

Copeland Council launches Commercial Strategy

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COPELAND Council has launched its new Commercial Strategy – and is currently recruiting a new senior officer to help lead its delivery.

Councillors have voted unanimously to adopt the strategy, which will guide and develop commercial activity within the council over the next four years.

It explores how the council can become financially self-sufficient by delivering progressive and successful income-generating activities, without compromising frontline services, and covers how commercialisation opportunities will be selected, implemented, governed and monitored.

The newly-created role – Head of Operational and Commercial Services – will play a key role in implementing the strategy, with the successful candidate tasked with further embedding a commercial culture within the council and managing the delivery of projects.

Mike Starkie, Mayor of Copeland, said: “Like a lot of local authorities, government funding has reduced significantly and this financial pressure means that Copeland must do things differently.

“We intend to face these challenges head on, and bridge the financial gap by generating our own income.

“The approval of our Commercial Strategy and creation of the Head of Operational and Commercial Services role are fundamental towards this ambition.

“We have achieved some commercial success so far, in grounds maintenance and trade waste contracts and the launch of our pest control service for example, but we are now well-placed to build on this momentum to be recognised as a commercially-focused organisation with a reputation for high-quality services.”

The closing date for applications for the Head of Operational and Commercial Services is Wednesday, October 9. Further details are available at www.copeland.gov.uk [4].

The Commercial Strategy can be found at www.copeland.gov.uk/policy-strategy [5]



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