

# NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

## CABINET

17 December, 2018

Report of the Assistant Chief Executive and Chief Digital Officer

### COMMERCIALISATION OF SERVICES

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#### **Matter for Decision**

**Wards Affected: All**

#### **SECTION A**

##### **Purpose of Report**

To seek authority from the Cabinet to extend the support being provided to the Council by the Association of Public Service Excellence (APSE).

##### **Background**

Members have identified income generation as one of the key strategies for helping to sustain services whilst continuing to set a balanced budget. As well as exploring what other local authorities have been doing in this area of work, the Association of Public Services Excellence (APSE) has also been supporting the Council to work out what type of approach might be adopted locally. The support has included: facilitating workshops; providing formal training; providing advice; developing processes and tools to assist in generating ideas and evaluating ideas; and providing hands-on support for the development of business cases. Officers and Members have also been able to participate in the national networks that APSE maintain. Participation has enabled the Council to network with other councils to exchange information about what works in other places.

Work has reached a point where a suitably skilled individual will need to be appointed to lead the further development of work. A report will be submitted to the Personnel Committee in January 2019 to secure Member approval for the creation of a Commercial Co-ordinator post. Whilst arrangements are made for the establishment and recruitment to such a post, it is necessary to extend the support being provided by APSE to ensure momentum continues to be built.

## **Proposal**

The existing contract with APSE is extended up to a value not exceeding £50,000 to enable the following work to be progressed:

- Assistance to bring forward the business case for the future of CCTV and alarm monitoring services, and subject to Member decision, support to implement the recommendations;
- Further input to work to develop the commercial potential at Margam Park;
- Develop a business case to explore the commercial potential for developing the Council's bereavement services;
- Develop a business case to explore the commercial potential for income generation at Aberavon Seafront;
- Provide input to the recruitment of a Commercial Co-ordinator; and
- Provide input to the establishment of organisational processes to support the development of commercial skills and capacity across the Council.

## **Financial Appraisal**

The Council has set aside a specific reserve of £750,000 to finance its income generation work. The cost of the services identified in this report would be a call against that reserve of up to £50,000.

## **Workforce Impacts**

It is recognised that the Council needs to create and develop internal capability for further developing this work. In January 2019, a report will be submitted to the Personnel Committee seeking authority to create a new post of Commercial Co-ordinator. This appointment should reduce the need for further external general support, although it may still be necessary from time to time to secure specialist external support for individual projects.

## **Equalities Impact Assessment**

There are no specific equality considerations flowing from this report.

## **Legal Duties**

The Council has a range of legal powers that it can use to generate income. The process that will be established will make explicit which legal powers the council is relying on to support individual income generation initiatives.

In terms of extending the current APSE contract, it is proposed that paragraph 3.1.(vii) of the council's contract procedure rules be applied to enable the contract to be extended without delay.

## **Risk Management**

Members and officers have already identified that failure to generate significant new income streams will deepen cuts to services. The establishment of a robust approach to income generation is necessary to identify viable proposals for income generation that are a good fit with the council's overall priorities and values.

## **Consultation**

There is no requirement for external consultation on this item under the Constitution.

## **Recommendation**

1. That the Cabinet authorises the Assistant Chief Executive and Chief Digital Officer to extend the existing contract with the Association of Public Service Excellence under paragraph 3.1.(vii) of the council's contract procedure rules to provide the services set out as "the proposal" in the body of this report, up to a value of £50,000.

## **Reason for Proposed Decision**

To ensure that the Council can further develop its approach to income generation.

## **Implementation of the Decision**

The decision is proposed for implementation after the 3 day call in period.

## **Appendices**

None

## **Background Documents**

Corporate Plan 2018-2022

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