

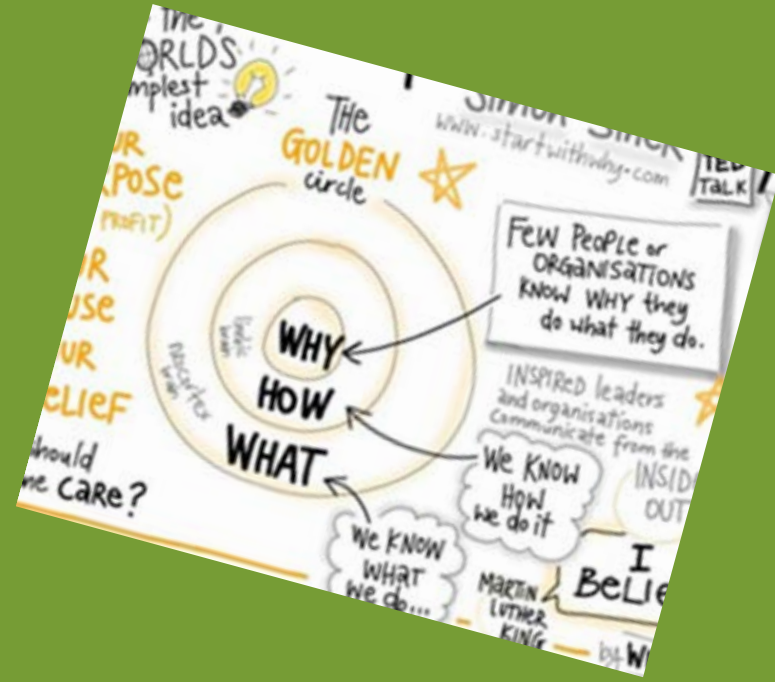
Caroline Wheller
Jane Mather

Tuesday 21st January 2020

Start with the Why?

49% reduction in real-terms
in government funding
since 2010-11

NAO 2019



Becoming a new Unitary Council



A Work Stream Approach to Commercial Activity



Working with and for fellow Councils



Customers 2019/20



Plus host to 5
visits to AVDC

Plus 8 reference calls



What we help with

Creating efficient and innovative services

Improving processes

How to reduce cost of services

Development of new services

Getting to grips with understanding customers

Thinking how to secure better contracts & procurement

Generating new income

Identifying how to help customers self-serve

What we've learnt

We're the same

Political drive

Fear of change

Defining commercial

Making change
happen

Empowerment

Silos

Risk

Resources

But different

Your local place

Unique resources

Different partnerships

Unique people

Different goals

Why commercial?



Investigating new approaches for income generation

Make or intend to make a profit

Social Enterprise

Primarily social objectives whose surpluses are principally reinvested in the business or in the community (UK Govt)

Delivering social value through commercial activity (LGA)

Activities that local councils can provide at a charge in order to generate additional income. (APSE)

Taking a business-like approach in every service, every day – making every £ count for Birmingham

The primary objective of commercialisation is the efficient use of resources in both service consumption and service delivery. (Queensland)

Commercial at AVDC



New building



Property portfolio



100% Cloud and Digital platform



Car pool



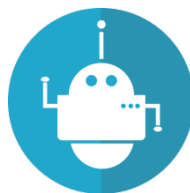
Planning loss to profit



Cultural change



Waste services



Webchat and AI



What's your story?

Creating a narrative

- Messaging to
 - staff
 - councillors
 - residents
 - businesses
 - press`



[Cambridgeshire County Council](#)

AVDC commercial model

It's all about PIES:

Profit

Income

Efficiencies

Savings



Remember

If you are stuck,
start from another
place on the
canvas

If it feels like a dead end,
try another canvas and try
again later



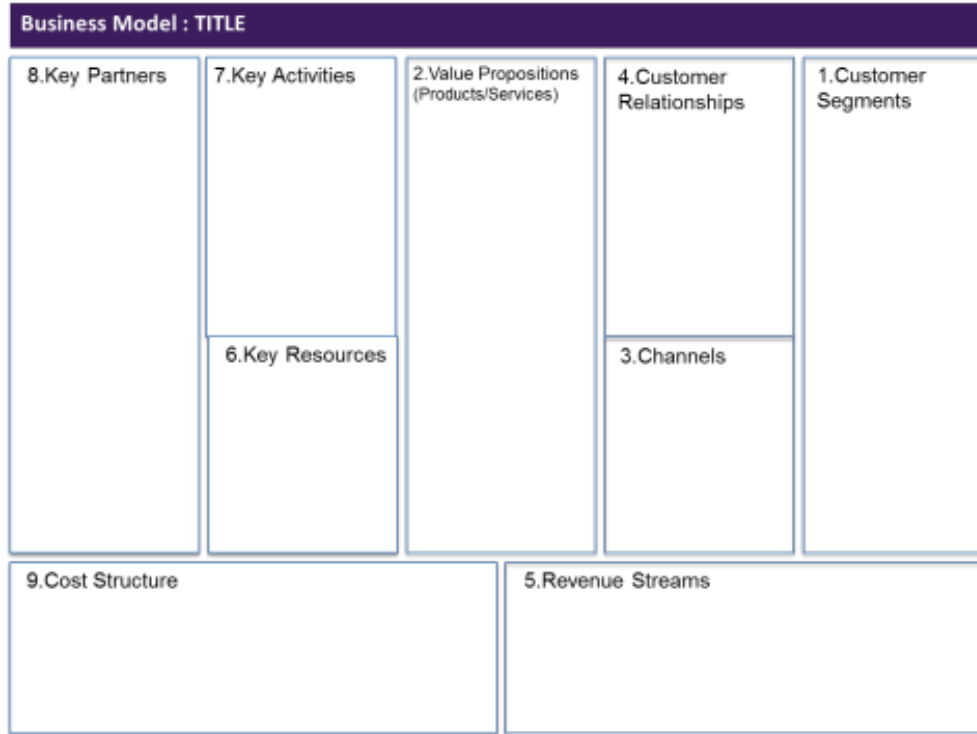
It won't be right first time

Allow yourself
thinking time

Customer
should lead
the process

Understanding

To include:
Clear purpose
SWOT
Competitor
Analysis



Customer Insights

To Include :
Profiles
Existing
customer
Information
New CI data
needed/
received

Finance, Income, Costs

To include: costs of service, financial targets or
aims, current data on sales, What can we
eliminate, reduce, raise or create to improve offer ?



Do we know our real costs?
Are we capturing all the value we can?
Can we offer different services at different charges?
What sort of business model are we using ?



Do we really know
the customer ?
Do we 'know' the
customer will buy ?
What is the exact
segment we are
aiming at ?
Is time to get more
data work extra
income?



Are we clear what we
are doing ?
Has SWOT been
completed?
Has Competitor
Analysis been
completed?
Can we move on ?
Do we need more
information?

Where could your income come from?

Statutory

- Fees & charges
- Taxes

Statutory Like

- Car Parking
- Add on services

Non- statutory

- New services

Questions

Thank You
Caroline Wheller
Jane Mather



Single source solutions

Providing a wide choice of products, services and solutions with a focused approach to quality and customer care.



Leadership for a Joint Venture

21st January 2020.

Helen Archer - Lock

Agenda

- Better together – building a successful joint venture company
- Public to Public JVs are a new breed
- Creating the right environment – maintaining alignment of strategic objectives
- Key success factors
- Being ready to work in partnership
- Create a culture of trust
- Putting the right leadership in place

An Introduction to Commercial Services



£400m pa Turnover

c 15% of revenue from KCC

>7,000 Customers & Partners

91% Public Sector Trading



Teckal / Core / Trading / Joint Ventures

>£5m pa dividend

ROCE of circa 20%

'Substantial' Audit Rating

Better Together

Is it better to have 50% of something rather than 100% of nothing?

CCN: Council cuts to reach £1bn

Local government outsourcing slumps

The Fallout From Carillion's Failure: Could Interserve Be The Next Domino To Fall?

Cash-strapped county faces £94m funding gap

Welfare support has 'collapsed' for many

Barnet to review outsourcing partnership with Capita

UK officials met Capita bosses to discuss its financial problems

Capita marks the beginning of the end for public service contracting

Finance director urges 'brave' rejection of outsourcing

Serco failure proves urgent need for social enterprise

Haringey Council reverses outsourcing drive

An introduction to Connect2Hampshire



Home Politics HR Finance Transformation Health & Social Care

Mark Whitehead 21 September 2018

Counties launch joint venture to recruit temporary agency staff

Hampshire has joined forces with a company set up by Kent County Council to recruit temporary agency workers.

It says the joint venture will recruit staff in a wide range of roles across the authority to meet the growing demand for services, especially in social care.



 Hampshire County Council
14,689 followers
1w

+ Follow

A new and innovative joint venture has been announced by the County Council to recruit temporary agency staff into a wide range of roles across the Authority to meet the growing demand for services, particularly in social care. ...see more



Hampshire County Council to launch new recruitment venture for temporary agency staff with Kent County Council
hants.gov.uk

"Working with CSG as a partner has been a very positive experience. We have learnt a lot over the implementation project, but the complexity of this was made much simpler for us with the support and involvement of CSG Colleagues".

Carolyn Williamson

**Deputy Chief Executive and Director of Corporate Resources
Hampshire County Council**

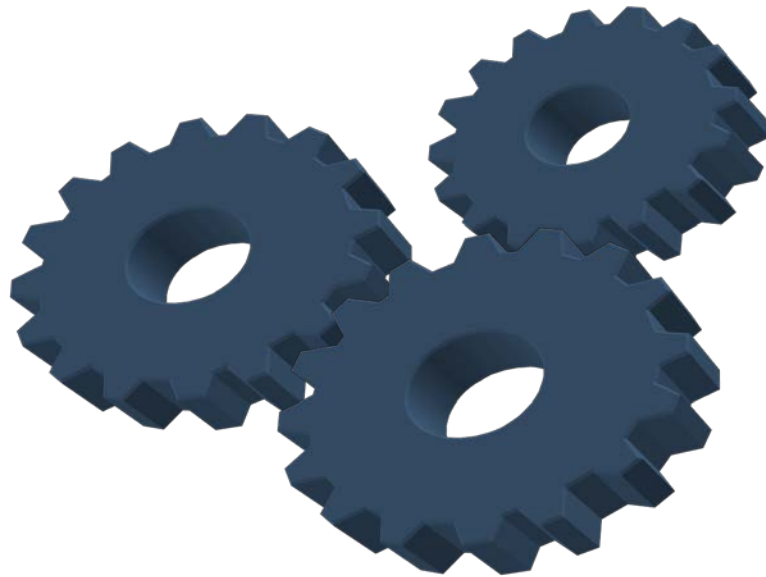


Public to Public JVs

- Opportunity to deliver services with 'partners' who bring something new
- Well-publicised cautionary of public-private JVs
- An emerging breed of JV with other public sector bodies
- Benefit from scale and experience more aligned to public sector values
- Partnership working, offering better leadership & cultural alignment
- A focus on quality, community benefits as well as profits
- Cormac, Norse and now Commercial Services Group

Creating the right environment

- Key success factors should create flexibility and joint working
- Alongside shared objectives
- Exploring how the venture can maximise benefits to all



Key success factors

- Be clear on objectives
- Be ambitious
- Due diligence
- Professional advice and support
- Create a culture of trust and strong working relationships
- Appropriate structure and governance
- Embrace Local politics
- Right level of performance management
- Allow the JV to operate independently



Be ready to work in partnership

- Collaborate rather than contract manage
- Willingness to work together and to change
- Flexibility and opportunity to respond in agile fashion
- How partners will lead & manage changing circumstances
- The relationship and understanding the environment in which both partners operates



A culture for success

- Getting to know the other organisation and effective communication
- 'One team' ethos
- Poor communication creates uncertainty and misinterpreted as significant risk
- Shared experiences and concerns
- Developing an appropriate working style



Right Leadership

- Make the most of the attributes of partners
- Knowledge of the business and associated market
- Appreciation of original motivations
- Bring in commercial expertise to help shape culture



Q&A

Thank you!



Presentation to APSE Commercialisation, Income Generation and Trading Network (Southern Region) Bristol City Hall

21 January 2020

David Shouesmith, Managing Director, GovPlanet UK and Europe

BEST TOGETHER

rb RITCHIE BROS.

**IRON
PLANET**

WHO ARE GOVPLANET AND WHAT DO WE DO?

- Part of Ritchie Bros Auctioneers (RBA), a publicly-listed global vehicle and equipment auction group
- A separate business within RBA, structured to offer re-sales services to the public sector and its commercial partners
- Recent entrant to the UK government market, present for about 2 years
- Currently working with 12 fire and rescue services, 5 police forces and 11 local authorities, plus a number of service and fleet management companies
- Provide a one-stop-shop for vehicle re-sales and our particular strength is obtaining best value for specialist vehicles
- Have an innovative model that combines technology with vehicle expertise to deliver substantially better re-sales returns, plus a superior service, compared to our (auction) competitors

We hope that by working with APSE we can get our message out to the 380 or so local authorities in the UK



BEST **TOGETHER**

rb RITCHIE BROS.

IRON
PLANET

THE GOVPLANET UK TEAM



David
Shouesmith

Simon Morley



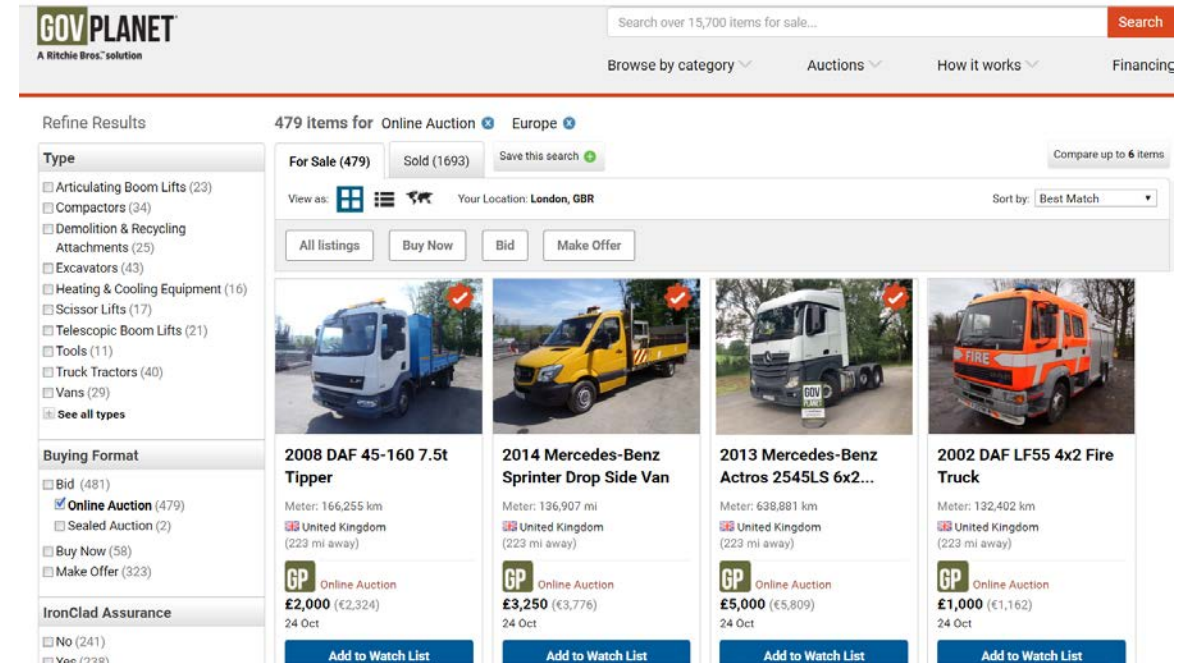
Lynn
Dumpleton



The Ingleton Team

THE GOVPLANET PROPOSITION: 'MORE THAN AN AUCTION COMPANY'

- A one-stop-shop, with high confidence in delivering significantly **higher net returns** for all vehicles
- Realise the **optimum value** from the sale of **specialist** vehicles and plant
- Superior, personal, **service** levels
- **Value-add** repair and refurbishment
- Range of transparent **commercial models** to suit, including all-inclusive service model. No hidden charges or fees
- Support to **fleet optimisation** – valuations, market conditions
- Access to a **range of sales channels** to a **global market** for specialist vehicle sales, with an emphasis on **direct sales**



2.2 Million Registered Users



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IRON PLANET

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DISRUPTIVE TECHNOLOGY & PROCESSES ARE CHANGING EVERY INDUSTRY...



ENTERTAINMENT



TRANSPORTATION



RETAIL



RECRUITING



HOSPITALITY



...AND GOVPLANET IS CHANGING EQUIPMENT RESALE:

IS IT TIME TO MODERNISE YOUR APPROACH?



BEST **TOGETHER**



OUR BUYER DATA SUPPORTS OUR GLOBAL REACH



Item 2156686 Mercedes-Benz Sprinter Mini-Bus,,W/Rear Lift, EX Council, Low Mile, In very good Condition For mor ...
2009 Mercedes-Benz Sprinter Bus (London Borough of Camden Transport Depot) [5]
Location: Ingleton, GBR • S/N: WDB9061552N408201 • Usage: 63,743 • Category: • Bids: 0 • TM: Simon Morely
Equip Hits: 76 • Users: 49 • Closes: 6/11/2019 12:00:00 PM US Pacific • # of Relists: 1 • Item Status: Auction ended, not sold
Current Price: Not Sold • Reserve/Open: 8,500 GBP • Target: 0 • vs Target: 0 • Pricing MV: Unknown

[Item Map](#) [Seller Map](#)

[Buyer Leads](#) [Equipment Hits](#) [Item History](#)
[Add this item to other user's list](#)
[Refresh Page](#) [Ringman Calls](#) [Page Refresh Off](#)



Onyx Id	User Id	Name	Company	Location	Phone	Incident	Assigned To	Total \$	Modified
No incident found									

Bidders										Show Prior Bids	Bid History
Onyx Id	User Id	Name	Company	Location	Phone	Purchase Limit	Last Bid	Amount	Bids	Winning	Last Visit
No Bidders found											

Watch Listers (Buyer Status Only)										All Watch List Users	
Onyx Id	User Id	Name	Company	Location	Phone	Purchase Limit		Bookmarked On		Last Login	
4875242	1726680	James Johnston	James Johnston	OK, USA	4057803494	\$150,000		6/10/2019		6/12/2019	
4873567	1725755	Andrzej Duszynski	Andrzej Duszynski	CT, USA	2038871330	Prohibited		5/29/2019		6/17/2019	

Hitters (Buyer Status Only, Top 50)												All Hitters	
Onyx Id	User Id	Name	Company	Location	Phone	Distance		Last Login	Hits		Last Hit		
1167800	515763	Dmitry Perliev	Dmitry Perliev	CA, USA	8319154535	5213		3/7/2019	10		5/29/2019		
8688617	3697033	Langton Kademio Kademo	Euroleaf tabak	Dubai, ARE	971566431518	3573		6/10/2019	5		6/9/2019		
8606066	3610656	Mihai Nedea	Mihai Nedea	Unknown, GBR	00447424258225	93		4/16/2019	3		6/10/2019		
8645636	3652297	Adura Olalehin	Adura Olalehin	ZZ, USA	3102279790	4320		6/10/2019	3		6/7/2019		
8681761	3689820	Gino Irvello	Gino Irvello	ZZ, USA	6106099962	4320		5/28/2019	3		5/29/2019		
8716269	3769427	Dru Martin	Dru Martin	ZZ, USA	7852018231	4320		6/10/2019	2		6/10/2019		
7840251	2725008	Mohamed Banaga	Mohamed Banaga	Sheffield, GBR	004479034702650	67		6/10/2019	2		6/7/2019		
8709196	3762224	Kayode Ibrahim ?		Unknown, GBR	07785269653	93		6/7/2019	2		6/7/2019		
8591632	3595823	Johannes Mauch	Johannes Mauch	Berlin, DEU	491737716379	665		4/10/2019	2		6/4/2019		
8041155	3047207	Lucjan Janusz Smolinski	Pomoc Drogowa I Mechanika Po	Choroszcz, POL	48602335980	1043		5/30/2019	2		6/2/2019		
8360235	3373831	Antoni Piascik	Kiss	Warszawa, POL	662538979	980		6/18/2019	2		5/24/2019		
8374129	3389194	Jonathan Blackburn	Jonathan Blackburn	Unknown, GBR	07866054054	93		4/2/2019	2		5/19/2019		
4640167	1699766	Neil Burton	Burton car disposal	Unknown, GBR	07919857387	92		5/18/2019	2		5/11/2019		
4567457	1660643	Pawlo Strilka	Sicz Constr										
8716340	3769478	Sylvanus Fonsa	Sylvanus Fi				Unknown, ROM	747910070	1333				
8678020	3685945	Rebecca Opoku Fordjour	Rebecca O		8614251	3619223	Fabio Hiluey	9786316923	3127				
8716593	3769753	Dimo Mati	Dimo Mati		4612520	1684777	ibrahim hammouri	4921158300532	433				
8716226	3769367	Rashid Iqbal	Nyc green		8710829	3763917	Yousif ?	0543006474	2435				
5001352	1795519	Luis Alberto Gaz Ochoa	Particular		8317074	3332519	Bernard ?	01163481727	93				
8714984	3768108	Dias Laurindo ?	Dias Laurin		8535291	3544236	Khalid ?	00218913785809	2532				
8714759	3767895	Alo ?			8060396	3066403	Galyna Salyga	9999999999	3785				
					8692301	3700788	Rudolph Brown	5049152677	4320				
					8602266	3606737	elias wondimt	16122512024	4577				
					8640515	3646618	Wojciech Tarabasz	509508345	997				
					8390267	3405463	Deivid Preka	07479654479	93				
					8617030	3622080	George Offin	00447400661133	45				
					8673158	3680744	??	9999999999					
					8665806	3673115	D. Star ?	07521125621	93				
					8046040	3051455	Paulo Almeida	296493405	1576				
					8535202	3544131	Franz-Josef Dorn	61231229	530				
					3558728	1447089	Francis Agwu	447786371095	3309				
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					8623865	3629212	Chad Kitko	8322658638	4320				
47 Hitters displayed													

47 Hitters displayed

GOV PLANET

BEST TOGETHER

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LEVERAGING **RITCHIE BROS.** **IRON PLANET** GLOBAL REACH TO MAXIMISE PRICES



- **GovPlanet: 2.2 million auction attendees****
- **100% sales**

GovPlanet is an IronPlanet[®] Marketplace

- Buyers from 121 countries*
- 40%+ traffic from mobile devices*
- 18 yrs of online marketplace experience*

*IronPlanet numbers and information; IronPlanet registered users can also bid on GovPlanet

**Attendees since preview of items open

GOV PLANET[®]

BEST TOGETHER

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THE LIVE AUCTION MODEL - SOME COMMENTS

Live auctions provide local authorities with a convenient disposals channel that provides transparency and competition. But...

- Prices are subject to the vagaries of the auction on the day
- Live auctions are dominated by trade buyers who sell-on at a mark-up – value that is lost to the seller
- They charge significant buy-side fees which are opaque to sellers and which can suppress prices
- Are a reasonable option for standard cars and light commercial vehicles where there is high volume and a large number of buyers...
- ...but deliver poor value for lower volume, specialist items
- Do not access wider markets, such as export markets
- Poor exploitation of online auction capabilities
- Vehicle preparation for live auctions tend to be limited – especially for heavier and specialist vehicles and plant, which misses value-add opportunity

SOME OBSERVATIONS ON THE UK LOCAL AUTHORITY VEHICLE AND EQUIPMENT RE-SALES MARKET (1)

- The 'disposal' end of the procurement cycle rarely gets the attention it deserves:
 - The focus is on new acquisition
 - The line of least resistance is perpetuated – 'keep doing the same'
 - End-of-life vehicles and equipment are perceived as low value, therefore not worth putting much effort into
 - There may be a lack of incentive if there is no direct budgetary benefit to fleet managers
- Local live auction tends to be the preferred option, often via long-standing arrangements but...
- ...with such a wide range of local authority fleet management and disposals models a one-size-fits-all live auction cannot meet all needs for all vehicle types
- Expensive, specialist vehicles rarely do well at a live auction and are better suited to direct sale
- Space is often a key consideration for fleet managers, therefore speed-of-service can be a priority requirement

SOME OBSERVATIONS ON THE UK LOCAL AUTHORITY VEHICLE AND EQUIPMENT RE-SALES MARKET (2)

- Where local authorities run competitions for ‘auction services’:
 - The requirement tends to be narrowly-defined, seeking ‘auction services’; a broader ‘re-sales services’ requirement would invite other sales channels, such as direct sales, to be demonstrated
 - Commercial evaluation tends to be restricted to cost-of-service: resale price performance, buyer charges or wider services are rarely considered yet these should all be elements of a compliant MEAT assessment
 - There is a poor understanding of the live auction fees structure and its impact on prices, especially buyer-side fees
 - We sometimes see a requirement for a ‘free’ disposals service; this suggests a lack of understanding of common auction company fee structures and the total cost of the service
 - Occasionally there is divergence between Procurement running a compliant process and a fleet manager’s requirements for a simple, fast and efficient service
 - Interpretation of public sector procurement rules is variable: what constitutes transparency, competition and cost-of-service?

SOME OBSERVATIONS ON THE UK LOCAL AUTHORITY VEHICLE AND EQUIPMENT RE-SALES MARKET (3)

- Competition and transparency can also be demonstrated by online listings and sales platforms – live auction is not the only compliant channel
- The growth of ULEZ in UK cities and the accelerated introduction of sustainable fleets suggests there is a need for some careful fleet optimisation decisions involving potentially high-value assets, for which price forecasting based on good global market knowledge should inform
- Access to export markets helps reduce local market saturation and drives price performance. There is a strong export market for ex-UK vehicles, including Euro 5

SOME CURRENT GOVPLANET UK CLIENTS

Local Authorities: Fife, Birmingham, Northumberland, Stockport, Rushcliffe, Enfield, Camden, Havering, East Riding, Stevenage, Oxford

Police: Kent and Essex, Leicestershire, Northants, Staffordshire Surrey & Sussex

Fire: Staffordshire, Northants, Lancashire, Greater Manchester, Devon/Somerset, Cleveland, East Sussex, Nottingham, Northumberland; Durham/Darlington, Merseyside, West Midlands: pilots imminent with Hants, Gloucester, Cheshire.

Also OEMs: Rosenbauer, Delta, Weber

Fleet Management and Finance Companies: Balfour Beatty, BT Fleet, SHB, Chevron, Wincanton, Hitachi Capital, AFP, Gordon Brothers, Sims Waste Management, Dawson Sweepers Ltd

UK MoD Plant and Equipment: ALC (FMC) Ltd (Amey & Babcock JV): plant & equipment PFI provider to UK MoD

US Department of Defense: UK and Europe 'rolling stock'

Groundcare Contractors: Glendale, Redwood Global



SOME THINGS TO THINK ABOUT

- When were your vehicle disposals arrangements last reviewed?
- If you use an auction company, do you understand the fee structures for both seller and buyer and how they affect your returns?
- Does an auction company provide the service and returns you expect?
- How do you benchmark re-sale price performance for specialist vehicles?
- If you can improve your re-sale price income, could you negotiate a share for your budget?
- Is your procurement department providing the service you want, or is it interpreting public sector procurement rules too narrowly?
- Does the commercial structure for your re-sales competitions take account of all aspects of MEAT – buyer costs, seller costs and sale price?
- Are you taking advantage of the innovations now available, particularly in multi-channel sales (live auction, online auction and direct sales), and leveraging digital opportunities?
- Would you consider moving more of your surplus vehicles to overseas markets a positive?
- Do you have access to reliable price information to support fleet optimisation decisions and are you confident this is robust enough to support transition to low emissions fleets?
- Do you have processes to ensure any security concerns related to vehicle resales are considered?

GOVPLANET LOCAL AUTHORITY CASE STUDIES



BEST **TOGETHER**



CASE STUDIES: LOCAL AUTHORITY VEHICLES



+16%

2016 HAKO Bio Chopper - 200hrs
Consignors MSP: £40,000
Sold Aug 2019 via Direct sale:
£46,500

62 plate Nissan Leaf
Consignors MSP: £3,000
Sold Oct 2019 direct: **£4,950**

+65%



CASE STUDIES: LOCAL AUTHORITY VEHICLES



+166%

2012 MAN-TGL 12.220
Consignors MSP: £4,500
Sold Aug 2019 On line: £12,000

2012 DAF - Scarab Sweeper 82,328km
Consignor's expectation: £10-12,000
Sold via GovPlanet Direct Sale Jan 19: £23,000

+110%



CASE STUDIES: LOCAL AUTHORITY VEHICLES



**2009 Land Rover Defender 130
TD5 Tipper - 34,168 miles
Consignors MSP: £13,000
Sold Oct 2019 On line: £17,740**

**2011 New Holland T6020 Tractor
Consignors MSP: £17,000
Sold Oct 2019 On line: £20,250**

+19%



CASE STUDIES 2018: SPECIALIST VEHICLES

2009 MERCEDES SPRINTER VAN, 96600 mls

CAP Average Apr 18 Price: **£3,500**

Sold via **GovPlanet** Direct Sale Jan 18: **£5,000**

+42%



+471%



**2009 MERCEDES VARIO POLICE TFU
CONVERSION, 15,000 mls**

Nearest CAP Price: **£3,500**

Sold via Direct Sale Apr 18: **£20,000**

CASE STUDIES: LOCAL AUTHORITY VEHICLES

2012 NEW HOLLAND T4.65 4WD TRACTOR, 829 hrs
No CAP Prices. Consignor's expectation: **£14,000**
Sold via **GovPlanet** Direct Sale Nov 17: **£18,500**



2006 CATERPILLAR 930G WHEEL LOADER
No CAP prices. Consignor's expectation: **£12,000**
GovPlanet refurb costs: **£750**
Sold via **GovPlanet** Direct Sale Nov 16: **£18,000**

CASE STUDIES: LOCAL AUTHORITY VEHICLES

2008, Mercedes 24 seater Mini-bus 160,696km
Consignor's expectation: **<£10,000**
Sold Nov 18 via **GovPlanet** direct sale: **11,250**



2008 MERCEDES ECONIC RCV, 128,056 km
Consignor's expectation: **<£1.5-2000**
Sold Nov 18 via **GovPlanet** direct sale: **£3,250**

CASE STUDIES: LOCAL AUTHORITY-LEASED VEHICLES

2012 MITSUBISHI TUSO 7.5T CANTER TIPPER, EX-LEASE, 31000 mls

Consignor's expectation: **£7,500**

Sold via **GovPlanet** Direct Sale Feb 18: **£9,150**



2010 DAF 7.5t 4x2 TIPPER, EX-LEASE, 140,000 km

Consignor's expectation: **£8,000**

Sold via **GovPlanet** Direct Sale Mar 18: **£11,000**

CASE STUDIES: LOCAL AUTHORITY VEHICLES



2014 HAKO City Master 1250 - Five units
Consignors MSP: £6,000 per unit
Sold Nov 2018 via GovPlanet direct sale:
£12,500/unit Totalling £62,500

108%

CASE STUDIES: LOCAL AUTHORITY VEHICLES

2008 75E16 EUROCARGO TRUCK

2016 live auction price **£4,500**: refurb costs **£2,500**

Sold 2016 via direct sale: **£10,000**



2010 MERCEDES ECONIC 2629 RCV, 152,759 km
No CAP Price: consignor's expectation: **<£4-5000**
Sold via **GovPlanet** direct sale Nov 17: **£6,750**

CASE STUDIES: LOCAL AUTHORITY SPECIALIST TRUCKS

2010 DAF COMPACT SWEEPER, 96,600 mls

Live auction price: **£21,500**

Sold via **GovPlanet** Direct Sale 2017: **£28,000**



2010 DAF CF 85.410 8X4 HOOKLIFT

Consignor's expectation: **£12-13,000**

Sold via **GovPlanet** Direct Sale Mar 18: **£17,000**

CASE STUDIES: WASTE HANDLING PLANT

**2001 FUCHS MHL 331 Tracked Material Handler,
23309 hours**

Seller expectation: £9000

Sold via GovPlanet Direct Sale May 19: £13000



2007 Atlas 1704 Wheel Loader, 12058 hours

Seller expectation: £15-17500

Sold via GovPlanet Direct Sale May 19: £23000

CASE STUDIES: LOCAL AUTHORITY VEHICLES

Ransome Parkway 3 Mower, 2151 hours

Consignor estimated price: ~£3300

Sold via **GovPlanet** Direct Sale Jun 19: **£4400**



Ransome Parkway 3 Mower, 1299 hours

Consignor estimated price: ~£5100

Sold via **GovPlanet** Direct Sale May 19: **£6190**

CASE STUDIES: LOCAL AUTHORITY VEHICLES

Toro CT2140 Compact Triple Turf Mower, 1192 hours

Consignor estimated price: ~£3300

Sold via **GovPlanet** Direct Sale May 19: **£4400**



Nimos Weed Ripper

Consignor estimated price: ~£500

Sold via **GovPlanet** Direct Sale May 19: **£700**

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Simon Morley

Territory Manager - GovPlanet UK and Europe

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Lynn Dumpleton

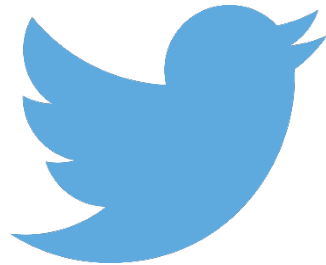
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Group discussion

Climate Emergency: *Threat or opportunity to commercial activity and income generation?*

Climate emergency narrative and consumers

- 44.5% of UK consumers are more concerned about the impact on the global environment in 2018/2019 compared to 2017
- 29% of consumers purposely choose to shop with retailers with more ethical or sustainable practices as a result
- 3.5 million Brits are now vegans

- 81% of (global) respondents feel strongly that companies should help improve the environment.
- Corporate social responsibility is shared across gender lines and generations.
- Millennials, Gen Z and Gen X are the most supportive, but their older counterparts aren't far behind.
- But.. Retail produces 59 billion pieces of plastic packaging every year, the next year retailers

What do consumers feel / like?

- They tend to be sincere in their intentions!
- They judge their own environmental actions as inadequate
- They have a growing commitment to greener lifestyles
- They lack knowledge about environmental issues – they are eager to learn – consumer education
- Overstate their consumption of green products!
- Price still matters.....

What's the price point....



What actions can you take? For sales!

- Understanding the demographics of green consumerism
- You can explore the 'green' market and work on likely new prospects for green consumers
- Your customers do not expect perfection but want to see you taking substantive steps and commitments
- Want environmental protection to be easy, and not to entail major sacrifices;
- Consumers like certifications – Red Tractor, Fair Trade

Threats

- Discerning buyers
- Carbon intensive products and services
- Ancillary sales (otherwise known as 'muck and tat'!
- Big earners seen as damaging – festivals...

Opportunities

- Eco products
- New services
- New offerings in parks, cafes and events field

Low hanging fruit



What do you do now
that your customers
may not know about?
Certifications

Go Plastic Free

Refillable water
stations

Encourage public
transport

Bike storage

Behaviour change



Greening events

Green festivals and events

- No plastics policy
- No tents left behind!
- Or Homeless / International charity donations
- Fair trade, locally sourced produce, low emission food vans, switch off policies

Long-term

- Greening your assets
- Solar PV
- Electric or alternative fuel vehicles
- Chemical usage / Toxins
- Material sourcing – local and sustainable
- Durability, recyclability, lifetime energy consumption, sustainable sourcing

NEW MUNICIPALISM

Delivering for local people and local economies

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