

## Traded Services Action Plan 2016-17 (draft)

### Purpose:

To bring the various traded services across the council under one cohesive organisational umbrella that has its own identity and distinctiveness which offers greater value for money as well as enhancing the council's reputation and good standing.

This will function as a traded division working within Walsall Council that offers a wide variety of support services to schools, academies and other educational settings, not just within the borough of Walsall but also nationwide.

### Actions:

1. To agree upon a service name and branding for the traded elements across the council.

➤ *Education Support Services (ESS) was chosen and agreed upon by the working group.*



2. To ensure that we this branding is used on all traded documentation, brochures, SLA, letters going forward.

➤ *This has started to be implemented across services. The majority of services offer an April to March agreement with schools and are in the final processes of finalising their SLA's for 2016-17 under their old branding. This will be fully implemented for next year.*

3. To rebrand and update the current traded services website to make it more appealing and easier for schools to purchase services from it.

➤ The current website has undergone a major reconstruction in its design. A new web address has been purchased <http://eduss.co.uk/> with the plan to migrate the current site across to that domain.

➤ Phase one of training for teams to update their own pages on the website has taken place with phase two to follow my Easter. All teams will then update and maintain their own webs pages.

- Revised prices and order forms have been added to the service pages where appropriate to allow schools to download and sign up to services, removing previous barriers.
4. To increase our marketing of services and presence this year both inside and outside of Walsall.
- To attend the PNS headteachers forum to showcase our services. The Walsall Leadership Conference and the Education show and the NEC in March. Other events will follow on throughout the year.
  - To have new branding and marketing materials ready to take to these events, the budget for this is being finalised.
5. To share intelligence on 'out of borough' (OOB) schools that currently trade with individual services of Walsall council.
- An OOB schools list has been created and distributed. This will need to be maintained on an ongoing basis for the purposes of cross selling.
6. To have a global awareness of the costs and income from traded services across the organisation and how many staff are directly involved in delivering these services.
- Income, costs and staffing levels have been requested and supplied by services within the Children's directorate. Overall levels of staffing and financial information on the profitability and sustainability of these services have been produced.
  - To further explore efficiencies on how we deliver traded services to schools.