

**From:** Paul Carter, Cabinet Member for Business Strategy, Audit & Transformation  
David Cockburn, Corporate Director Strategic and Corporate Services

**To:** Policy & Resources Cabinet Committee, 15<sup>th</sup> January 2016

**Subject:** Establishment of the Council's new Strategic Business Development and Intelligence Division

**Classification:** Unrestricted

**Past Pathway of Paper:** n/a

**Future Pathway of Paper:** n/a

**Electoral Division:** Not applicable

**Summary:** The report provides a summary of the remit of the new Strategic Business Development and Intelligence Division.

**Recommendations:**

The Policy & Resources Cabinet Committee is asked to note the report and agree that the Director for Strategic Business Development and Intelligence be asked to report back to the Cabinet Committee in March 2016 with further details regarding the proposed operating model, key deliverables and proposals for how the Division can most effectively support the outcomes achieved by KCC.

**1. Introduction**

1.1 In February 2015, County Council approved the establishment of a new Strategic Business Development and Intelligence Division within the Strategic and Corporate Services Directorate.

2. A Director for this new Division was appointed in October 2015 and the purpose of this report is to provide members of the Cabinet Committee with an overview of the key aspects of the Division, in advance of detailed structural proposals relevant HR procedures will be considered.

**3. Financial implications**

3.1 The Strategic Business Development and Intelligence Division has been created using existing resources and the redirection of resources within the Directorate. Further resourcing for the Division will be considered as part of the development of the new structure of the Division.

**4. Policy Framework**

4.1 The creation of the Strategic Business Development and Intelligence Division directly supports the Council's transition towards becoming a strategic

commissioning authority, in particular by increasing the commercial capability of the organisation, and by providing a dedicated focus on contract management and customer insight / intelligence.

## 5. Remit of the Division

5.1 The purpose of the Strategic Business Development and Intelligence Division is to:

- Lead a more commercial way of thinking and operating across KCC;
- Lead a more effective approach to commissioning and contract management across the Council, in partnership with directorates and providers;
- Bring together business, customer and market intelligence and use this to support and challenge effective commissioning decisions, and to provide long term emerging trends.

5.2 The key activities that will be carried out by the new Division include:

### Commercial:

- Contract management of major strategic contracts e.g. Agilysis & Newton Europe
- Ensuring contract management best practice
- Development of a strong client model across KCC
- Providing commissioning support
- Ensuring contestability and application of the Commissioning Framework
- Market intelligence, engagement & development

### Insight:

- Corporate performance reporting
- Provide expertise in and support business and customer data analysis
- Analysis of market and customer data
- Development of data analysis models
- Ensuring improvement of KCC's approach to data management and usage
- Evidence-based horizon scanning

5.3 Some of these activities are already underway and others (such as ensuring contestability) is under development, in conjunction with colleagues in all Directorates.

## 6. Next steps

6.1 Teams and individuals forming the new Division have been brought together over the last 3 months and work is now underway to plan the new operating model for the Division.

6.2 A proposed operating model will be brought to the Cabinet Committee in March 2016 for consideration by Members. This will also include details of the direction of travel of the Division, key deliverables and proposals for how the Division can most effectively support the outcomes achieved by KCC.

## 7. Background Documents: None

**8. Contact details:**

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