

CABINET MEMBER FOR RESOURCES AND COMMISSIONING

Venue: Town Hall,
The Crofts,
Moorgate Street,
Rotherham S60 2TH

Date: Tuesday, 12th April, 2011

Time: 11.30 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested, in accordance with the Local Government Act 1972 (as amended March 2006).
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of meeting held on 14th March, 2011 (Pages 1 - 4)
4. RBT Performance Report (Pages 5 - 17)

(The Chairman authorised consideration of the following 2 items to enable Members to be fully informed.)

5. Rotherham Means Business 2011 (Pages 18 - 23)
6. Commissioning Priorities

CABINET MEMBER FOR RESOURCES AND COMMISSIONING
Monday, 14th March, 2011

Present:- Councillor Wyatt (in the Chair) and Councillor Buckley.

An apology for absence was received from Councillor Sharman .

K49. MINUTES OF MEETING HELD ON 14TH FEBRUARY, 2011

Consideration was given to the minutes of the previous meeting held on 14th February, 2011.

Resolved:- That the minutes of the meeting held on 14th February, 2011, be approved as a correct record.

K50. RBT PERFORMANCE REPORT FOR JANUARY, 2011

Mark Gannon, Strategic Commissioning Manager, presented the submitted report which summarised RBT's performance against contractual measures and key service delivery issues for January, 2011, across the areas of Customer Access, Human Resources and Payroll, ICT, Procurement and Revenues and Benefits.

Key points for this period included:-

Customer Access

- All performance targets achieved with the exception of the telephony element of CA05 (Contact not Abandoned) which achieved only 87.39% against a target of 90%. As anticipated, the Repairs Service continued to receive high call volumes during January due to the expected surge in customers calling in relation to non-emergency repairs. Also high volumes of calls regarding changes in bin collections received following changes over the Christmas period
- Issues remained around the Contact Centre being able to contact Wilmott Dixon. Wilmott Dixon continued to be unable to supply a presence within the contact centre. An e-mail solution was being piloted in an attempt to resolve the issues
- Charging for replacement wheelie bins had commenced on 17th January, 2011. The Contact Centre had taken 30 payments for replacement bins with 10 customers refusing to purchase a replacement
- A meeting held to look at the current scope of advice offered by the Welfare Rights and Money Advice Service
- 1 complaint received in January which was closed not upheld

Human Resources and Payroll

- All performance targets achieved
- Server Refresh now complete
- Yourself version 12 had been delayed until 21st March
- Work on consultancy support to Dudley MBC was progressing
- Aston Comprehensive School was to become an Academy from 1st May, 2011

ICT

- All performance targets achieved
- RMBC and Sheffield City Council had established a joint Emergency Planning Shared Service with Sheffield's Emergency Planning staff to be based in Bailey House
- Notification received that the Authority had passed its annual Government Connect assessment. However, the assessor had made it conditional on the encryption of the laptops of all Government Connect users and the prevention of those people from using unencrypted memory sticks/CDs. RBT had started work on this and committed to have the improvements in place by the end of May, 2011.
- HR Server upgrade completed

Procurement

- All performance targets achieved
- Former BVP18 achieved 90.36%. This had been impacted by the severe weather. The current year to date position was 94.69%, an improvement on the same point during 2009/10 when performance achieved a year to date figure of 94.31%

Revenues and Benefits

- Council Tax Collection Rate 92.14% at the end of January, 2011, 0.9% lower than the same point in 2009/10
- The target for 2010/11 continued to be a Council Tax Collection Rate which placed Rotherham in the upper performance quartile for Metropolitan District Councils with a minimum collection level of 97.0% regardless of quartile position
- There had been 3,579 Council Tax Liability Orders referred to the bailiff up to the end of December, none of which were classed as a vulnerable case
- Average number of days taken to action a Council Tax Change of Circumstance was 13.61 days. This was better than the performance level which the service aimed to achieve i.e. 14 days
- NNDR collection rate was 95.58% at the end of January, 2011, 0.63% behind the same point in 2009/10
- The NNDR collection figure had been adjusted to incorporate the affect of the NNDR Deferral Scheme. The year end target remained a collection rate which placed Rotherham in the upper performance quartile for Metropolitan District Councils with a maximum collection level of 98.5% regardless of quartile position
- 357 Business Rates Liability Orders had been referred to the bailiff in the current financial year up to the end of January, 2011
- The number of cases under NNDR Deferral Scheme currently stood at 184 allowing for a deferral of £394,503
- No complaints were received

Discussion took place on the report with the following issues highlighted/raised:-

- Wilmott Dixon would not be placing any work planners in the Contact Centre. This method of working had worked well in the past with 2010 Rotherham Ltd. with Morrisons having adopted the same practice. Meetings were still taking place in an attempt to resolve this issue
- A further meeting was to be held to look at the way forward with regard to Welfare Rights and Money Advice across the Borough
- An excellent Meet the Buyer event held on 11th March
- Ongoing discussions between the Council and RBT

Resolved:- That RBT's performance against contractual measures and key service delivery issues for January, 2011, be noted.

K51. COMPLAINTS FORUM

Consideration was given to the minutes of the Complaints Forum held on 21st February, 2011.

Resolved:- That the contents of the minutes be noted.

K52. CUSTOMER ACCESS STRATEGY GROUP

Consideration was given to the minutes of the Customer Access Strategy Group held on 21st January, 2011.

Resolved:- That the contents of the minutes be noted.

(THE CHAIRMAN AUTHORISED CONSIDERATION OF THE FOLLOWING ITEM TO ENABLE MEMBERS TO BE AWARE OF THE CURRENT SITUATION.)

K53. COMMISSIONING UNIT

Matt Gladstone, Director of Commissioning, Performance and Policy, gave a verbal report on the new staffing structure and the work of the Unit.

The Unit's focus across the Council was to be on the high spending areas and the need to re-commission differently with the main priorities being:-

- Achieving £400,000 budget savings excluding CYPs
- Ongoing Commissioning Review led by the Strategic Director of Neighbourhoods and Adult Services
- Children and Young Peoples' Services
- Adult Social Care
- Health and Joint Strategic Needs Assessment
- RBT Contract
- Commissioning culture, support and training

Resolved:- That the report be noted.

K54. EXCLUSION OF THE PRESS AND PUBLIC

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part I of Schedule 12A to the Local Government Act 1972 (information relating to the financial or business affairs of any person (including the Council)).

K55. FINANCIAL SYSTEMS TRANSFORMATION AND OPTIMISATION PROGRAMME - EXEMPTION FROM STANDING ORDERS

Stuart Booth, Director of Central Finance, submitted a report requesting approval for exemption from Standing Order 48.1 (requirement to invite 3 to 6 tenders for a contract with an estimated value of £50,000 or more) in order to contract directly with Advance Business Solutions as the proprietary provider of Cedar e5.3, in respect of new products and associated professional services.

The purpose of the upgrade was the transformation and optimisation of the Council's financial systems as part of a scheme to enable the Financial Services Directorate to deliver and underpin the objectives of the Financial Services' review and to support the Council's wider objective of delivering more for less without compromising the level or quality of services.

The revenue consequences of the upgrade were built into the Council's Medium Term Financial Strategy.

The Assistant Chief Executive (Legal and Democratic Services) concurred with the proposal.

Resolved:- (1) That an exemption from Standing Order No. 48.1 (requirement to invite 3 to 6 tenders for a contract with an estimated value of £50,000 or more) be approved and Advance Business Solutions be appointed to provide additional goods and professional services for the upgrading of Cedar e5.0 to Cedar e5.3.

(2) That regular updates on the implementation of the system be submitted to this meeting.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Resources & Commissioning
2.	Date:	12th April 2011
3.	Title:	RBT Performance Report for February 2011
4.	Directorate:	Commissioning, Policy & Performance

5. Summary

This report summarises RBT's performance against contractual measures and key service delivery issues for February 2011 across the areas of:

- Customer Access
- Human Resources & Payroll
- ICT
- Procurement
- Revenues & Benefits

6. Recommendations

The Cabinet Member for Resources and Commissioning is asked to:

- **Note RBT's performance against contractual measures and key service delivery issues for February 2011.**

7. Proposals and Details

Full details of performance against operational measures for February 2011 for all workstreams are attached at Appendix A. It should be noted that the majority of operational measures for the Revenues and Benefits workstream are annual and information provided is for monitoring purposes only.

7.1 Customer Access

7.1.1 *Overall Performance*

All Customer Access operational measures were achieved according to their contractual targets during February 2011.

7.1.2 *2010 Repairs & Maintenance*

There has been a significant improvement in the performance of the 2010 Rotherham Repairs service which has resulted in call volumes reducing to acceptable levels. In addition, work has been undertaken to resolve a number of outstanding issues between the two services. Co-location of Willmott Dixon staff members is now less of a problem as Willmott Dixon is able to respond to telephone calls from the contact centre.

RBT and 2010 Rotherham have held a scripting workshop which has helped to resolve a number of concerns. In addition, the contact centre is supporting a data cleansing exercise so that Willmott Dixon can use text to let customers know when they are visiting; this should help to reduce avoidable contact levels.

7.1.3 *Welfare Rights & Money Advice*

The Welfare Rights and Money Advice service is actively participating in the review of advice which is delivered in Rotherham. The review is identifying the current scope of advice offered by the service and will make recommendations in April, as to how the service can work more effectively within the 'New Model of Advice'.

7.1.4 *Complaints*

No complaints were received by the service during February 2011.

7.1.5 *Registration Service*

The Registration Service has been struggling to achieve the service levels laid down by the GRO due to the high volumes of long term sickness which is being experienced within the team. Additional resources have been moved into the Registration Service from the contact centre and the service development team; service levels are expected to be brought back to target levels from May 2011.

7.2 Human Resources and Payroll (HR+P)

7.2.1 *Overall Performance*

All targets for operational measures were achieved during February 2011.

7.2.2 *Current & Upcoming Projects*

Following completion of the HR Server refresh some difficulties have been experienced with the impromptu reporting tool and work is currently taking place to resolve these. This could mean users accessing standard reports via self service rather than writing adhoc impromptu reports.

The PSe statutory maintenance upgrade has been received and loaded to the test environment to allow for full testing and will be ready for year end processing.

The RMBC roll out of Internet Explorer version 8 (IE8) is causing some issues in relation to Yourself access. Some of the self service screens are not working for employees with IE8. Compatibility issues have been raised with the ICT Client Manager and RBT Project Manager. Development work to enable the Yourself screens to be fully compatible with IE8 will take place after year end work is completed.

Work on the Dudley MBC project continues to progress and the Technical Specification has been signed off.

The Service Centre joined a NAS workshop relating to the new Webroster handheld system soon to be introduced to the Home Care Service. It is hoped the system can provide an interface of hours worked that will feed PSe and cancel the need for timesheets going forward. HR has been asked to work with the Webroster Team to find a workable solution.

7.2.3 *Aston Comprehensive School*

Aston Comprehensive School has notified HRP that they are fast tracking to Academy status and expect to go live from the 1st May 2011. Discussions have taken place with the Business Manager in relation to changes to processes associated with a move to Academy status and the timescales for setting up employer references, BACS facilities etc. The school have confirmed that they will continue to buy back services from the HRP Service after they have achieved Academy status.

7.2.4 *Payroll*

Year end work will dominate HRP processing over the coming weeks. The first year end closure took place on the 19th March with schools' payroll closure on the 26th March and weekly payroll on the 29th March. The start of the new financial year will see re-banding for Local Government pension contributions.

EDS Facilities Services are exploring the possibility of transferring their weekly paid workforce to a monthly payment.

The new NI, tax thresholds and statutory payments are now available and new rates will be applied from week 1/month 1 for 2011/12. A decision regarding employer's Local Government and Teacher's pension rates is still awaited.

All School Improvement Partners (SIPs) are now established on the payroll and payment processes comply with HMRC's instructions.

7.3 ICT

7.3.1 *Overall Performance*

All targets for the ICT Service were shown as achieved in February 2011.

7.3.2 *Riverside House ICT Fit-out*

RMBC and RBT have reached agreement on the proposal for the ICT fit-out of Riverside House and the migration of our data centre from Civic to the fourth floor of the new building.

The new data centre will bring a huge improvement in our ICT resilience and will reduce the risk of system downtime significantly. In addition to data centre migration, the project will deliver a new LAN (Local Area Network) for Riverside and the relocation of desktop hardware.

At the moment all our back-up hardware is located in the Central Library. This infrastructure will be moved to the machine room within Bailey House to ensure geographical separation from Riverside House.

Finally, as part of this project we will decommission the ICT and LAN in some of the Council's largest buildings including Bailey House (partial decommission), Civic Building, Norfolk House, Central Library, Doncaster Gate, Reresby House, Enterprise House and Phoenix House.

7.3.3 *Electronic Document Records Management System (EDRMS) Programme Manager*

An EDRMS Programme Manager is now in post and has already instilled significant momentum in the project with an EDRMS Programme Board now established and the first draft of the EDRMS project plan complete. A new Intranet site has also been created which will act as the definitive source of EDRMS information and communication.

An update on EDRMS progress and suggestions on how the programme might be managed between now and Riverside House occupation has been prepared for SLT.

As part of the EDRMS Programme Norfolk House basement was rationalised on the 25th March 2011 and it is estimated that in excess of 500 boxes worth of records were disposed of and 100-150 boxes worth of records sent to the archivist as they had historical value. A further 50-100 boxes of records were sent for scanning. In addition to the records 3 x 12 tonne skips were required to dispose of obsolete material that had accumulated.

7.3.4 *ICT Support for the May Elections/Referendum*

Planning for ICT support during the May elections is well advanced. This year's elections are unusual in that on the 5th May there will be 3 separate polls:

- Local Authority Elections
- Parish Elections
- Alternative Vote (AV) Referendum

Tests are being carried out to check that Magna has the requisite connectivity before a 'dress rehearsal' of the new AV electronic result returns process on the 8th April. The actual results will be counted and returned on the 6th May.

During previous counts we have used RBT's ELVIS (Elections Live Voting Interactive System) to display the results to the Magna audience whilst separately entering the results in to the RMBC website. This year we will only enter the results in to the RMBC web site and this will be configured to display the results on Magna's big screen, reducing costs.

7.3.5 *Complaints*

No complaints regarding the service were received in February 2011.

7.4 Procurement

7.4.1 *Overall Performance*

All targets for the Procurement workstream were achieved in February 2011.

7.4.2 *BVPI8*

Performance for February 2011 for payment of undisputed invoices within 30 days was 93.24%.

The current year to date position of 94.56% has dipped below performance at the same point during 2009-10 when performance achieved 94.62%.

7.4.3 *Addressable Spend & Savings Tracking*

Addressable spend and savings figures for are as follows:

Savings in month of January	Savings year to date	Estimated Savings to year end	Addressable Spend in February	Addressable Spend Year to Date
£283k	£3.455m	£3.5m	£3.455m	£19.432m

7.5 Revenues and Benefits

7.5.1 *Council Tax*

As at the end of February 2011 the Council Tax Collection rate stood at 94.9%, which is 0.09% behind the same point in 2009-10. The year-end target continues to be that RBT achieve a Council Tax Collection Rate which places Rotherham in the upper performance quartile for Metropolitan District Councils, with a minimum collection level of 97% regardless of quartile position.

The following table illustrates recovery action taken in the year to date compared with the same point in 2009-10:

Council Tax Collection – Recovery Procedures		
Documents Issued	At February 2011	At February 2010
Reminders	43,911	42,660
Summonses	13,658	12,063
Liability Orders	9,148	9,839

The total number of Council Tax Liability Orders that had been referred to the bailiff in the financial year up to the end of February 2011 is 3,726 of which two were classed as vulnerable cases.

The average number of days taken to action a Council Tax Change of Circumstance was 6.76 days at the end of February 2011 which is in excess of the performance level which the service aims to achieve of 14 days.

7.5.2 *NNDR*

NNDR collection performance stood at 96.71% at the end of February 2011, which is 0.78% ahead of the same point in 2009-10. The NNDR collection figure has been adjusted to incorporate the effect of the NNDR Deferral Scheme. The year-end target for NNDR collection remains a collection rate which places Rotherham in the upper performance quartile for Metropolitan District Councils, with a minimum collection level of 98.5% regardless of quartile position.

The following table illustrates the current levels of recovery action being taken:

NNDR Collection – Recovery Procedures		
Documents Issued	At February 2011	At February 2010
Reminders	5,134	4,342
Summonses	1,267	1,229
Liability Orders	730	801

The total number of Business Rates Liability Orders that had been referred to the bailiff in the financial year to the end of February 2011 was 374.

With reference to the NNDR Deferral Scheme, the number of active cases currently stands at 184 allowing for a deferral of £395,173.

7.5.3 *Other Service Measures*

Performance against the remaining Operational Measures continues to be satisfactory. The benefits caseload has decreased slightly from the last period with work continuing to ensure that all measures continue to be met.

7.5.4 *Complaints*

No complaints regarding the service were received in February 2011.

8. **Finance**

The contract with RBT includes a service credit arrangement. The effect of this is that should an operational measure not achieve its target, a calculation (based on the amount by which the target was missed including weighting) results in a financial penalty for RBT.

No service credits were generated during February 2011.

9. **Risks and Uncertainties**

The Strategic Commissioning Unit work with RBT to proactively identify and manage risks to prevent negative impacts on performance that may affect our corporate performance scores or service delivery.

10. **Policy and Performance Agenda Implications**

The partnership is responsible for key areas of service delivery and therefore has a significant role in the delivery of key national and local performance indicators. The partnership also supports Council directorates in their service delivery.

11. Background Papers and Consultation

RBT performance reports for February 2011.

Contact Name:

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Customer Access Measure	Ref	Target	Dec	Jan	Feb	Status	Comments
Cost per Transaction (Face to Face)	CAO1	4.5		3.87		★	Quarterly measure, reporting 1 month in arrears; smaller is better target.
Versatility Measure	CAO2	90	96.06	94.44	94.23	★	
First Contact Resolution by Channel (Face to Face)	CAO3	100	100	100	100	★	
First Contact Resolution by Channel (Telephony)	CAO3	95	97.5	100	97.5	★	
Average Call Quality Assessment	CAO4	95	97.63	97.28	97.52	★	
% of Contact not Abandoned (Face to Face)	CAO5	85	99.56	99.65	99.79	★	
% of Contact not Abandoned (Telephony)	CAO5	90	59.13	87.39	96.67	★	
Complaints Handling	CAO7	90	100	96	96	★	Reported quarterly with additional information for tracking.
Provision of Management Data	CAO9	100	100	100	100	★	

More than 2% above target
 Within 2% of target
 More than 2% below target
 Unable to report at this time



HR&P Measure	Ref	Target	Dec	Jan	Feb	Status	Comments
Accuracy of Contracts	HRO1	95	100	100	100	★	
Accuracy of Payment	HRO2	99.5	99.92	99.84	99.93	★	
% of Enquiries Resolved at First Point of Contact	HRO3	80	98.84	98.3	98.01	★	
P45s issued within 3 working days	HRO4	98	100	100	100	★	
Manual Cheques issued within 1 working day	HRO5	98	100	100	100	★	
Non-Statutory Returns by Due Date	HRO6	100	100	100	100	★	Quarterly Measure
Quality of Information Given to Caller	HRO7	90	100	100	100	★	
% Contracts of Employment Issued within 15 working days	HRO8	90	100	100	100	★	
CRB Process	HRO9	95	100	100	100	★	
Provision of Management Data	HRO10	100	100	100	100	★	

More than 2% above target
 Within 2% of target
 More than 2% below target
 Unable to report at this time



ICT Measure	Ref	Target	Dec	Jan	Feb	Status	Comments
% Availability of Website	ICTO1	99	100	100	99.97	★	Measure is being renegotiated as only monitoring online payments since website move to Jadu.
% Availability of Business Critical Applications	ICTO2	99	100	99.97	99.7	★	
% Availability of Telephony Systems	ICTO3	99	100	100	100	★	
% Faults Fixed in Agreed Timescales	ICTO4	94	95.93	97.91	97.73	★	
% ICT Change Requests Completed in Agreed Timescales	ICTO5	95	99.49	99.61	99.13	★	
% Complex Change Requests Completed to Agreed Specification	ICTO6		81.5	96.55	93	❓	New measure; currently baselining prior to a target being negotiated.
First Contact Resolution	ICTO7	30	40.35	41.94	36.07	★	
% Print Jobs Completed as Agreed	ICTO8	95	100	100	99.9	★	
Anti-Virus Measure	ICTO9		75.97	75.6	74.86	❓	New measure; currently baselining prior to a target being negotiated.
Average Time Taken to Answer Calls	ICTO10	85	91.09	95.05	97.38	★	

More than 2% above target
 Within 2% of target
 More than 2% below target
 Unable to report at this time



Procurement Measure	Ref	Target	Dec	Jan	Feb	Status	Comments
% Catalogued Goods or Services Delivered within Lead Times	PO1	88.72	99.42	97.13	98.47	★	
% Cheque Requests Processed on Next Available Payment Run	PO2	98.46	98.23	99.69	99.74	★	
% Undisputed Invoices Input within 25 calender days	PO3	99.22	99.23	99.25	99.42	★	
% non-eRFQ Open Requisitions Consolidated into Purchase Orders	PO4	78	85.76	88.04	88.85	★	
% Framework Agreements Risk Assessed for Impact on Local Economy	PO5	96	100		100	★	Quarterly measure.
% Framework Agreements Developed with consideration given to Sustainability	PO8	98	100		100	★	Quarterly measure.
Provision of Management Data	PO9	100	100	100	100	★	

More than 2% above target
 Within 2% of target
 More than 2% below target
 Unable to report at this time



Revenue & Benefit Measure	Ref	Target	Dec	Jan	Feb	Status	Comments
% Council Tax Collected	RBO1	97	82.90	92.14	94.90		Annual measure.
% NNDR Collected	RBO2	98.50	87.40	95.58	96.71		Annual measure.
Time Taken to Process HB/CTB New Claims and Change Events	RBO3	15	13.72	14.21	13.95		Annual smaller is better measure.
Number of Fraud Prosecutions & Sanctions per 1000 caseload	RBO4	4.25	5.65	6.00	6.82		Annual measure.
Cumulative Council Tax Arrears as compared to Council Tax Year End Total Collectable Debt	RBO5	4.8					Annual smaller is better measure; monitoring data not available.
Year End Council Tax Write Off as % of Collectable Debt	RBO6	0.27			0.17		Annual smaller is better measure; monitoring data not available.
Number of Changes in HB/CTB Entitlements within the year per 1000	RBO7	TQM	540	682	682		Annual measure.
Level of LA Overpayments not to exceed LA Error Local Subsidy Threshold	RBO8	0.48	0.37	0.37	0.37		Annual smaller is better measure.
Total Amount of HB Overpayments recovered in period as % of HB Overpayments outstanding	RBO9	41	44.40	49.50	51.25		Annual measure.
% New Benefit Claims Decided within 14 days of Receipt	RBO10	90.5	91.57	91.81	92.51		Quarterly measure.
Total Amount of HB Overpayments written off during the period as % of Total Amount of HB Overpayments	RBO11	6.99	1.70	1.58	1.55		Annual smaller is better target; monitoring data not available.
% Applications for HB/CTB Reconsideration / Revision Actioned & Notified within 4 weeks	RBO12	75	87.45	87.60	87.68		Annual measure.
% HB/CTB Appeals Submitted to the Tribunal Service in 4 weeks	RBO13	85	98.00	98.21	96.72		Annual measure.
Provision of Management Data	RBO14	100	100	100	100		

More than 2% above target
 Within 2% of target
 More than 2% below target
 Unable to report at this time





Ignite The Entrepreneur In You

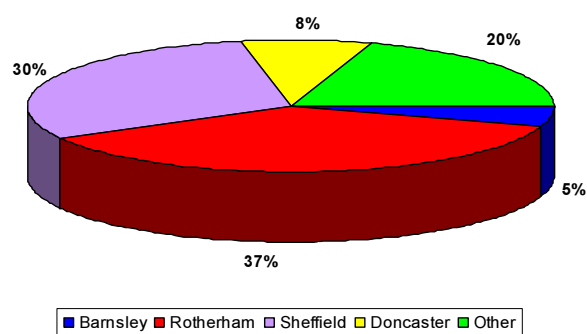
Briefing Paper

Event Overview

Rotherham Means Business 2011 was Rotherham's first Enterprise and Business show held on Thursday 10th March, 8.30 – 4.00pm at Magna Science Centre, Rotherham. The event was sponsored by UK Steel Enterprise Ltd, The Source, AESSEAL and the Work and Skills board. The project was also part-financed by European Regional Development Funding.

The event was held in conjunction with Rotherham Council's third annual Meet the Buyer event in partnership with Business Link. Rotherham Enterprise Show Committee (RESComm) was the organising committee, consisting of key stakeholders working together to deliver the show.

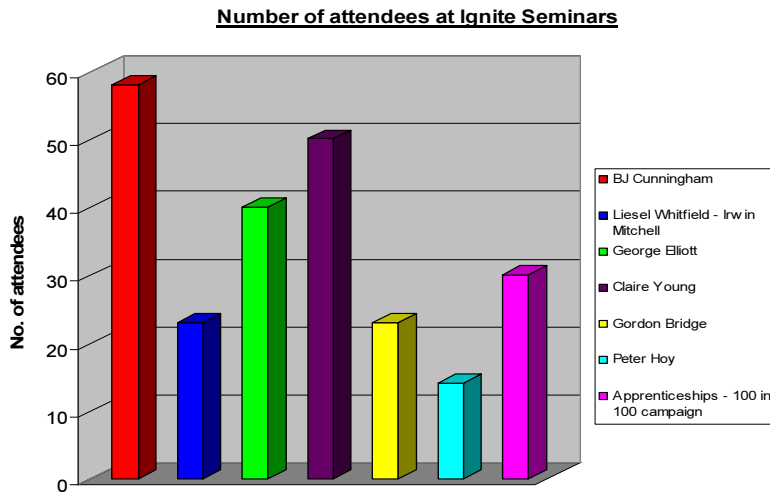
The event was incredibly successful, with 517 delegates pre-registering with Business Link through the Rotherham Means Business website and a total of 486 who attended, 112 of those choosing to register on the day. Delegates attended from across Rotherham, South Yorkshire and some came from even further afield, demonstrating the appeal and need for such an event.



Seminar Programme

Two purpose built seminar rooms were constructed in Magna's main hall, one for Meet the Buyer and one for the Ignite section. Each room could hold up to 120 delegates and ran a packed seminar programme throughout the day. Seminars offered thought provoking presentations from a great range of experienced and some local speakers who shared their knowledge and expertise on a variety of different business related subjects.

All the ignite seminars had a good attendance, with some proving particularly popular. The keynote speaker BJ Cunningham seemed a particular favourite and achieved the highest delegate attendance, however the overall programme received a great response.



Below are some of the quotes received from delegates who shared their thoughts on the seminar programme:

“The Customer service seminar was excellent and inspiring! BJ Cunningham was humorous, interesting and a great start”.

“Gordon Bridge is an inspirational local man - nice chap”

Exhibitors

In total there were 36 exhibitors at the event. The main hall at Magna was split into three different zones; Enterprise and start up, Business to Business and Meet the Buyer. Ignite had 24 exhibitors, to name but a few:

- NHS – Mind your own Business
- Barnsley and Rotherham Chamber of Commerce
- South Yorkshire Passenger Transport Executive
- Rotherham Youth Enterprise
- Voluntary Action Rotherham
- Park Inn Rotherham
- The Junction
- Bull Information Systems
- Business Link

Meet the Buyer had 12 public sector exhibitors which gave local businesses an opportunity to discuss how to trade with the sector, find contract opportunities and how to bid on upcoming contracts. Meet the Buyer exhibitors were:

Rotherham Council Procurement & Commissioning
Yorkshire Gold Business Club
Sheffield Hallam University
Dearne Valley College
YORbuild
Wilmott Dixon
Construction Network
Rotherham General Hospital Trust
South Yorkshire Police
South Yorkshire Fire & Rescue
Sheffield Council/Buy4Sheffield
NPS Barnsley (Barnsley Council)

An Ignite exhibitor feedback poll took place halfway through the event to capture their thoughts on the event. The responses were extremely positive, 95% of those asked thought the event was a success, 86% had already achieved their aims for exhibiting at the event before midday and 82% felt the event had been great value for money.

Exhibitors were also asked if they would have done anything differently. A number of constructive criticisms were received, however this was a small amount in comparison to the number of overall exhibitors.

The top answers received were: Catering, stand location, increased footfall and more stands.

Exhibitor Mark Slater of Bull Information Systems said *“The event was extremely well attended and gave us a great opportunity to showcase what we do. As an IT Solutions provider in the region we are keen to work further with Public and private sector businesses in Rotherham and this event raised our profile greatly”*.

Final Budget Overview

Income	
Sponsors	£12,000.00
Event Partners Business Link	£3,000.00
Exhibitors – 17 paid stands	£8,400.00
ERDF Funding	£2,457.00
TOTAL INCOME	£25,857.00

Expenditure	
AV, Shell Scheme	£10,481.00
Other	£47.00
Event Photography	£297.00
Marketing	£420.00
Speakers	£5,396.00
Supporting Materials	£3,786.00
Telesales	£750.00
Venue & Catering Costs	£4,680.00
Website	£0.00
TOTAL EXPENDITURE	£25,857.00

As can be seen from the above information, the event was delivered at no expense to Council Tax payers.

Delegate Feedback

Disappointingly only 12 delegate feedback forms were completed and returned despite forms being in every delegate pack. This outcome was predicted by RESComm, as this has been the case at previous events, and so an exit poll was also undertaken. Exit polls were completed by 96 delegates on leaving the event. This covered the following four questions:

1. **Which sector are you from?** - 95% of the delegates worked in the private sector which was the key target for the event.
2. **Where is your business based?** – Like the full delegate list, the exit poll indicated the biggest part of attendees came from Rotherham followed by Sheffield, Doncaster, Other and Barnsley.

3. What was most useful for you today?

- 36% - Networking
- 25% - Stands
- 25% - Meet the Buyer
- 8% - Other
- 6% - Speakers

4. What difference will attending the event make to your business? Some of the responses are found below:

"It's given me an opportunity to contact businesses I'm not working with at the moment & potentially increase my customers"

"Its given me the opportunity of going back to organisations that you have put me in touch with & work together with them, and also stop me feeling so isolated"

Of the delegate feedback forms received, the following results were achieved:

- 100% thought the event was relevant to them
- 100% thought the event had met their expectations
- 83% said that the event had given them the confidence to progress their ideas further

The feedback received also provided some suggested improvements if the event was to be run again, such as:

"Make the event 10 - 2 pm; it will make it easier to network"

"Repeating the seminars would have been good"

Lessons Learnt

Obviously we also received constructive comments on how we could have improved the event. Feedback from delegates, exhibitors, sponsors staff and the 'After show' Rotherham Enterprise Show Committee meeting has produced a list of lessons learnt that can be drawn upon to consider for a future event.

The lessons learnt are;

- Improvements made to the sponsorship package for example; sponsorship of individual items such as seminars/delegate packs, more prominent logos on presentations, more value for money for sponsors.
- A bigger networking/café area available for delegates as this proved very popular throughout the day.
- Development of a tiering system for stands which includes different sizes and prices available for different types of business and locations. Possible free stands for new start up businesses.
- Consider alternative venues, Magna was very popular with delegates and exhibitors but possibly too large and expensive for future events.
- Utilise the expertise of a telesales marketing team at the beginning of the project to sell sponsorship packages, and exhibitor spaces and raise the

overall profile of the event to large and small size business across the borough and surrounding sub-region.

- Look at the possibility of repeating the speaker programme from the morning in the afternoon, or possibly having a shorter seminar programme as the seminars in late afternoon had the lowest attendance figures.
- Consider different event opening / closing times i.e.: start earlier / finish earlier with a lunch break in the middle to encourage more networking opportunities and to reduce a low footfall in the late afternoon.
- Better known and more local business speakers.
- Enlarged printed versions of the speaker programme available outside the seminar room.
- Dignitaries list available prior to event.
- Advertise the event to delegates from the wider sub-region earlier in the planning stage.
- Clear lines of responsibility and authorisation in terms of the budget and organising the event.

Since the event press releases have been created and sent out to media partners along with several articles in the Rotherham Advertiser highlighting the successful outcome of the day. Additionally there will be a full page article in the May / June edition of the South Yorkshire Business magazine.

The Rotherham Means Business website is currently being updated with event photos, post event press releases and quotes from delegates and exhibitors and will continue being updated on the progress of any further event. The website link will then be sent to all the events delegates, sponsors, partners and exhibitors to create further interest in the future.

Please see below some of the fantastic quotes we received about Rotherham Means Business 2011:

“The event was just what I needed to give me a boost and get my business mojo back, thanks”.

“I have created more business opportunities, enhanced opportunities and met loads of people – excellent!”

“The event was a fantastic idea for new businesses like mine; I wouldn’t hesitate to go again next year”.



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