

Appendix 4a

Torbay Council – Role of Business Development Manager

Objectives

- Increase client base to cross sell Council support services to public and private sector clients
- Investigate all income generation opportunities for creating revenue to the Council
- Build robust business cases for income generation activities, incorporating risks, mitigants and challenges
- Research potential new clients, prospect them to secure new business opportunities
- Develop the Councils external customer facing proposition to create commercial success
- Promote the Council as a quality service provider in key target areas.

Deliverables 2016

- Services to Schools – enhancing our offer to schools to capture a broader range of Council services and maximise income generated from this client base.
- Advertising – Website and on street ad boards (outside of the Immediate Solutions contract). Developing an effective marketing approach and commercial response to sourcing advertising income.
- Film friendly – enhancing our welcome to production companies to encourage filming activity in Torbay with the associated income benefits for the Council and local businesses
- Business Services – Developing an external facing brand promoting the Councils offer from a range of services.
- Considering the operating structure the Council needs to develop its commercial aspirations, for example Alternative Business Structures and regulatory approval.
- Tendering – Bidding for tender opportunities across a range of services, creating income for the Council.
- HubMail – Developing our print offering with a range of public and private sector clients to enable the Council to achieve savings from volumes based pricing tiers, with additional income from our client base.