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# The Business Plan

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## Change for the Best (working title)

### Executive Summary

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The public sector in the UK is in the midst of a perfect storm. Revenue is falling significantly at the same time as increasing demand is being placed on public sector organisations to meet ever-higher customer expectations.

This is therefore the perfect time to create a team that can draw on years of experience across the public and private sector and use this expertise to support organisations to transform. **Change for the Best** has been borne out of Shropshire Council's Programme Management Office and Business Design Team coupled with additional expertise from Bright Lake Ltd. The team has already developed a business offering that is both unique and needed.

We recognise that the scale of change facing the UK public sector demands a radically different approach and that trying to solve the problems facing the organisations today with the tools of yesterday is likely to fail. Therefore we have taken the opportunity to develop a unique offering that puts customers at its heart whilst also providing a structured yet creative approach to transformational change that supports and challenges our clients to be truly ambitious.

Whilst in the short term we will continue to offer some of the tools and techniques traditionally provided by the Programme Management Office and Business Design Team, we intend to continue to develop and test our new method with our work with Shropshire Council. We will be able to demonstrate tangible results that show how Shropshire Council saved significant costs whilst also improving customer outcomes.

This is clearly not without its challenges but we have the expertise to enable the team to thrive. We intend to adopt a growth strategy that builds a solid base of clients all of whom will become our best advocates. This, coupled with strong links with the University and the use of our clients as long term "show homes" for potential clients, will demonstrate both the practical application of the method whilst also being academically rigorous.

Working seamlessly with the wider ip&e family, we will need to draw on some investment in technology and digital services in order to provide a comprehensive product and also communications and marketing expertise in order to grow our business. This however will more than pay for itself.

We therefore are genuinely excited about the prospect of joining the ip&e family and being given the opportunity to turn our aspirations into reality.