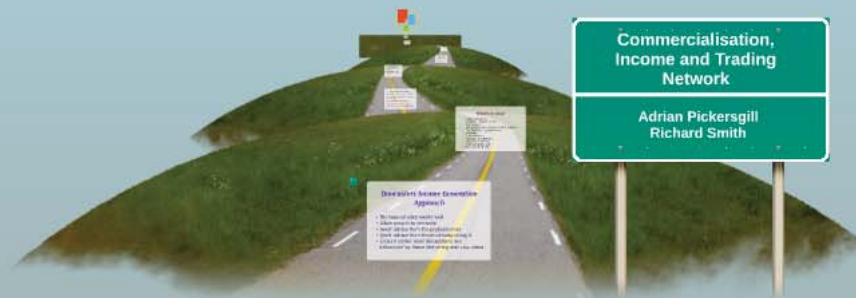


Doncaster Council



Commercialisation, Income and Trading Network

**Adrian Pickersgill
Richard Smith**

Doncaster Council

Commercialisation, Income and Trading Network

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Doncasters Income Generation Approach


- Do more of what works well
- Allow people to innovate
- Seek advice from the professionals
- Seek advice from those already doing it
- Ensure senior level discussions are influenced by those delivering and visa versa

What's in scope

- Advertising Contract
- Broadcast Network Ducting
- Commission
- Energy Company (Domestic and Non Domestic)
- Fleet Fuel/Planning Applications
- Lorry Park
- Parcel Collection
- Public Electricity Network
- Records of Crime Act
- Historical Urban Audit
- Workshops and Events

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- 
- We still need our strategy
 - We do have Programme Managers
 - We do have a Programme Board
 - We don't want to miss an opportunity

What's in scope

- Advertising Contract
- Broadband Network Ducting
- Crematorium
- Energy Company (Domestic and Non-Domestic)
- Fast Track Planning Applications
- Lorry Park
- Parcel Collection
- Peak Electricity Demand
- Proceeds of Crime Act
- Historical Utilities Audit
- Weddings and Events



How do we protect current profitable services such as soft FM?

- A greater challenge for Doncaster with the introduction of the Living Wage
- Win new business and apply marginal pricing
- Widen the service offer ie. building cleaning to be extended to window cleaning and grounds maintenance, to property 'clean and clearance' for housing providers

Dealing with competition - how can Local Authorities collaborate for better outcomes?

- Traded Services to schools provides some of the biggest threats as well as opportunities
 - Academy chains and cross-border responsibilities
 - Can one or more Council's lead on behalf of the collective?

Quality or Price?

What rules the marketplace?

Factors to consider include -

- Who is the customer
- What is the service requirement
- Is it important for them to buy from a reputable provider
- What is the risk to the customer if they buy the cheapest

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What's in scope

- Advertising Contract
- Broadcast Network Ducting
- Commission
- Energy Company (Domestic and Non-Domestic)
- Fleet Fuel/Planning Applications
- Lorry Park
- Parcel Collection
- Public Electricity Network
- Recovery of Crime Aid
- Historical Urban Audit
- Workshops and Events