

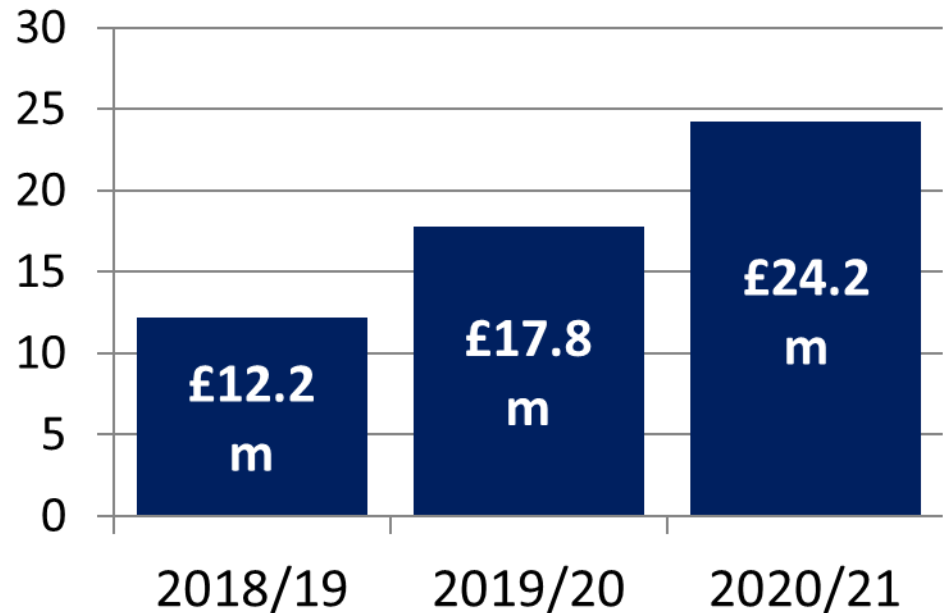
Enterprising councils – the challenges of making commercialisation happen

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The Financial Challenge

- Successfully delivered **£204m** savings over the last 5 years + a further **£24m** in 2017/18
- Our strategy has been:
 - Managing Demand/ Cost Pressures
 - Increasing Income
 - Reorganising the way we deliver services



The Cultural Challenge



The Leadership Challenge



Success Factors



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£3.90
all day*



At Broadmarsh Car Park
* Park before 9.30am, stay up to midnight, Mon – Fri
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Thank You

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