

## Appendix 1: Revised Isle of Wight Council Commercial Strategy Action Plan

Activity	Responsible Officer	Timescales	Milestones	Outcome
Workforce Strategy - Skills and capabilities programme	ACX with Director of Corporate Services	Oct 2021/ April 2022	APSE Municipal Entrepreneurship course for senior leaders within the council.	Commercial behaviours are promoted and recognised across the organisation
Identify behaviours and skills required for commercial strategy implementation	Strategic Manager: Workforce and Organisational Development	April/ Oct 2022	Leadership Forum and Growing Leaders network focus on commercial activity across the Council	Workforce is agile, responsive and independent Culture of ambition, innovation and continuous improvement is nurtured
Deliver skills/training programme to meet needs	Commercialisation Lead Strategic Manager: Business Centre	January / June 2022	Relaunch of the BIG Ideas programme and set up of a commercial board to take forward viable business cases	Greater collaborative working across the organisation and partners Ideas translated into new initiatives creating revenue or adding social value.
Adult Social Care: Digital/adaptations/care opportunities	Director of Adult Social Care and Assistant Director: Commissioning & Partnerships	October 2021 Oct/ Nov 2021 Nov/Dec 2021 Jan 2022	Recruitment of Marketing Manager to drive forward commercialisation agenda and scope marketplace. Launch of communications campaign to promote Wight care services: You Tube / Social Medi etc Stakeholder briefings Evaluation of communication strategy and take up of the service.	Create brand for the Community Equipment Store and associated advertising Wightcare is a recognised brand having been established for over 30 years, increase advertising across social media. Increased referrals to the Wight care service and take up of subscriptions