

18 September 2017**Agenda Item: 10****REPORT OF THE SERVICE DIRECTOR, EDUCATION, LEARNING AND
SKILLS****CHANGE TO THE STAFFING ESTABLISHMENT IN THE EDUCATION
IMPROVEMENT SERVICE****Purpose of the Report**

1. To seek approval to establish 1 FTE (full-time equivalent) Commercial Business Manager post (Hay Band A - £31,167) in the Education Improvement Service from 1st November 2017.

Information and Advice

2. In March 2016, Policy Committee approved a commercial development pilot to explore opportunities to generate income on behalf of the Council. The Education Improvement Service is one of the first three service areas to pilot a commercial development unit (EIS CDU), which aims to offer quality professional development opportunities to schools both in Nottinghamshire and across the East Midlands at competitive prices.
3. The core purpose of the EIS CDU is to ensure that all Nottinghamshire schools are supported to continue to deliver good or better provision and outcomes, whilst bringing additional income into the Local Authority. The intention is that the EIS service should be cost neutral by 2020 and subsequently generate a profit back to the Council.
4. The majority of secondary schools are already academies and the proportion of primary schools which are becoming academies is steadily increasing. As a result, the school improvement grant to the Local Authority will reduce over the next few years, in direct proportion to the number of remaining maintained schools. If successful, the EIS CDU will mean that Nottinghamshire schools will continue to be able to access quality professional development from the Local Authority, even when the grant is no longer available to maintain the EIS workforce.
5. All primary schools, including access to Nottinghamshire's Continuous Professional Development (CPD) offer and the market research carried out by the CDU indicates that schools now joining primary multi-academy trusts (MATs) are keen to access CPD from the Local Authority offer. In addition, schools from other neighbouring local authorities are beginning to access the offer, indicating that there is a market for the service beyond Nottinghamshire, due to the fact that services are being reduced in their local authority.
6. The additional capacity of a full time Commercial Business Manager, with the skills, knowledge and experience of running a commercial service, will ensure that the CDU can

expand the business successfully within and beyond the Council. The Commercial Business Manager will develop service provision, increase revenue and reduce administration by putting in place the following processes (the job description is available as a background paper):

- Sales
- Marketing
- Financial management
- People and change
- Systems and processes

7. The post will free up the capacity in EIS to develop new CPD opportunities whilst continuing to deliver the current offer. This development work will be critical to sustain the quality of the CPD offer, thus securing future income

Other Options Considered

8. Consideration was given to the use of existing Business Support. However, the required commercial skill set was not present within the existing Business Support provision.

Reason/s for Recommendation/s

9. To ensure that the EIS has the commercial expertise to ensure the success of the CDU.

Statutory and Policy Implications

10. 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

11. The post will be funded from the CDU 'pump priming money' for financial year 2017/18. Thereafter, this post will be funded through income generation targets that have previously been agreed through the Commercial Development Unit report to Policy Committee on 16th November 2016. The impact of the Business Manager post will be monitored in relation to the income projections and will be reported at future Policy Committee meetings as part of the ongoing monitoring of the effectiveness of the CDU.

RECOMMENDATION/S

- 1) That the establishment of a Commercial Business Manager post at Hay Band A in the Education Improvement Service from 1st November 2017 be approved.

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Constitutional Comments (KK 05/09/17)

12. The proposal in this report is within the remit of the Children and Young People's Committee.

Financial Comments (SAS 05/09/17)

13. The financial implications of this report are contained within paragraph 11 above.

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.

Commercial Development Unit - report to Policy Committee 16 November 2016

Job Description for post of Commercial Business Manager

Electoral Division(s) and Member(s) Affected

All.

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