

**Trading Board report – Commercial Business Development**

**Operational Businesses**

**Author – Rob Hill, Commercial Transition Manager  
Graham Lewis, Commercial Manager  
James Young, Operations manager – Events**

**Monitoring/CCTV**

- CCTV maintenance contract is due for renewal in April 17. An updated specification is being drafted.
- Essex wide CCTV users group is in place to share best practice and share training cost efficiencies.
- Working to increase the broadband connection speed into the CCTV control room as part of the town centre works.

**Helpline**

- The service continues to look for opportunities to grow, increasing the economies of scale for the service and focusing on three levels of growth.
  1. Large scale Service Increases - Stakeholder engagement  
Ambulance service, Essex County Council, Clinical Commissioning Group (CCG), Colchester Borough Homes, Housing, Home Adaptations and 111.
  2. Medium size service increase - Referral sources  
A key focus is to engage with referral partners and stakeholders to ensure that anyone who could be referred into Helpline is so. Eg Care Homes, CCGS, private landlords, and other referral pathways.
  3. Small size service increase - Approximately 60% of current business comes from individual self-referral - A general awareness rolling marketing campaign will continue in the local media and face to face to ensure market presence is maintained.

Examples of recent face to face activity include;

Co-op foyer; B & Q foyer; Peldon Village Hall; Speed dating event – Colchester fire station; Waitrose foyer; East Mersea Parish Council; Colchester Library awareness; MS talk; Community action day; GP lunch; Mersea Parish Council; One Colchester meeting; Community Harvest Mersea; Winter Warmth Greenstead.

**Bereavement Services**

- The Mersea road wall repairs have been completed
- Anglian Water have now confirmed the approved installation method for a water tap in the Cemetery extension - this work can now be programmed.

- The new memorial purchasing website 'In Their memory' will shortly be launched – this will allow customers to buy memorials in private or with the assistance of our team.
- We will shortly be launching a booking module which will allow Funeral Directors to book services directly into a shared diary
- Contracts for the delivery of Assisted Funerals and for Stone Masonry are due to be awarded shortly.

## **Events**

The Colchester Event Company launch has taken place, the website is now live and profile is being maximised for a service that now encompasses venue/open space related event management. Utilisation of the Artifax booking system will produce cross venue efficiencies and potential customers are being referred to appropriate venues.

- Charter Hall - The venue successfully hosted, 'Sorry I haven't a Clue' which played to a sell-out audience. In the coming months, Jimmy Carr and Steve Backshall will play the venue.  
The venue diary for 2017 is coming together and higher profile artists and better financial deals are being negotiated for Colchester Borough Council. The aim is to have confirmed programming for 18 months in advance by Jan 2018.  
We continue to work with The Mercury Theatre in relation to scheduling, ticketing, technical and Health and Safety. We are currently working on a report which recommends improvements/upgrades to provide a better customer experience.
- Town Hall and Colchester Castle - The Town Hall hosted a successful Wedding Showcase as part of the Colchester Event Company launch week and there are a regular number of planned events.  
Community Weddings continue to be popular and we are now promoting a number of add on packages to enhance the experience and assist with the event planning. The Events Team are taking responsibility for the tours and customer contact, supported by the Castle team.
- Open Air Events including Castle Park - Light and Shade - Back at the Future was delivered 29/30 November, linking the town centre to the park, shopping centres to arts and day to night time economy with a more commercial focus. An outline 2017 event plan following assessment of applications will be available in January 2017. Plans for this year's Colchester Xmas weekend are ongoing and meetings with potential partners for 2017 are taking place.

## **Building Control**

The Building Control Team are currently fully staffed and are working well to deliver their service to our customers. Being fully staffed has allowed the Building Control manager and the team to have time to spot and sign up any unauthorised work and increase our market share across the Borough.

The team are working with colleagues across the organisation in relation to implementation of appropriate Business Systems and ICT to allow for a more efficient, proactive service delivery.