Birmingham City Council: Realizing Business Benefits by Focusing on Value Management

Birmingham City Council's vision is to make Birmingham a great place to live, learn, and work. To realize this vision, the council launched a transformation program focused on service excellence, operational efficiency, and customer experience. **Making value management a driver of benefit realization** was key in getting management support and delivering savings of £1.6 billion.

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Birmingham City Council

Executive overview

Organization
Birmingham City Council (BCC)

Location
Birmingham, United Kingdom

Industry
Public sector

Products and Services
Government – local authorities

Employees
50,000

Budget
£3.4 billion

Web Site
www.birmingham.gov.uk

VALUE MANAGEMENT

Objectives:
- Reinvent the city around its knowledge and service economies
- Develop a business case to support the program, with clearly quantified benefits
- Incorporate value management best practices into the business transformation methodology
- Sustain program support of senior management and key stakeholders

Approach:
- Developed benefits outline and enablers
- Set up benefit scorecards and owner accountability
- Established value management on agenda of all key decision-making bodies

Achievements:
- Shared value management best practices at several SAP® Value Academy programs
- Achieved excellence in service delivery
- Adopted a common approach programwide that has reduced duplicate effort, provided best practice tools, and reduced risk and cost

"By using the value management approach, we are establishing a real business-benefits culture, which is replacing our old cost-cutting approach."

Jackie Woollam, Head of Business Change Effectiveness, Birmingham City Council

TOP BENEFITS ACHIEVED

86%
Customer satisfaction level, up from 59%

£1.6 billion
Savings projected over 10 years, with £250 million achieved so far

£44 million
Net contribution to BCC revenue budget in 2011/12

CMP16900 (11/11)