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# COMMERCIALISATION - A COUNCIL WORKSHOP OPPORTUNITY



**Dumfries &  
Galloway  
Covering some  
2500 square miles**

# THE AIM OF ENTERPRISING DG

**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!**

**(\*and not just in D&G)**

# ENTERPRISING DG

- **Enterprising Services delivers key services for Dumfries and Galloway Council**
- **Annual turnover of £49,715,062 (70:30 internal/private)**
- **Business/Service Areas include:**

Building Cleaning (Offices & Schools and private customers)

Building Maintenance

Building Construction & major Projects

Vehicle & Plant Maintenance

Road Maintenance – Local and Trunk Roads

Radio & Telecommunication Services

Schools, Hospitality and Events Catering

Street Lighting Maintenance

Waste Collection

Commercial Trading Activities


Events

Logistics

And.....??



# THE JOURNEY .....SO FAR

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



# ENTREPRENEURIAL STRATEGY

- Continuing budget challenges
- Continued need for services
- Value for money
- What are we good at
- Think differently to what has gone before
- A creative approach



# GOALS AND OBJECTIVES

- ◉ Increase our profitability
- ◉ Be more efficient, find efficiencies and save as we go
- ◉ Develop new opportunities and markets
- ◉ Improve our Sickness Absence
- ◉ Develop our workforce and staff - skill for the future
- ◉ Project Development
- ◉ Exemplar for Commercialisation
- ◉ Customer Satisfaction
- ◉ Continue to deliver quality service to our Council
- ◉ Maintain and improve our H&S

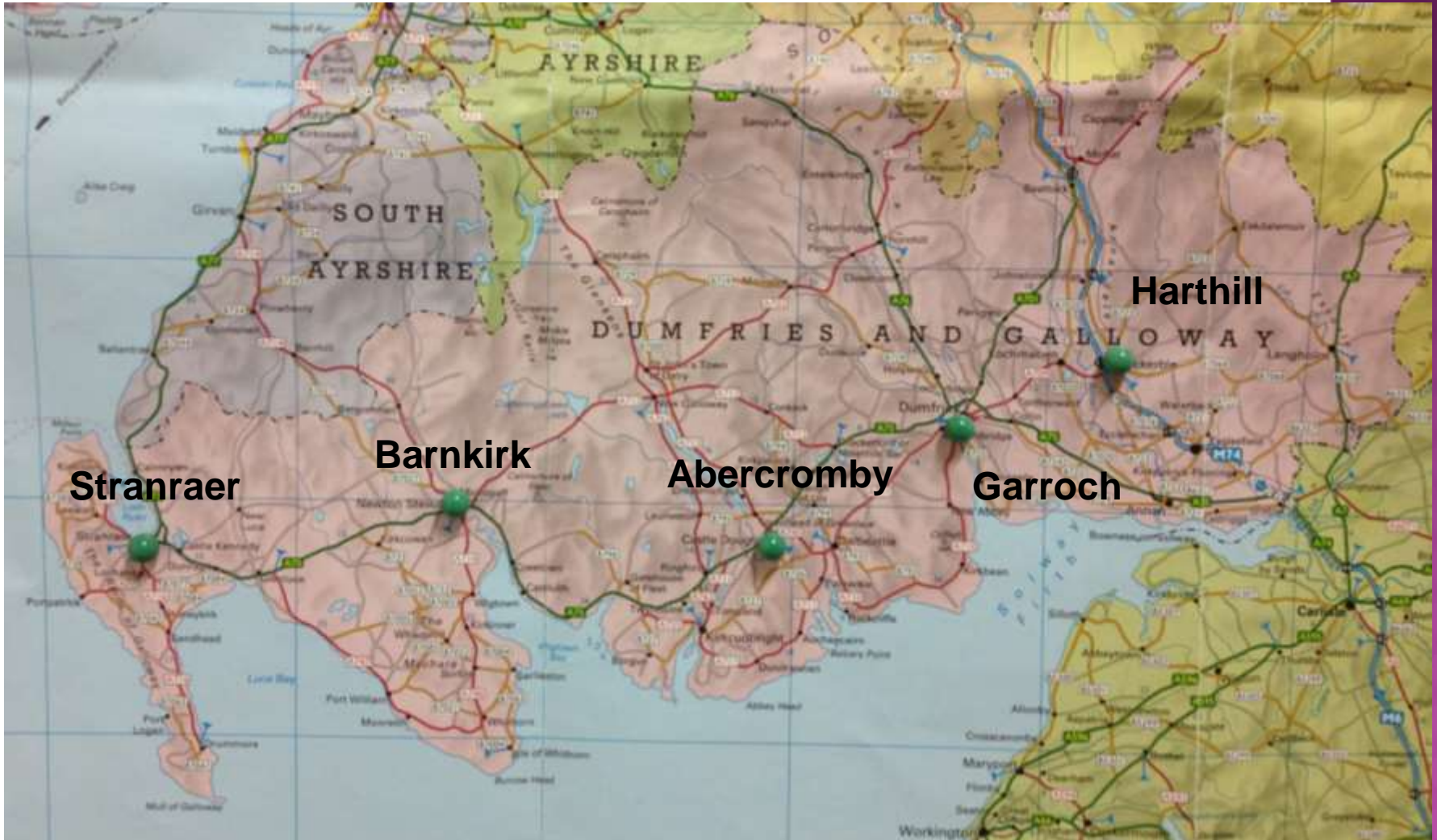
# CAUTION!

- Learn to crawl before you walk
- Don't assume!
- Know your competition
- Don't be overly optimistic
- Profit is harder than Saving
- Risk
- Partnership and alternative income





# WHERE WE ARE! - EDG VEHICLE WORKSHOPS



# RATIONALISATION PROCESS - THE JOURNEY

- ◉ Have a plan, a vision
- ◉ Amalgamate service functions within workshops - Vehicle & Grounds Equipment Maintenance.
- ◉ Enhance our vehicle maintenance facilities
- ◉ Build capacity for the future
- ◉ Improve service delivery
- ◉ Look for future business opportunity

# WHERE WE STARTED FROM.....

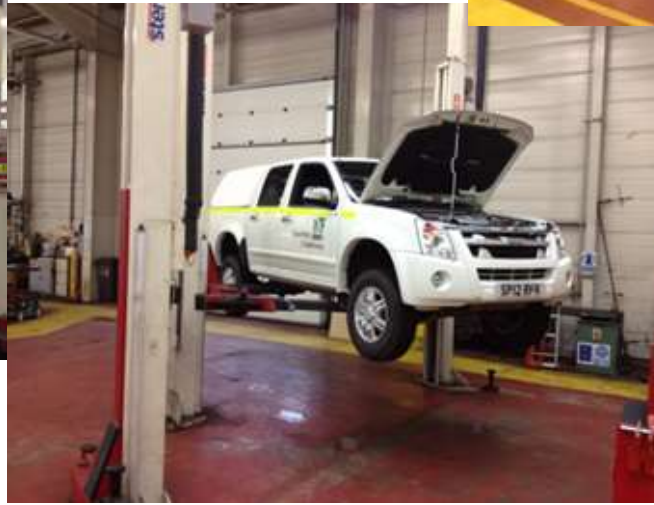
- ⦿ Not fit for purpose facilities
- ⦿ No identity or ownership
- ⦿ Not seen as anything more than waste of money service
- ⦿ Bottom of the importance pile
- ⦿ A process not a business

# VEHICLE MAINTENANCE....THEN





# AND NOW!





# THE MECHANICALS!

- ◉ Grow commercial capacity
- ◉ Identify your market
- ◉ Review current business models
- ◉ Assess existing skills and the commercial culture
- ◉ Embark on the culture of change
- ◉ Launch commercial model to your target market
- ◉ Continually monitor and watch the market and competitors
- ◉ What's your USP.....
- ◉ You need to look at what you want to achieve and how people, technology and process can make it work for you



BT Fleet



**Balfour Beatty**  
Plant & Fleet Services





# 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



# WHAT'S NEXT?

- **Our Direction and purpose**
- **The Market, Our Market**
- **Looking beyond the Boundaries**
- **Partnership Working**
- **Learn to ~~walk~~.....Jog**
- **Expectations**





# SERVICE FIRST BUT CASH IS REALITY



sales are **vanity.**  
profits are **sanity.**  
**CASH IS REALITY.**

- John Knight  
[with inspiration from many]

# HAPPY TO TAKE QUESTIONS OR FEEL FREE TO CONTACT ME

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Find us on 

**EnterprisingDG launched its own facebook page at the end of January 2018.**

To access it; log on; search button at the top of the page, enter Enterprising DG-Dumfries & Galloway Council, enter. facebook page should appear. We would encourage you to "Like" our page to keep up to date with all our news and information.