

RECOMMENDED that: an exception to contract standing orders to allow Alan Butler to be appointed to deliver a number of strategic objectives for the Council and BEST be approved.

Purpose

To seek approval for an exception to contract standing orders to allow Alan Butler to be appointed to deliver a number of strategic objectives for the Council and BEST.

Background

Alan Butler is an experienced professional with a proven track record of creating operational business plans, developing commercial business opportunities and increasing profit. He is therefore ideally suited to provide support to the delivery of the recommendations resulting from the Fourth Street work prior to the reopening of the Spotlight and to work with BEST to help develop its commercial waste business.

The Proposal

The Council

Alan will assist the Council to deliver the high-level recommendations from the Fourth Street report for the Spotlight. Alan will be employed on an ad-hoc basis and paid a day rate.

BEST

Using a four stage (Engage, Plan, Do, Review) approach, Alan will assist BEST with the creation of a business development strategy for commercial waste services and provide the assistance required to implement successfully this strategy.

He will assess BEST's commercial potential and create a detailed business plan, delivery plan and work plans to enable the Company to maximise this potential. He will also assist in setting detailed financial and quality targets.

In order to deliver this, Alan will engage two experienced sales and marketing consultants that he has worked with previously, to provide a hands on approach. They will be fully engaged, and on hand to assist, train and mentor BEST employees in how the different elements and techniques are completed. Alan and his two associates will be employed for circa 34 consultancy days over an agreed time frame.

Financial, Legal and Risk Management Implications

The Spotlight strategic development work will be charged at £500 per day, with days being procured on an ad-hoc, as required basis.

In terms of the BEST commercial waste development work, the 34 days consultancy work required will cost a fixed fee of £18,500.

The rates for both the Council and BEST work are deemed to be value for money, when compared with other consultants used, such as Fourth Street and Sopra Steria consultants, who have recently been employed by the Council following procurement exercises.

Alternative Options Considered and Rejected

Not engaging the services of a consultant will delay progress with the Council's development plans for the Spotlight and BEST's commercial waste business development.

Contribution to the Council's Objectives and Environmental Sustainability Priorities

A thriving economy: Foster development of town centres as vibrant locations for business and leisure – provide a variety of daytime and evening activities and events in town centres.

An effective Council: Maintain a stable financial position – reduce the Council's budget requirement by increasing income from other sources aside from council tax and business rates and maintain financial self-sufficiency, manage the Council's assets efficiently to maximise returns and contribute to Council priorities, develop new income streams through the Council's environmental services company Broxbourne Environmental Services Trading (BEST) Ltd.

Conclusion

The engagement of a specialist business development consultant, Alan Butler who will transfer knowledge and skills to the Council's and BEST's own staff as well as developing the income streams for the Spotlight and BEST will be financially beneficial over the medium term.

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Action reported to the Cabinet on:
