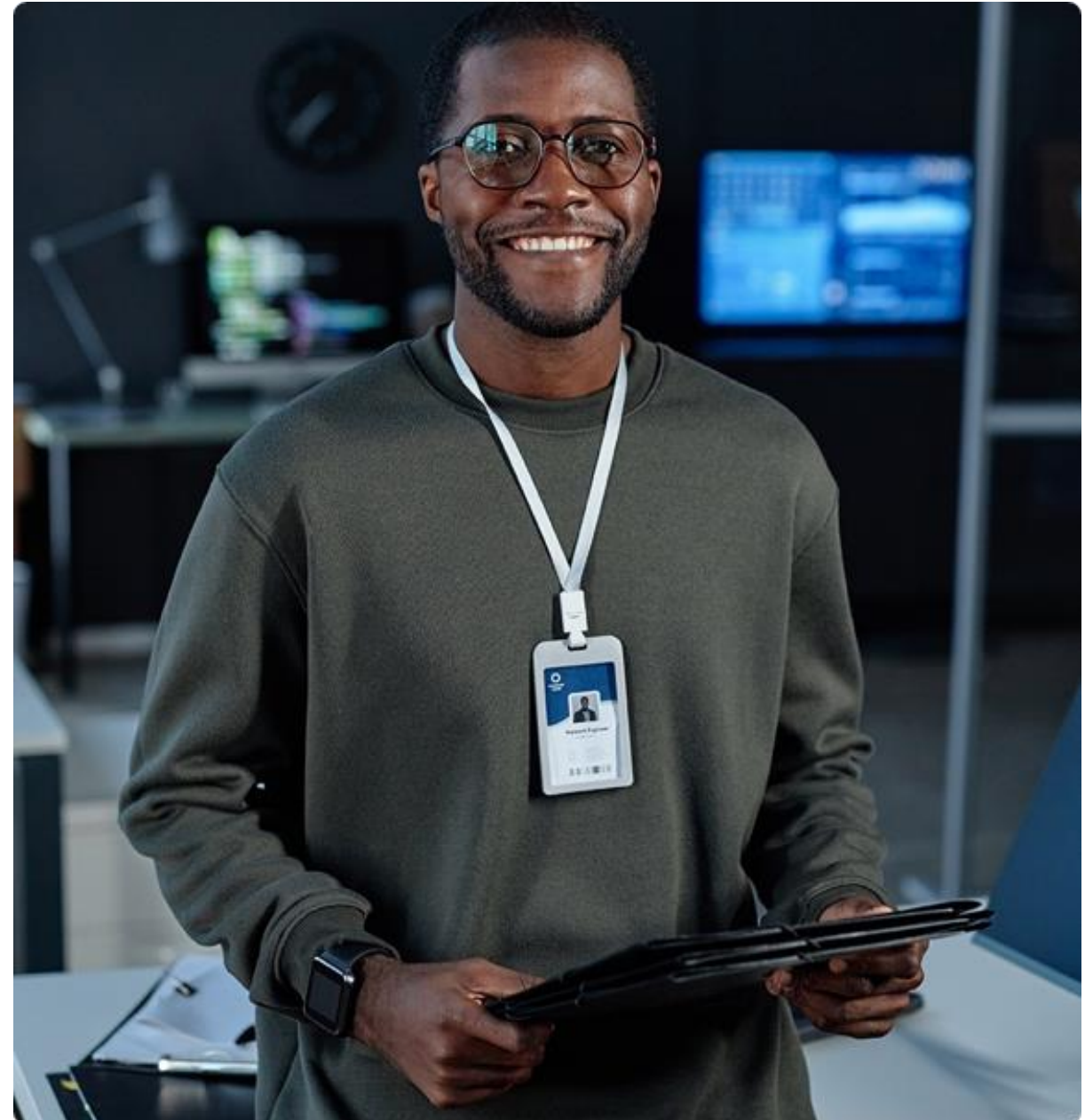


When commercial means community: lessons from real-life partnerships

In 2024, together with our partners :

- Established 2 new joint ventures.
- 71% of our hires were sourced locally.
- 120 long term unemployed were placed into meaningful work.
- 246 direct agency hires were converted to permanent employment providing greater job security and stability.
- A supply chain network including 628 small and medium-sized enterprises supporting the local economy.

<https://solutions.commercialservices.org.uk/>



Culture change and capability: empowering teams to think differently

- Psychological safety
- EQ
- Environment
- Framing a problem
- Alternative views
- Expansive & reductive thinking
- Available tools
- One more option



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Thank You

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