

**Bolsover District Council**

**Executive**

**28<sup>th</sup> September 2020**

**Selling Services**

**Report of the Portfolio Holder – Partnerships & Leisure**

This report is public

**Purpose of the Report**

- To approval for the Council to market and promote our services to Parish and Town Council's within the district.

**1. Report Details**

- 1.1 Over the last 12 months, officers have been collaborating on a package of support that Parish and Town Councils can buy. The project is one that has come out of the councils Transformation Programme and has received support from the Transformation Governance Group and Growth Scrutiny, through their Review of Income Generation 2018-19
- 1.2 The attached document, Appendix 1, is the culmination of the work, presented in a format which is professional, accessible and promotes the services available.
- 1.3 The fees/charges identified in the document are determined by a combination of the cost of officer time and benchmarking against other service providers.
- 1.4 During the development of the 'Trusted Services' document, it was clear that many services already provide services to Parish/Town Council's both on a paid for basis or in some circumstances, free of charge to assist with a particular issue. The Trusted Services approach formalises the approach, ensuring consistency.
- 1.5 Service Managers have been proactive in selling their services to partners and have not been waiting for the marketing material before commencing. For example, the H&S team are supporting Chesterfield Borough Council on their construction related H&S activity, based upon the fees in the attached documents.
- 1.6 Should Executive support the recommendations, the marketing pack (Appendix 1) will be sent to each Parish/Town Councillor in the district and the pack added to our website to enable direct email marketing to Clerks in the future.
- 1.7 Some service areas are not yet featured in the marketing pack, mainly due to the need to better develop the offer and wider implications on the service area. In future it is anticipated that the number of services will grow.

## **2 Conclusions and Reasons for Recommendation**

- 2.1 The 'Selling Services' project has been a long-standing transformation project with wide support from across the Council.
- 2.2 The marketing pack formalises our offer to Town and Parish Councils and promotes the services on offer.
- 2.3 It is anticipated that by through this approach the Council will generate additional income whilst supporting Town and Parish Councils with trusted and professional support.

## **3 Consultation and Equality Impact**

- 3.1 Consultation has taken place with all Service Managers, SAMT, Transformation Governance Group and Growth Scrutiny.

## **4 Alternative Options and Reasons for Rejection**

- 4.1 The alternative is to continue with the ad-hoc approach and deal with enquiries/opportunities as and when they arrive.

## **5 Implications**

### **5.1 Finance and Risk Implications**

- 5.1.1 The target market for selling services has been limited to Town and Parish Councils at this stage. Growth Scrutiny had ambitions to sell services to the local business community, voluntary sector and residents. This decision limits the financial opportunity however, matches the sector skills and expertise of staff.
- 5.1.2 It is difficult to anticipate the demand for the services and put a financial figure on the income generated. There is anecdotal information from members that there is strong demand but the purpose of a small target market is to ensure that we can meet demand with existing capacity and not promote beyond our capacity.
- 5.1.3 There is a risk in offering professional advice that the advice given results in a challenge or claim from a 3<sup>rd</sup> party. All the services included in the offer are covered by both professional indemnity and public liability insurance.

### **5.2 Legal Implications including Data Protection**

- 5.2.1 No direct legal implications.

### **5.3 Human Resources Implications**

- 5.3.1 Capacity in service areas was identified as a concern in some managers. Whilst it is acknowledged that this may be an issue, it is all dependant on demand for the service. Should demand for a service be strong, there may be a further report for Executive to consider to invest in the service funded by the income generated.

## 6 Recommendations

- 6.1 That Executive agree to promote the services of the Council to Town and Parish Council's as outlined in the attached Trusted Services marketing pack.

## 7 Decision Information

<p><b>Is the decision a Key Decision?</b>  A Key Decision is an executive decision which has a significant impact on two or more District wards or which results in income or expenditure to the Council above the following thresholds:  BDC: Revenue - £75,000 <input type="checkbox"/>  Capital - £150,000 <input type="checkbox"/>  NEDDC: Revenue - £100,000 <input type="checkbox"/>  Capital - £250,000 <input type="checkbox"/>  <input checked="" type="checkbox"/> Please indicate which threshold applies</p>	No
<p><b>Is the decision subject to Call-In?</b>  (Only Key Decisions are subject to Call-In)</p>	No
<p><b>Has the relevant Portfolio Holder been informed</b></p>	Yes
<p><b>District Wards Affected</b></p>	All (Indirectly)
<p><b>Links to Corporate Plan priorities or Policy Framework</b></p>	Deliver Identified transformation projects and initiatives which forecast to deliver £1m of revenue efficiencies or additional income by 2023.

## 8 Document Information

Appendix No	Title
1	Trusted Services
<p><b>Background Papers</b> (These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Cabinet (NEDDC) or Executive (BDC) you must provide copies of the background papers)</p>	
<b>Report Author</b>	<b>Contact Number</b>
Ollie Fishburn	2525