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## APSE ASSOCIATE

Reviewing your service to support a new culture of  
commercial income

# Case studies

- High Peak Borough Council
- Chesterfield Borough Council
- Where did we start
- What were/are the fundamental building blocks
- Service and business planning
- Main issues
- Successes

# High Peak: The Journey

- A mixed economy
- Competition and competitiveness
- Rebuilding: the issues
- Service and Business Planning
- Sustainable expansion
- Key successes

# Chesterfield the Journey

- A mixed economy, preference to in house
- Productivity and performance, culture
- The catalysts for change
- The issues
- Changing cultures, creating the environment
- Strategic and Business Planning
- Successes to date

# A mention of Oxford City Council

- The beginnings
- The fundamental building blocks
- A trading empire!

# Key common factors and lessons learned

- Culture
- Productivity and performance
- Maximising existing resources
- Business planning and marketing
- Managing expectations and sustainable growth
- Don't do it on your own

# Is it worth it

- Of course...however some key tips:
- Understand your arena and find you USP
- Maximise opportunities, but not scatter gun
- Be realistic yet stretching
- Carefully consider your rates of returns
- Ensure you have the Right Team