



# The £1million Project Shropshire Council

**Darren Edwards**

HR Business Partner for Development

# 'The £1million Project'

## Shropshire HR

Increased commercial revenue from £774,000 per annum in 2016, to £1.1million per annum by 2020.

### How did we do this?

- Appointment of dedicated 'Business Partner for Development'
- Development of a commercial brand and product offer
- Emerging into new markets
- Continually testing new products and services
- Relationship and stakeholder management



- What does our brand look like?
- What does our brand stand for?
- What products are we able to offer?
- What products does the local market need?
- What differentiates our service to existing providers, what is our USP?



# Emerging into new markets...

## Shropshire HR



**Bridgnorth  
Town Council**  
*Working with the community*



# Testing new products and services

- Developed a range of training and development courses aimed at SMEs, large businesses, schools and the voluntary sector
- Developed the concept of free to access 'HR Breakfast Briefings'
- Flexible packages of support (consultancy, mediation)
- Gradually evolved our annual contracts/proposals to reflect our experiences in the wider commercial market
- Developed 'The Leadership Conference' brand of events

# Identifying gaps in the market...

## Conferencing and Events

### The Leadership Conference 2019

- £25,000 total income
  - Ticket Sales: £15,000
  - Commercial Sponsorship: £10,000

### Virtual Leadership Conference 2020

- £27,500 total income
  - Ticket Sales: £16,000
  - Commercial Sponsorship: £11,500



# THE LEADERSHIP CONFERENCE 2019

SHREWSBURY

SPONSORED BY:

**UNIT4**

In business for people

 **hireserve**  
recruitment software

 **MARCHES  
GROWTH  
HUB**

THE LEADERSHIP  
CONFERENCE 2019  
SHREWSBURY

**CELEBRATING  
LEADERSHIP**

#tlcshrews19

**THURSDAY 19<sup>TH</sup>  
SEPTEMBER**

**9:00AM TO 4:30PM**

Shrewsbury Town Football Club,  
Sovereign Suite

For more information or to book your place, please email Darren Edwards at  
[Darren.Edwards@shropshire.gov.uk](mailto:Darren.Edwards@shropshire.gov.uk)

 **Shropshire  
HR**

 **Shropshire  
Council**

# VIRTUAL LEADERSHIP CONFERENCE 2020

Ticket price  
**£30**

#virtualleadershipconference20

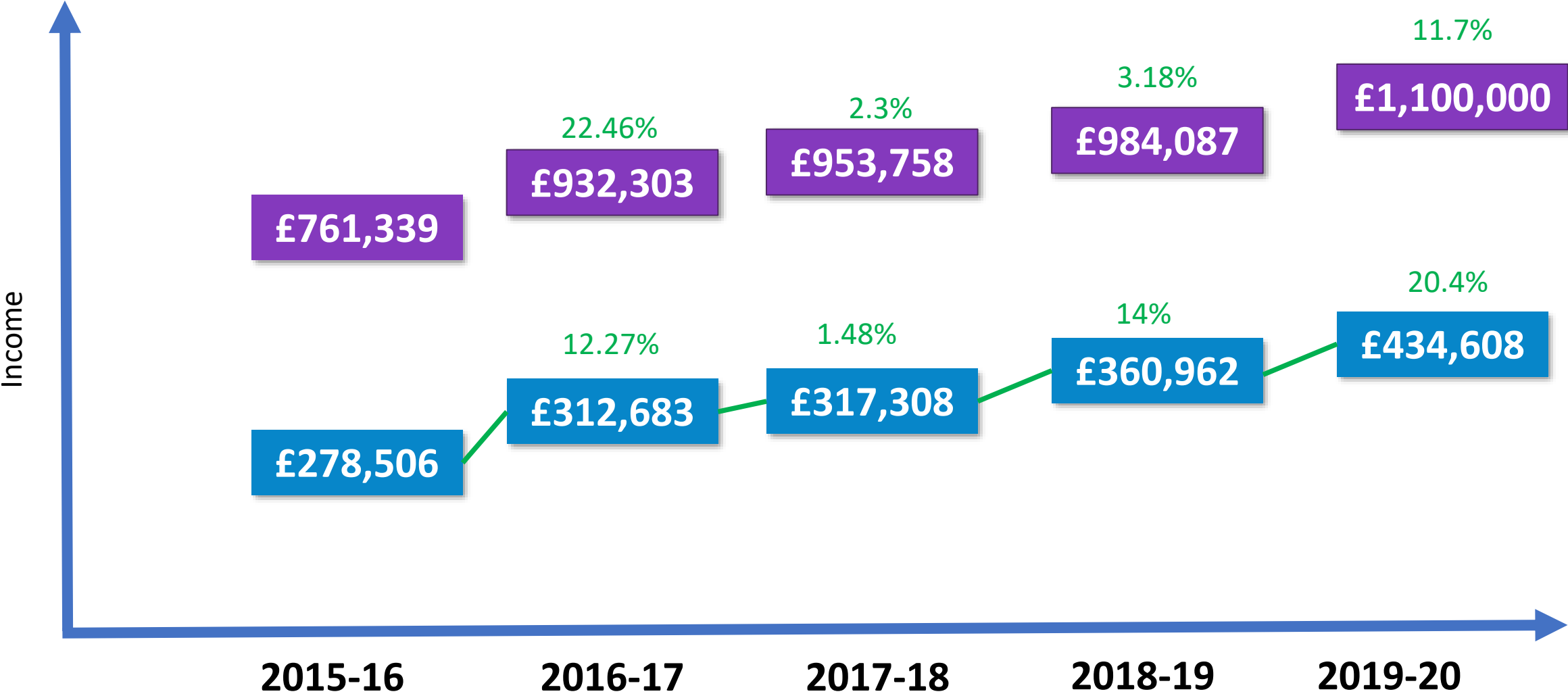
Wednesday 4th November  
12pm – 3pm

[www.tlcshrews.co.uk](http://www.tlcshrews.co.uk)





# Performance and Growth





Thank you

Any questions?