

# West Lindsey District Council

## Entrepreneurial Council

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# West Lindsey

- North West Gateway to Lincolnshire
- Covers 450sq miles
- Three market towns
- Most sparsely populated in East Midlands
- Conservative fourth option District-Committee
- Population 88,000

# The Entrepreneurial Council with a social enterprise mindset

## What do you get when you cross:

- A Global recession
- A 28% grant reduction
- A two year extension to the period of austerity for local government
- Further decentralisation plans to challenge the funding regime

## With:

- Increasing demands for services
- Increasing customer expectations around services
- Increasing expectations to invest for growth to support the local economy

**You get:**

- Innovation
- Entrepreneurialism
- Commercial focus
- Clear priorities
- Empowered communities
- Communities capable of delivering their own needs

**Ok, maybe that's not what you get  
but that's what we identified that we need**

# So what is an Entrepreneur?

- Creative about resources
- Know the horizons and environment
- Champion and networker
- Calculated risks
- Evaluates the options and moves fast
- Open minded and flexible
- Continually learns and develops
- Empowers people to achieve their best
- Quality and relationships, money follows...

Commercial  
approach

Policies

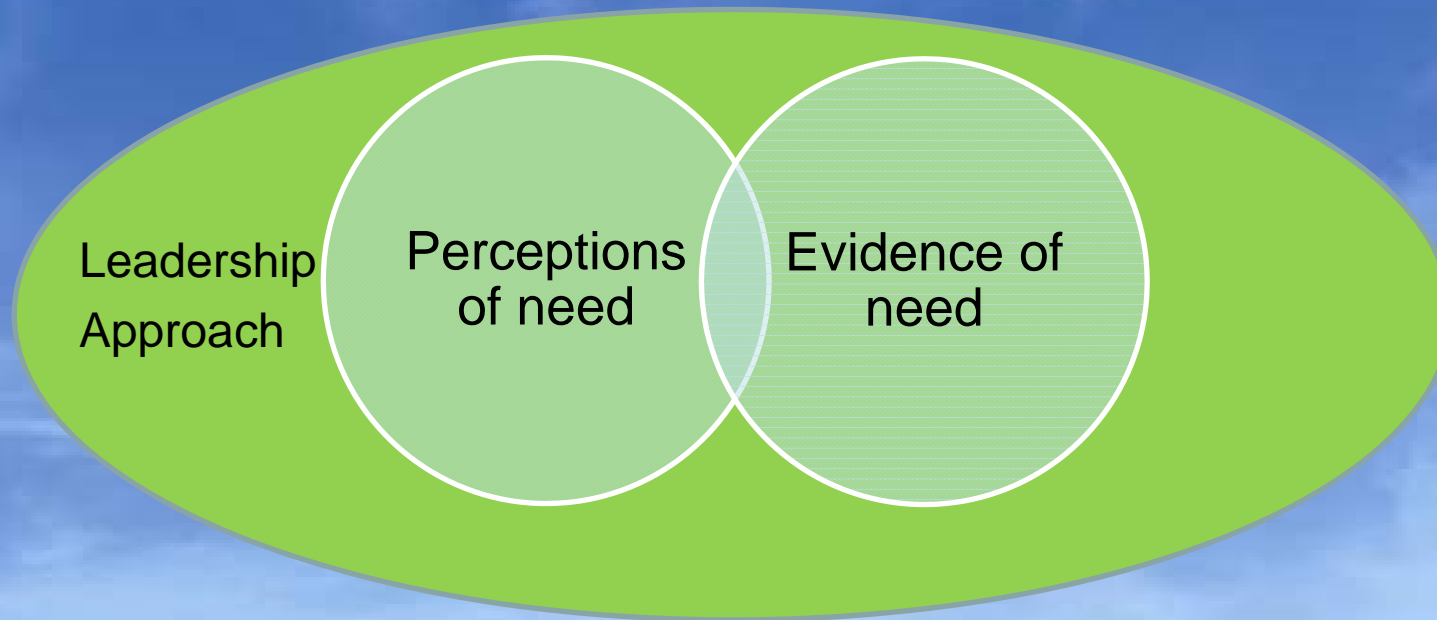
Delivery

= Capacity

= Opportunity



# Developing Priorities



= Customer led priorities for delivery

= Priorities for lobbying

# Co-delivery



Coaching  
Approach

= Community capability to deliver against their own needs



# Many layers within Localism

## County Level

- Strategy and Commissioning
- Infrastructure

## District Level

- Co-ordination and targeting of services
- Co-production and engagement

## Area Level

- Sustainable development –Place

## Neighbourhood/Village

- Community led plans and action

## Street/Village

- Neighbourhood watch/networks
- Volunteering

# Strong Leadership

- Lead by example
- Facilitative, Empowering, yet strong style
- Embrace radical ways
- Ambitious and positive
- Collaborative –relationships of trust
- Creative –range of options –then the best of all...
- Evidence and outcome
- Values –Respect, Customer, Commercial, Learning,  
Can do
- Creative about all resources

# Bringing the staff along

- Involved in developing the Corporate Plan
- Reorganisation based on delivering the Corporate Plan
- Provided training necessary to deliver in new roles with a strong commercial focus

# The Reorganisation

- It wasn't! “OfD”
- Flexible- no structures/silos
- Area and service roles- HoS
- Redeployment- for job enrichment
- Champions- lead on projects and ideas. Members from all parties and officers

# So what?

- Making the most of our assets
- Selling current services
- Selling new services
- Creating new ventures

# Key messages

1. Become more commercially focused to drive down cost, release capacity to generate further income and reduce reliance on central government subsidies.
2. With strong collaboration with the communities we serve, the whole is greater than the sum of its parts.



# Entrepreneurial Council

- Collaboration
- Empowerment
- Commercial approaches
- Ambition
- Results and opportunities



# Thank you for listening

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