



7 September 2017

Agenda Item: 8

**REPORT OF THE SERVICE DIRECTOR FOR SOUTH NOTTINGHAMSHIRE
AND PUBLIC PROTECTION**

**REPORT ON COMMERCIAL PERFORMANCE OF THE TRADING
STANDARDS AND COMMUNITY SAFETY SERVICE**

Purpose of the Report

1. To update the Committee on the progress made by Trading Standards following the Service's involvement in the Authority's commercial development programme, and to seek approval on the frequency of progress reports.

Information and Advice

Trading Standards Commercialisation

2. Trading Standards provides a range of paid for services to businesses, other local authorities' and government agencies. The Authority has the discretion, within limits, to set charges for these services.
3. As part of the work during the Authority's Commercial Development Unit Pilot, a business plan was developed to reduce the net budget of the Service by £320,880 per annum by the end of 2019/20. This is to be achieved by increasing the income generated by the sale of business support services. The income target for new work in 2017/18 is £94,591.
4. As the conclusion of the commercial development process and at the Community Safety Committee meeting of 10 January 2017, it was agreed to provide quarterly monitoring of key performance indicators and these cover:
 - Marketing Performance
 - New Sales by Category
 - Cumulative Additional Income

Pricing

5. The new commercial pricing for any new clients requiring services is based on a full cost recovery rate calculated at £95.75 an hour. Since April 1st, all new agreements have been made in line with the charging policy.

6. The agreed pricing models that can be utilised include:
 - Hourly rate
 - Day rate
 - Project costs, or
 - Specified activity cost.
7. There have been no new clients as yet for Project or Day Rate services which are set at £766 per day.

Marketing Performance

8. An initial sales plan was developed that included the approach and timing of sales activity to a range of industry sectors. This has been updated to take in to account a number of factors. Those that have had material impact have included:
 - The creation and availability of marketing materials including the launch of the new web pages to support the commercial offer;
 - Feedback from businesses; and
 - Emerging opportunities.
9. Experience is highlighting that the sales process from initial contact to agreed sale has been taking longer than originally anticipated during the Commercial Development Unit (CDU) pilot. This is in part due to the increase in the average value of contracts, and an increase in those requiring approval at company board meetings. The longest delay to date has been 4 months from verbal agreement to formal approval.
10. The creation of new web pages are seen as vital to both promote the service and clearly demonstrate the separation of enforcement and business advice. The new web pages www.nottsc.gov.uk/tscommercial went live on July 24th.
11. One of the agreed performance indicators measures is how many times the website has been accessed. For the first 4 months of this year this is broken down as :
 - April - 0 (holding page live from 17/4/17)
 - May - 28
 - June - 41
 - July - 44
12. At the time of compiling this report (10/8/17) the main page has already received 44 unique views this month with the total number of views being 52.
13. Five broad market segments were identified during the CDU work and two further sectors have emerged from broader sales engagement. The table below indicates the engagements and sales progress to date:

18. Another of the County's larger businesses have requested assistance with their procedures in the run up to the Fireworks season. Officers have worked with the company to produce a document that will be issued to store managers to their 12 stores.
19. Raleigh have recently renewed their Primary Authority Partnership with the Service. This relationship has provided an opportunity to develop the area of work with cycle related businesses through contact with the appropriate trade association.
20. To date the Services furthest customer is likely to be a sports goods retailer based in Edinburgh who are at an advanced stage of negotiations.

Other Options Considered

21. No other options have been considered.

Reason/s for Recommendation/s

22. To agree the frequency of update reports to the Committee.

Statutory and Policy Implications

23. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

24. The income target for new work in 2017/18 is £94,591. The net budget of the Service is to be reduced by £320,880 per annum by the end of 2019/20 from the increased income generated by the sale of business support services.
25. Since April 2017, savings of £24,642 have either been agreed or already achieved with a potential £21,000 in progress. The service is therefore on track to meet the additional income target of £94,591.

RECOMMENDATION/S

- 1) That Members agree to receive an update report to scrutinise commercial performance, as set out within the CDU process, on a quarterly basis, and that this be included in the work programme.
- 2) That Members consider whether there are any actions they require in relation to the issues contained within the report.

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For any enquiries about this report please contact:

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Constitutional Comments (SLB 14/8/17)

26. Communities and Place Committee is the appropriate body to consider the content of this report.

Financial Comments (CT 14.08.17)

27. The financial implications are contained within Paragraphs 24 and 25 of this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- 'None'

Electoral Division(s) and Member(s) Affected

- 'All'