

Commercialisation at Birmingham City Council

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Commercialism in Loc Gov – What is it all about?

- Born out of necessity... over £700m funding reductions in past 8 years
- Creating surplus to protect & invest in services
- Social and Commercial balance
- Fear/inferiority complex in many within public sector – holds us back
- Move away from areas of ‘comfort’
- Not just trading but maximising value of every £ spent



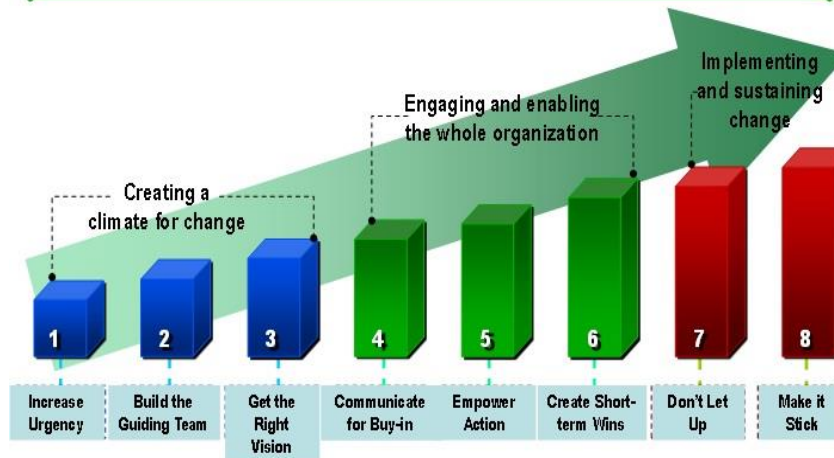
Perceptions?



Ingredients for Success



"Kotters Eight Steps of Change"



*Kotter, John P. and Cohen, Dan S. The Heart of Change. Boston: Harvard Business School Press

Playing to your strengths....

STRENGTHS



WEAKNESSES



OPPORTUNITIES

THREATS

UVB – Partnerships & Influence



- Existing partnership - playing to our strengths
- Unique assets



Birmingham Property Services



- Own 40% of property in City
- Inefficiently managed portfolio – disposal focus

- Developed investment 'lens'
- Acquisitive approach – recycling capital



Commercial Advertising Partnerships

- Understand asset potential, develop relationship to maximise
- Nationally leading contract
- Growth from £0.5m pa in 2014
- Joined up approach to policy and landscape



Parks and Open Spaces – Maximising Asset

- Enhancing Asset
- Fees and Charges
- Greater Potential



**DELIVERING
£800K**

Bereavement Services – Customer Focus

- Core service to citizens
- Premium products
- Increased confidence
- Opportunity to deliver increased social benefit



**DELIVERING
£3.8M**



CityServe – Established Service

Its all about the KIDS

“Am I really allowed to do this Miss?”



DELIVERED

Putting the KIDS in charge

ACHIEVEMENT
AWARDS 2017

WINNERS

£2.6M

MJ

Shelforce – Social Commercialisation



- Supported employment ‘municipal commercialism’

- LEAN processes delivering high quality products

**£2.1M NET
GROWTH**
social and commercial
outcomes

- [Video](#)



What's next for Birmingham...

- Made significant progress... approx. £34m surplus
- Making Commercial thinking part of the organisations DNA...
- There are higher mountains to climb....
- Focussing on opportunities to 'turn up the dial':
 - Council Tax and NNDR
 - Adult Social Care
 - Car Parking
 - Contracts and PFI
- Creating '*An environment for success, innovation & empowerment*'