

SEEC and SESL Workshop

Commercialisation – Making it work

Agenda

Friday 8 September 2017, 10am-2.30pm

EEF, Broadway House, Tothill Street, London, SW1H 9NQ

Workshop aims to:

- Share understanding of current and future opportunities in commercialisation strategy and practice for South East councils.
- Share good practice/ lessons to be learnt from within the South East and beyond.

Participants: SEEC and SESL member council leaders, portfolio holders, officers.

9.30am **Refreshments and registration**

10am **Welcome**

Cllr Nicolas Heslop, SEEC
Chairman, Leader of Tonbridge &
Malling BC

Session 1) Strategies & principles for commercialisation:

- Strategy, leadership & philosophy of commercialising
- Commercial approaches and practices – legality and practicality
- **Panel Q&A**

Liam Booth-Smith, Chief
Executive, Localis

Richard Harrison, Managing
Director, CIPFA C.Co

Session 2) Putting it into practice:

- Other income streams (internal/external) & Trading approaches/service redesign – the Aylesbury Vale experience

Cllr Janet Blake, Cabinet
Member for Business
Transformation & **Caroline
Wheller**, Corporate Commercial
Strategy Manager, Aylesbury
Vale DC

Case study: Other income streams

- Property – the Eastleigh experience
- **Panel Q&A**

Nick Tustian, Chief Executive,
Eastleigh BC

11.45pm ... *Lunch & networking...*

12.45pm **Introduction to afternoon (Session 2 ctd.)**

Cllr Martin Tett, SESL
Chairman, Leader of
Buckinghamshire CC

Case studies: Trading approaches/Service redesign:

- Commercialising shared services – the Orbis experience
- Bringing services in-house – the Sevenoaks experience
- Care and related services – the Worcestershire experience

John Stebbings, Chief
Property Officer, Surrey CC

Cllr Peter Fleming, Leader,
Sevenoaks DC

Jo Charles, Head of
Commercial, Worcestershire CC

Session 3) Avoiding the pitfalls:

- Recipe for success - what to do/not to do
- **Panel Q&A**

Joanna Killian, Partner & Head
of Local Government, KPMG

Chairman summary/next steps/actions

2.30pm **Close**