

COMMERCIAL SERVICES COMMITTEE
(Devon and Somerset Fire and Rescue Authority)

4 September 2014

Present:-

Councillors Dyke (Vice-Chair)(in the Chair), Edmunds, Leaves, Randall Johnson and Woodman

Apologies:-

Councillors Ball and Healey

***CSC/7.**

Minutes

RESOLVED that the Minutes of the meeting held on 3 July 2014 (as amended to indicate appointment of Councillor Dyke as Vice-Chair) be signed as a correct record.

***CSC/8.**

Exclusion of the Press and Public

RESOLVED that, in accordance with Section 100A(4) of the Local Government Act 1972 the press and public were excluded from the meeting for the following items of business on the grounds that they involved the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A (as amended) to the Act, namely information relating to the financial and business affairs of the Authority and other companies.

***CSC/9.**

Financial Update

(An item taken in accordance with Section 100A(4) of the Local Government Act 1972 during which the press and public were excluded from the meeting).

The Treasurer reported, for information, on the financial performance of commercial activities for the first quarter of the current (2014-15) financial year. Turn-over, gross profit and net profit were all in excess of those for the same period for the last financial year and also higher than the target set for the first quarter of this financial year.

***CSC/10.**

Commercial Update August 2014

(An item taken in accordance with Section 100A(4) of the Local Government Act 1972 during which the press and public were excluded from the meeting).

The Committee received for information a report of the Commercial Business Development Manager (CSC/14/7) on commercial leads and opportunities currently being progressed.

***CSC/11.**

Brand Management

(An item taken in accordance with Section 100A(4) of the Local Government Act 1972 during which the press and public were excluded from the meeting).

The Commercial Business Development Manager reported, for information, on the appointment of a branding agency to assist in analysis of previous commercial performance with a view to utilising the resulting information to inform potential future trading opportunities.

Arrangements would be made for the Committee to be briefed on progress with this initiative as appropriate.

(SEE ALSO MINUTE *CSC/ BELOW).

***CSC/12. Red One Ltd. Resourcing**

(An item taken in accordance with Section 100A(4) of the Local Government Act 1972 during which the press and public were excluded from the meeting).

The Commercial Business Development Manager briefed the committee on resource issues associated with commercial activities at present and potential pressures on these.

The Committee advocated a “watching brief” at present and commented that it may be apposite to revisit this issue in light of the outcome of the brand management exercise outlined above.

(SEE ALSO MINUTE *CSC/ ABOVE).

***CSC/13. Training Academy Schools - Marketing and Commercial Development**

(An item taken in accordance with Section 100A(4) of the Local Government Act 1972 during which the press and public were excluded from the meeting).

The Committee received for information a presentation from the Commercial Training Projects Officer on accredited courses delivered by each of the Training Academy schools in a commercial context, including details of individual marketing plans (which linked in to an overarching marketing strategy), assessments of value for money, identification of target markets, product lifecycles and development etc.

*** DENOTES DELEGATED MATTER WITH POWER TO ACT**

The meeting started at 10.00hours and finished at 12.12hours.