

# Commercialisation

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Enterprising DGFirst



## Dumfries & Galloway

Covering some  
2500 square miles



## The Aim of DGFirst



To manage and deliver  
a diverse range of services which  
maintain the  
physical environment and  
community infrastructure of  
Dumfries and Galloway.....

**And to Trade Commercially!**





# Enterprising DGFirst




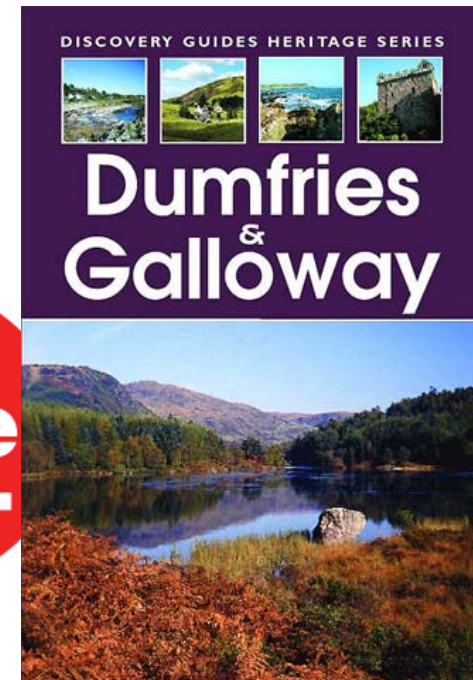
- **DGFirst delivers key services for Dumfries and Galloway Council**
- **Annual turnover of £42,500,00**
- **Service Areas include:**
  - **Building Cleaning (Offices & Schools)**
  - **Building Maintenance**
  - **Building Projects**
  - **Burials**
  - **Care and Support (Home care)**
  - **Fleet Servicing and Maintenance**
  - **Grounds Maintenance**
  - **Harbours**
  - **Road Maintenance & Management**
  - **Network Management**
  - **Engineering Design**
  - **Community Safety Teams**
  - **Public Conveniences**
  - **Radio Maintenance**
  - **School Crossing Patrols**
  - **Schools & Hospitality Catering**
  - **Street Cleansing**
  - **Street Lighting Maintenance**
  - **Waste Collection**
  - **Commercial Trading Activities**
  - **Events**
  - **Harbours**
  - **Logistics**



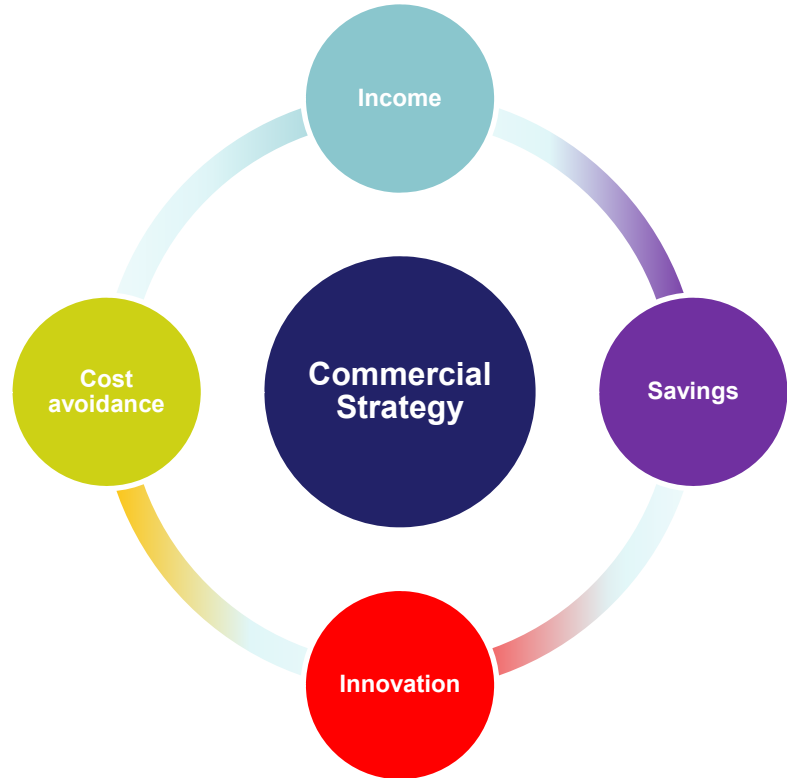
# The Journey.....so far!



- The Bright Idea 
- Period of uncertainty with Service Reviews and Reform
- The Enterprising Service
- A New Agenda
- Income Generation



# Commercial Strategy Cycle



Review of financial strategy for 2015/16  
Review of financial strategy for 2015/16



# Commercial Strategy Delivers



- **Make best use of our resources**
- **Governance and Procurement**
- **Targeted income and efficiency savings**
- **Partnerships and Alternative Delivery models**
- **Business Innovation**
- **Supporting the Local Economy**
- **Engagement with SME's**

# Resources



# Innovation and Enterprising



- **Dumfries and Galloway is an Innovator.**
- **Enterprising Strategy**
- **Inward and Outward looking**
- **Partnership Working**
- **Commercial Ethos**
- **Turning a Service into a Business**



# Turning The Service Into a Business



- The Purpose
- Our People
- Processes
- Our Partnerships
- Performance
- Selling the Reputation



# Challenges

- **Our Direction and Purpose**  
Learn to crawl before you walk
- **The Market, Our Market – Know your Competition**  
Don't assume!
- **Looking beyond the Boundaries**  
Be realistic
- **Partnership Working**  
Profit is harder than Saving
- **Expectations**



**And Finally.....**



**Income generation and innovation  
is what makes an entrepreneurial  
service.**

**With Quality and Service you have  
an Enterprising Council.**

*Thank You*

