Transforming revenue potential for a UK public sector organisation

Generating a 300% increase for Newcastle-under-Lyme Borough Council through the solutions sourced and delivered through the Marketplace.

The team at Maistro held my hand throughout the brief development, shortlisting, selection, and project delivery stages - allowing me to get back to the job I was hired to do.

Communications Director, Newcastle-Under-Lyme Borough Council

**Challenge**

After months lost trying to source a specialist Service Provider to design advertising hoardings, Newcastle-under-Lyme Borough Council’s (NULBC) project had halted – for several months.

A project that had previously had the potential to deliver real, quantifiable value for both the Council and central government now looked impossible to achieve.

**Solution**

Just 10 days after the brief was received by the Marketplace, 3 specialist industrial providers had been sourced, vetted and shortlisted for the Council. The council was able to select a provider, define work parameters and move forward.

NULBC’s revenue-generating initiative was finally back on track.

This new way of sourcing and delivering services with vendors revolutionised the way NULBC could achieve its strategic objectives.

**Results**

› Five months following completion of the project, the advertising assets were generating a 300% increase in income compared to previous rental values
› As many as 17 advertising hoardings are proposed for the borough, each with a life expectancy of at least 10 years
› Annual income for the Council could reach £80,000. During the life of the project the Council’s share of profits may be £800,000 – the equivalent of an 11% increase in Council Tax for every household in the Newcastle-Under-Lyme borough.