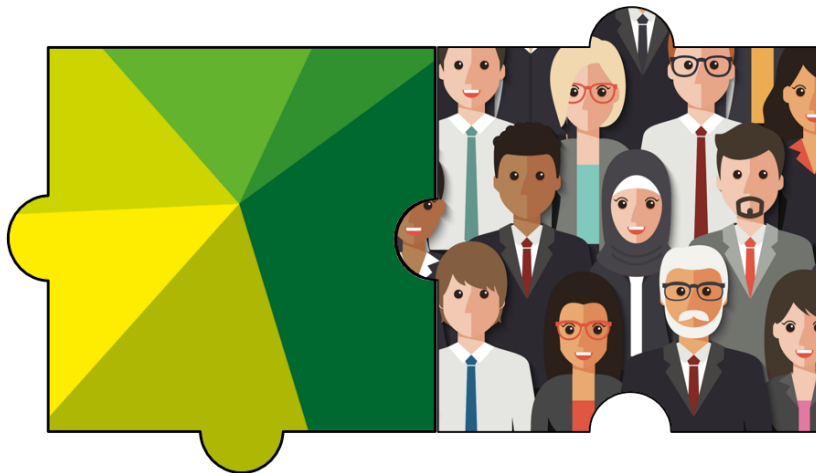


LOCAL AUTHORITY COMMERCIALISATION

The Way Forward



INTRODUCTION

During the coronavirus crisis, local government has stepped up to the plate, demonstrating the critical role that resilience, agility and innovation play in maintaining service delivery.

As a corporate leader in a local authority, you will be reflecting on your organisation's response to the pandemic and focussing on how you can implement a recovery strategy that supports and reinvigorates your communities.

As the world continues to change around us, so does the challenge of setting and delivering on your council's commercial ambitions and activities. Now is the time to take stock of the new post-COVID world and map out a clear direction for the future.

The EELGA Talent Bank is ready to join you on this journey - offering you support when you need it and constructive challenge that will help you to shape your response.

"EELGA has been instrumental in the development of our commercial approach. It was great to have their experience and skill to support our officers to provide the foundation for our Better at Business programme. They have also provided a mentoring role to some of our key officers which has helped them to develop their own commercial skills."

Andy Wright, Chief Executive,
Braintree District Council

COMMERCIALISATION - WHAT IT MEANS TO YOU

From adopting business-like practices to investing in commercial property and setting up trading companies, EELGA has worked with Member councils to support the delivery of high-quality commercial solutions.

And, like you, we've not stood still during the pandemic. We've talked to colleagues across the sector to help us fully understand where our focus should be - now and for the future.

As a result, we've fine-tuned our approach to ensure that your organisation has ready access to a menu of practical support. We've also introduced a number of new services that are designed to help you 'take stock' and fuel your thinking for the future.

A few of our services are shown below, and the full suite of our wide-ranging commercial support is outlined at the end of this document.

Mini Review

Using EELGA's Balanced Scorecard methodology, this incisive evaluation helps to rapidly identify the strengths and weaknesses of an existing or proposed commercial service across four key areas - People & Change, Systems & Processes, Sales & Marketing, Financial Management.

Output: a clear, actionable analysis that enables corporate and service managers to focus on the key priorities for success.

Gateway Review

This review enables you to re-evaluate your commercial and trading activities, providing a robust analysis of what is working and what is not. Crucially, it provides a roadmap for future development.

Output: a comprehensive analysis providing the evidence base you need to address key challenges and to build on success.

Ideas Generation Workshop

Maintaining a pipeline of potential initiatives and activities is a vital element in creating a dynamic commercial culture that permeates your organisation. This focussed intervention will help you establish a common approach to managing the evaluation of commercial ideas, enabling your organisation to process and assess them efficiently and rationally.

Output: essential transfer of knowledge to your workforce that supports them to play an active and constructive role in the process of innovation

By holding the Value Proposition workshop, we reminded ourselves of why we are good - but acknowledged that there are still areas for development and improvement to be addressed if we are to remain competitive. While this workshop focussed on the building control service, I feel that there is merit in adopting a similar process for other local authority services”.

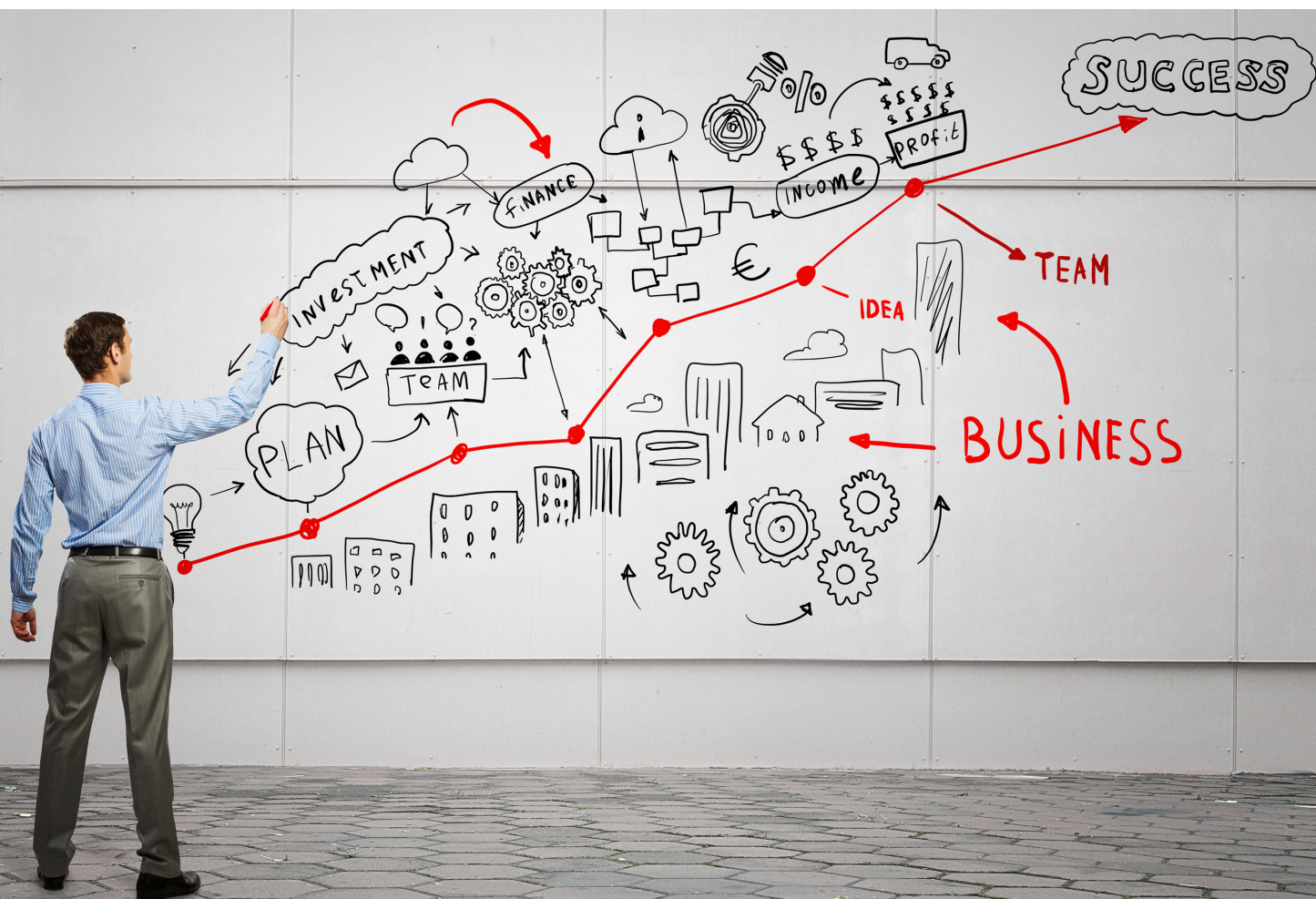
Gordon Glenday, Assistant Director, Uttlesford District Council



YOUR COMMERCIAL JOURNEY

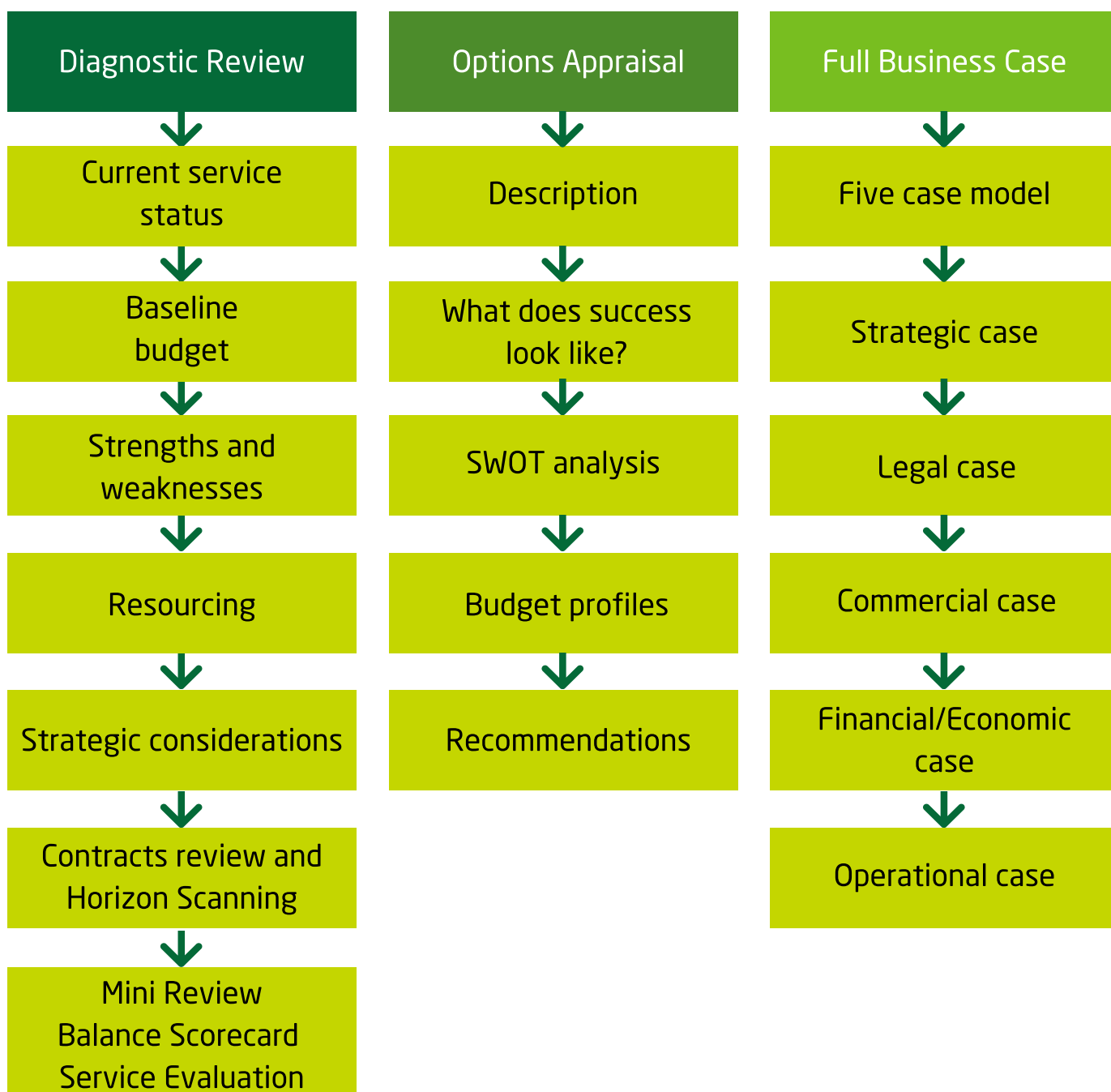
Originating, developing, implementing and managing commercial activities is a major commitment for your organisation. Sometimes you might not have sufficient resources or the right skills to move projects forward at pace. Where a shortfall is identified, the EELGA Talent Bank gives you access to a wealth of experience and expertise in bringing commercial initiatives to fruition. All our Associates are senior professionals with proven experience of supporting local authorities to achieve their commercial ambitions.

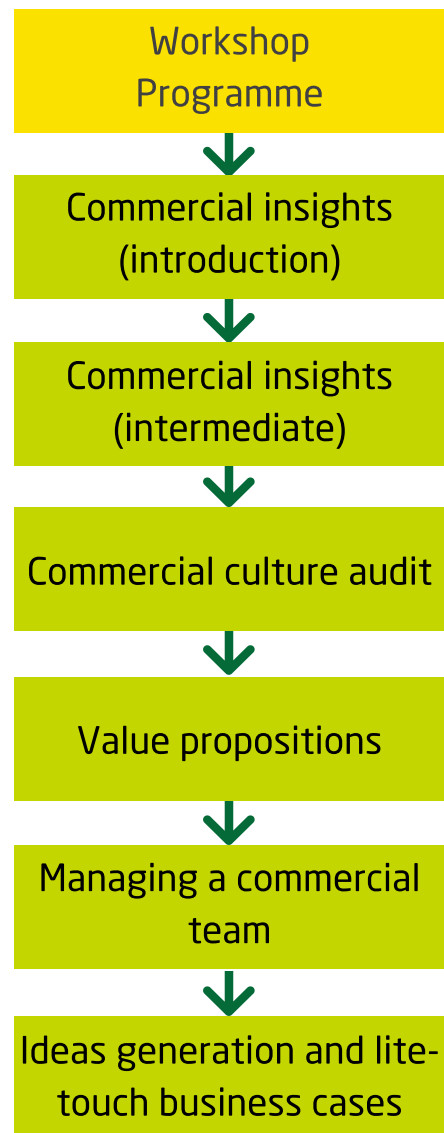
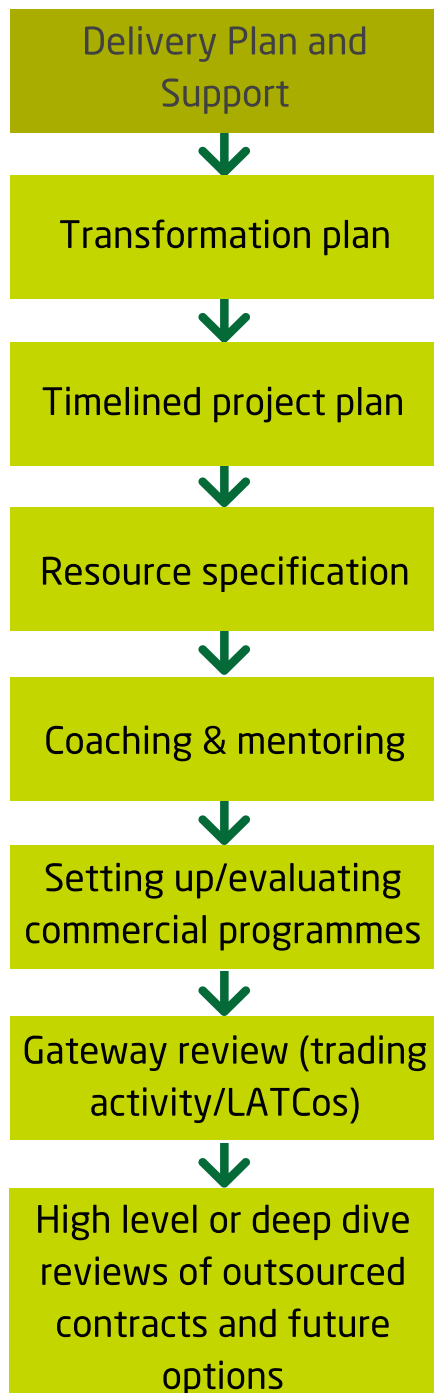
Our commercial support packages are designed to offer a comprehensive and flexible set of services providing an 'end-to-end' solution or one that can be used to provide additional strength at specific points on your journey. Whilst EELGA services are configured to meet your particular requirements; they are firmly rooted in a consistent set of core principles and values.



THE FULL SUITE OF COMMERCIAL SUPPORT

Wherever you are on your commercial journey you can either commission an end-to-end proposition or individual elements.





Contact us for more information on
how EELGA's Commercialisation
services can benefit your
organisation:

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