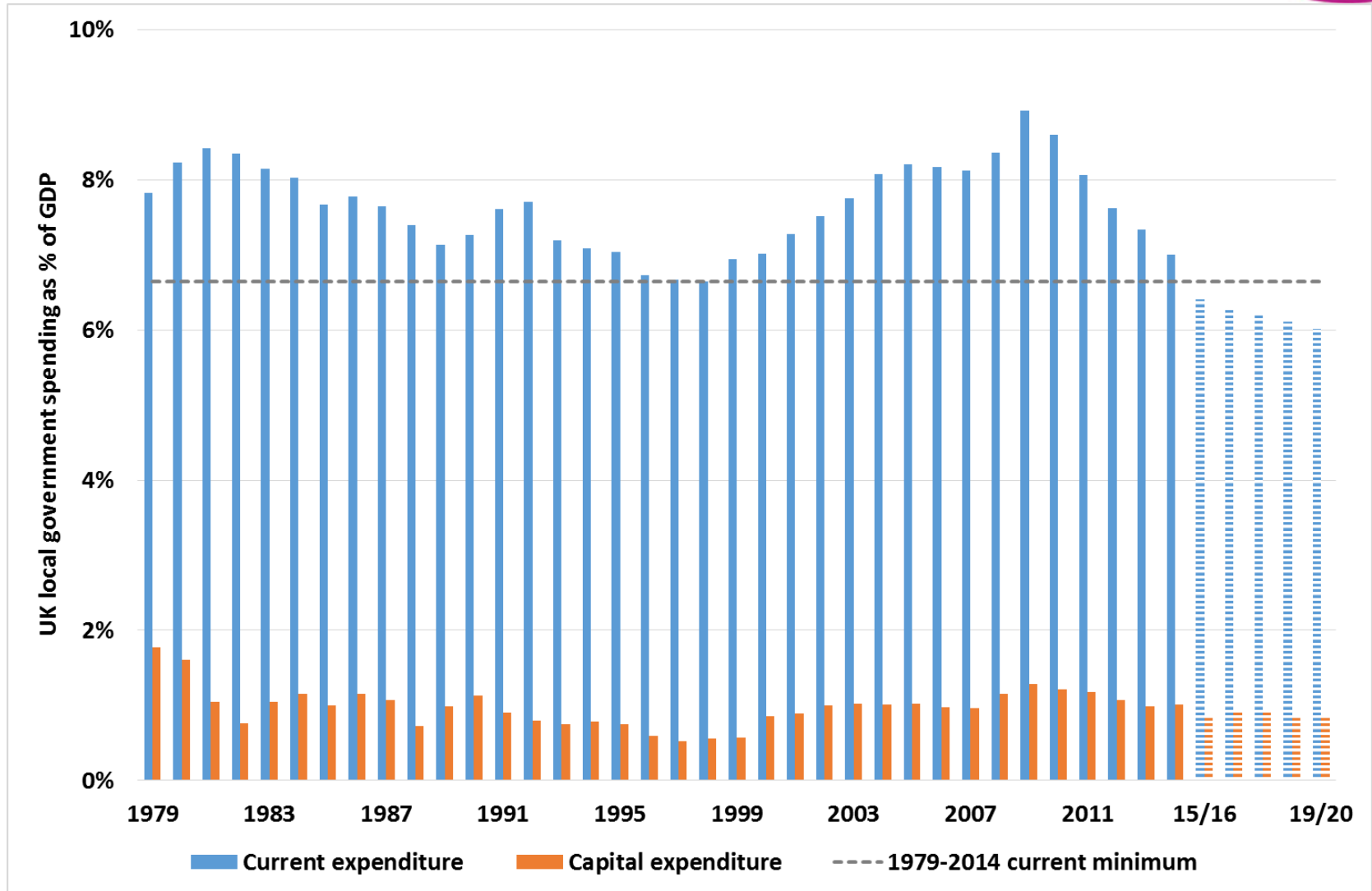




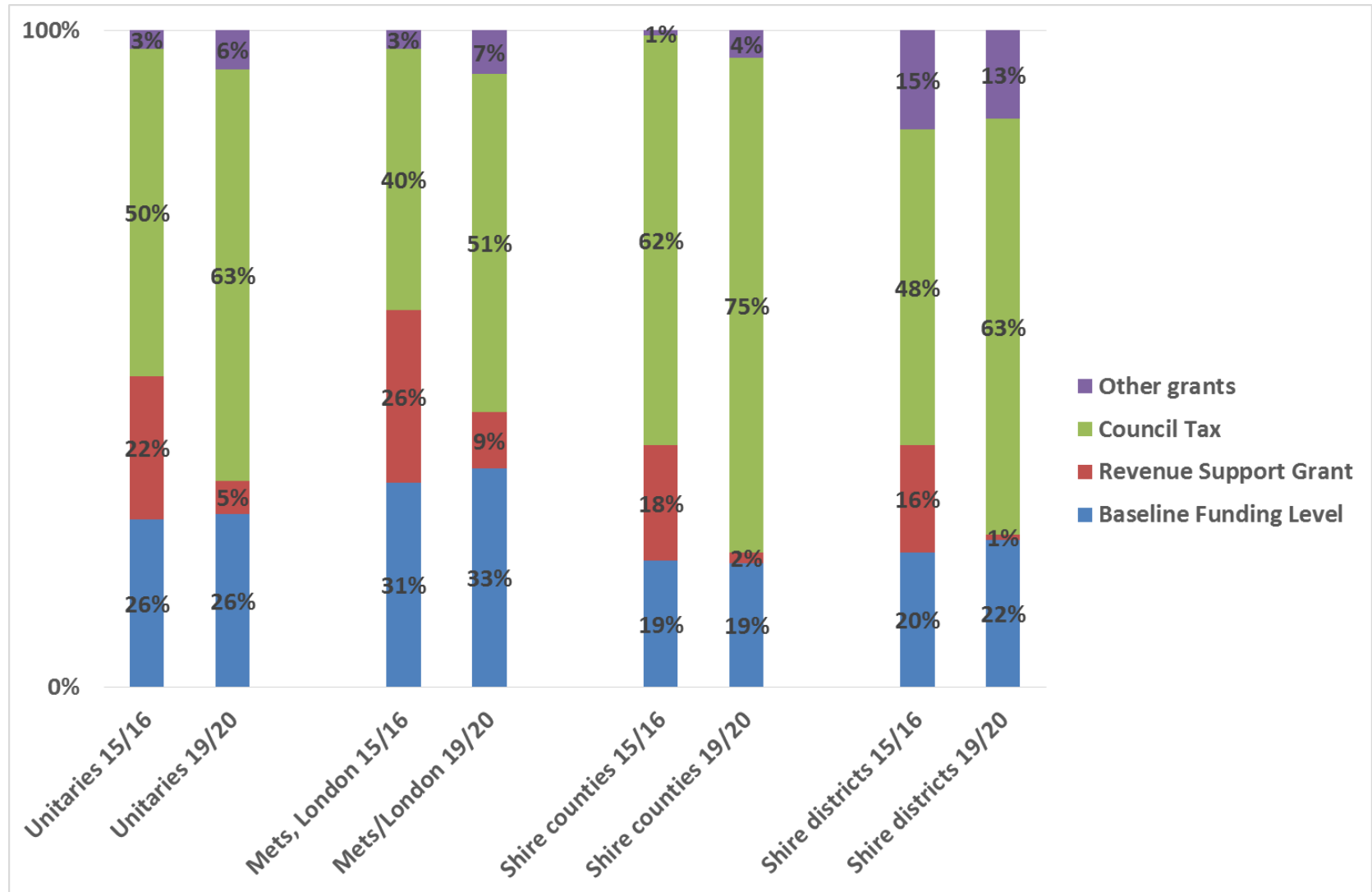
Commercialisation and income generation

Paul O'Brien,
Chief Executive, APSE

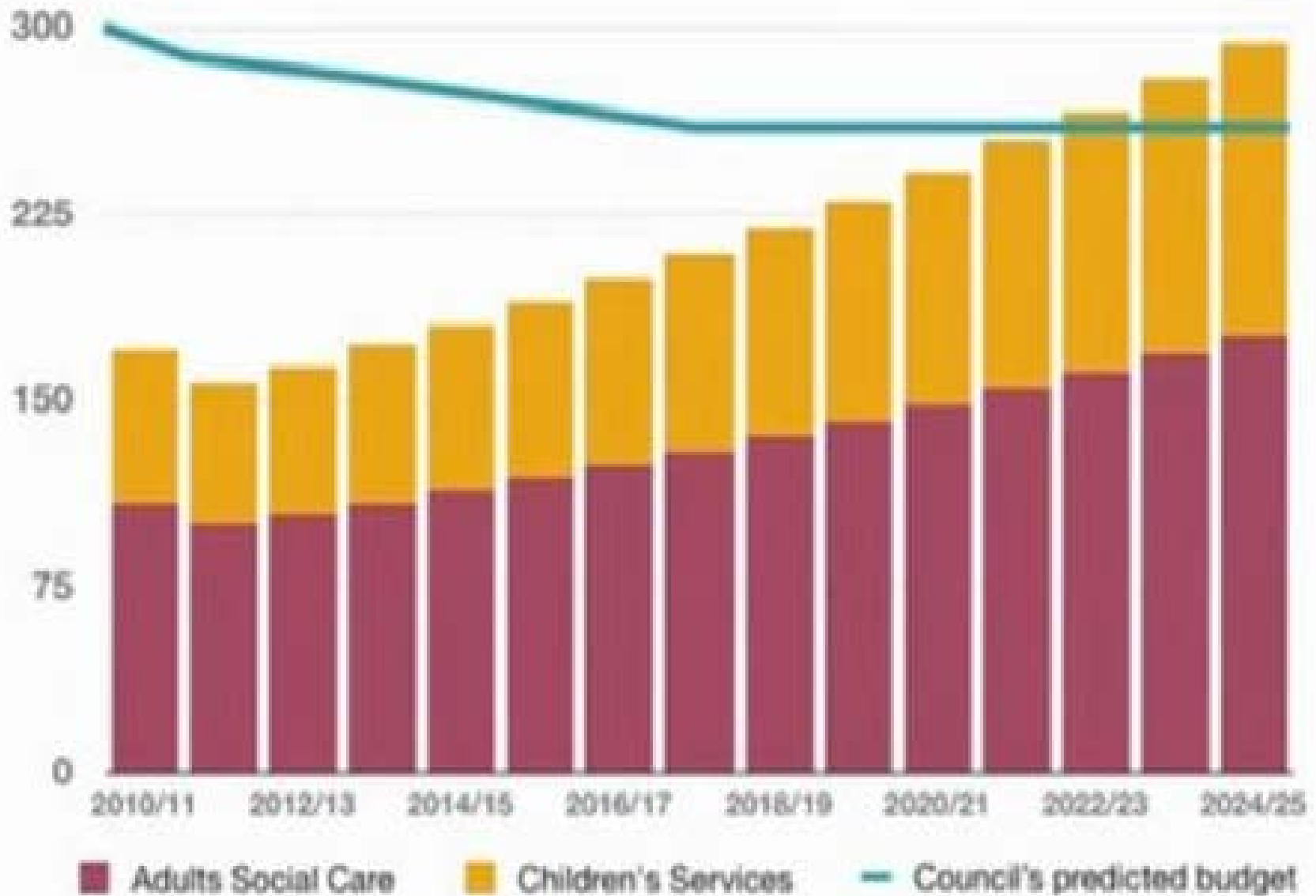
UK local government spending as a share of GDP: current spending, already below the 1979-2014 minimum, is projected to go on falling to 2020



Balance of core spending power 15/16 and 19/20: as RSG shrivels beyond London and the Mets, most LA funding will come from council tax



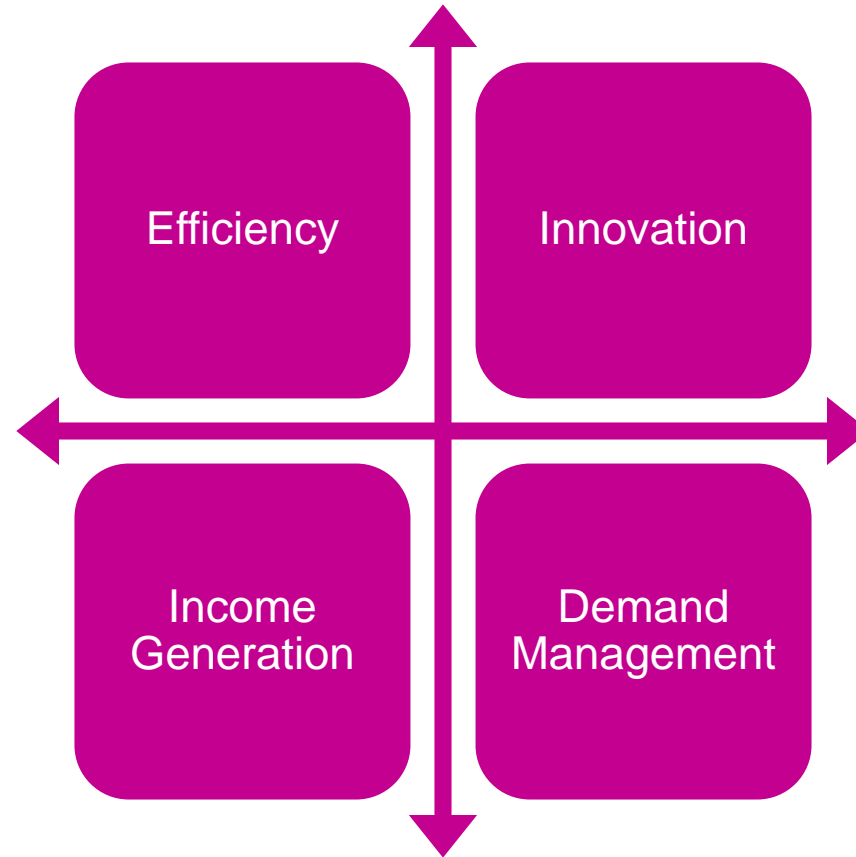
The 'Graph of Doom'



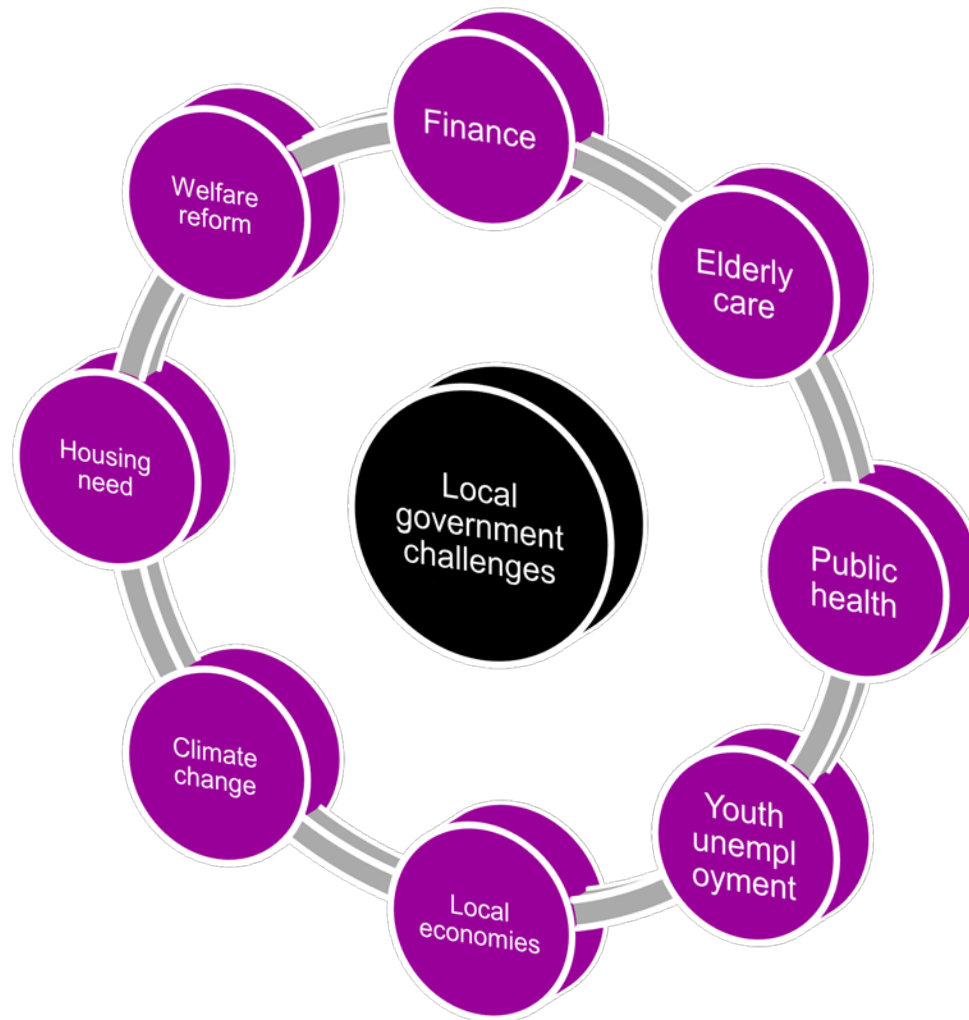
What will local government look like in 2020?



The pillars of excellence



Public policy challenges



Income generation



Income generation



80% intend to increase fees & charges over next 2-3 years

- Sports pitch lettings (91%)
- Allotments (70%)
- Festivals/concerts/ev events (68%)
- Cafes in parks (66%)
- Bowling greens (64%)
- Ice cream vans/mobile caterers (60%)
- Fairgrounds (58%)
- Renting buildings and land (49%)
- Sponsorship (43%)
- Tennis courts (42%)
- Boot camps (32%)
- Mini golf (28%)
- Golf course green fees (26%)
- Sale of land (26%)

56% indicated that they have income generation schemes

- Selling recycling materials (97%)
- Renewable energy (9%)
- Anaerobic digester (6%)
- Solid fuel recovery (3%)

43% answered that they have income generation schemes

- Property clearance
- Private sector cleansing
- Cleansing for developers
- Sponsorship & advertising
- Events e.g. sporting events
- Care of garden charging
- Other in-house sections e.g. parks
- Services to parish councils
- Other public services e.g. NHS

50% currently sell their services outside of the local authority and over 20% considering it as an option

- Taxi testing (53%)
- MOT services (60%)
- Commercial body shop facility (11%)
- Authorised testing facility for VOSA testing (19%)
- Driver training (72%)
- CPC approved training provider (26%)

Municipal entrepreneurship



Local authority

Innovative public services ahead

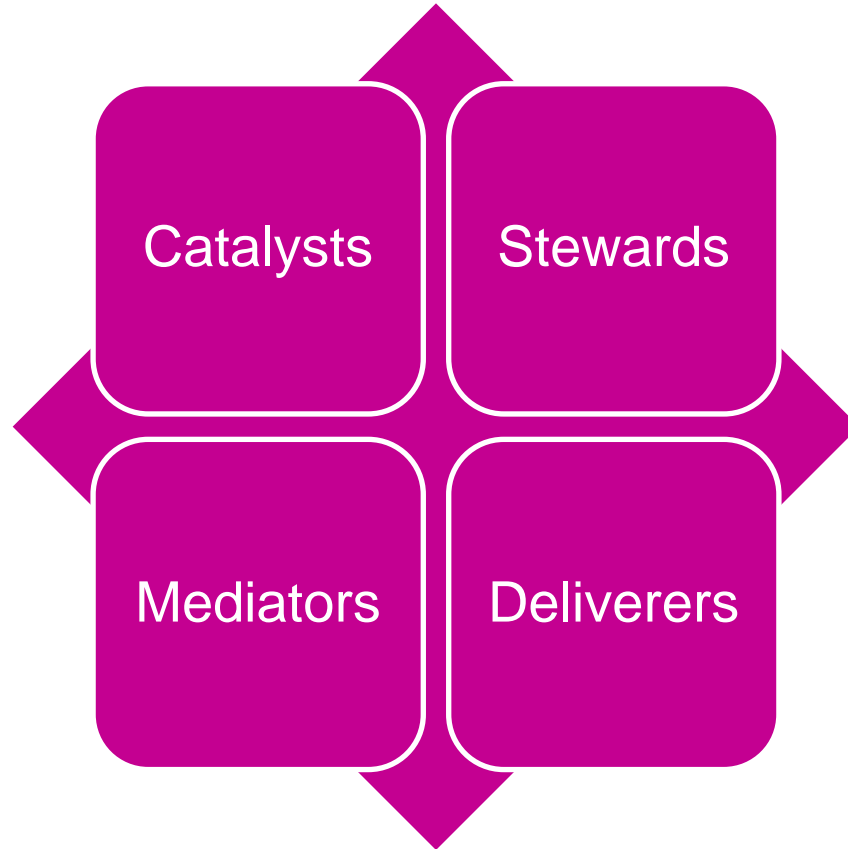
NO

Bureaucracy

Inefficiency

Stick-in-the-mud attitudes

Who are the public entrepreneurs and innovators?

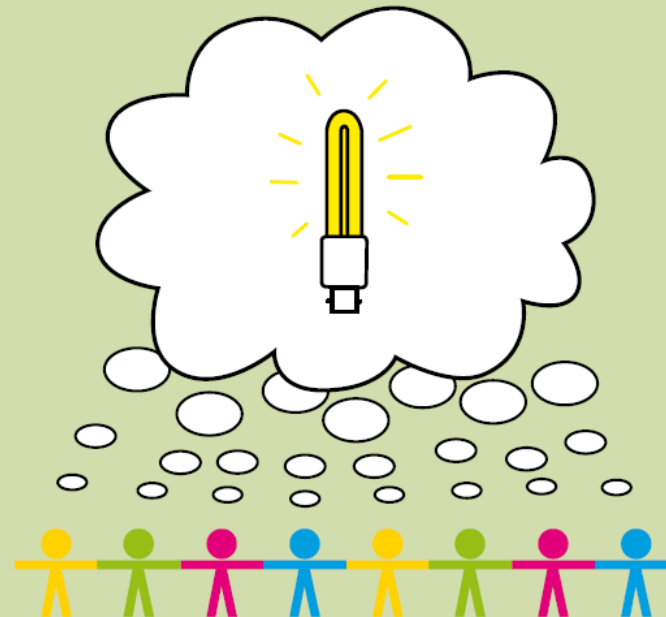


Innovation

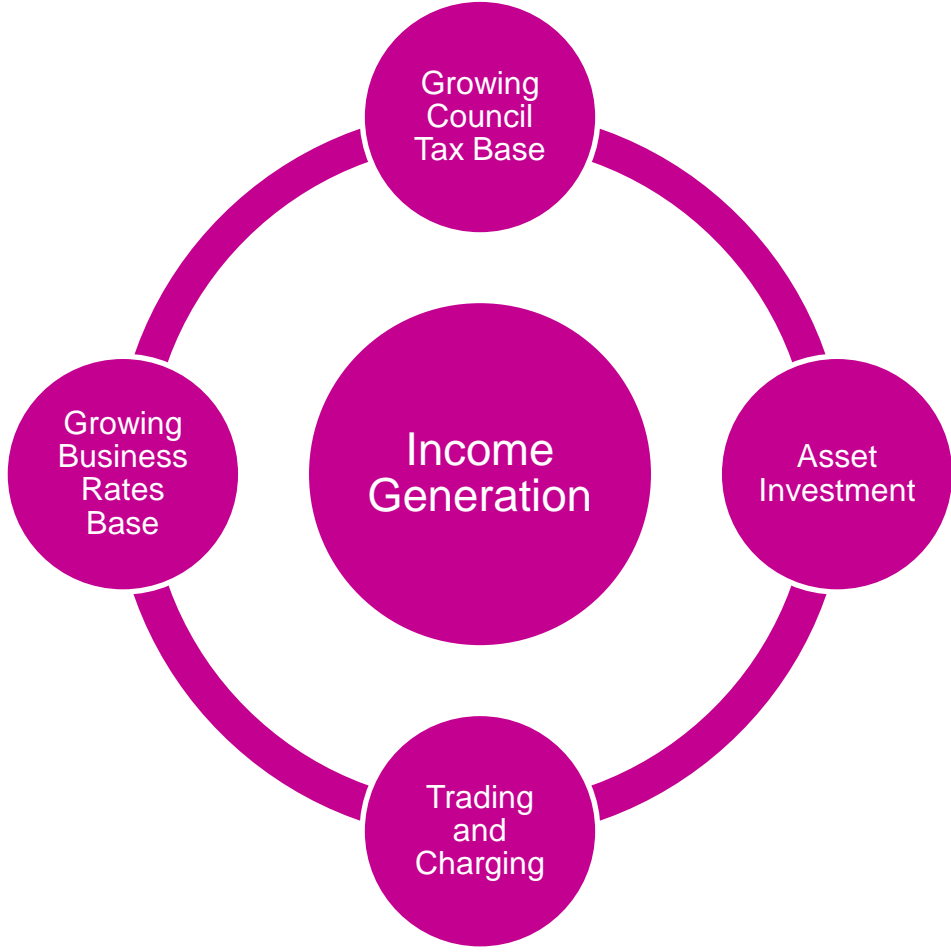


Innovation on the frontline:

How engagement with the local government workforce can improve service delivery in austere times



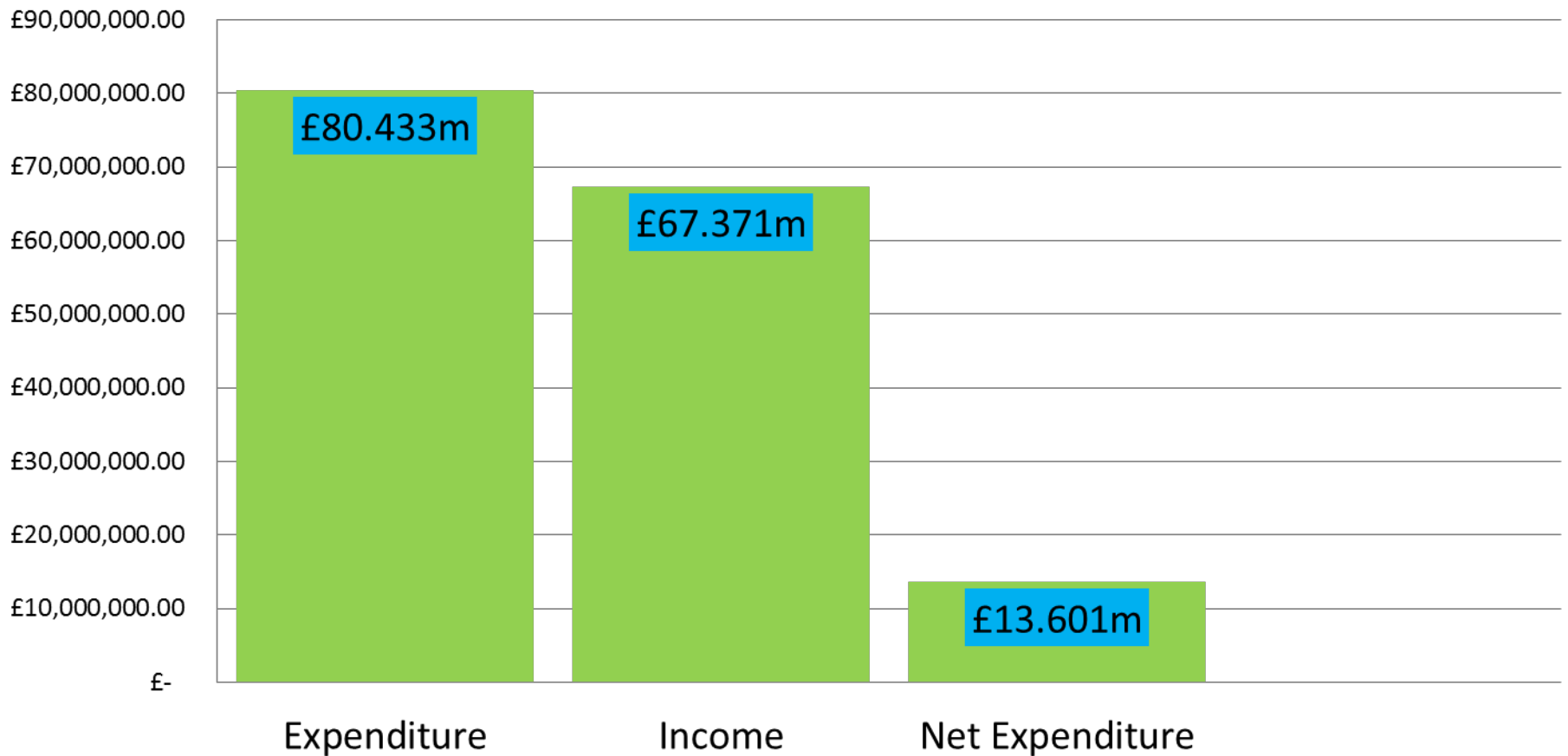
Commercialisation Strategy



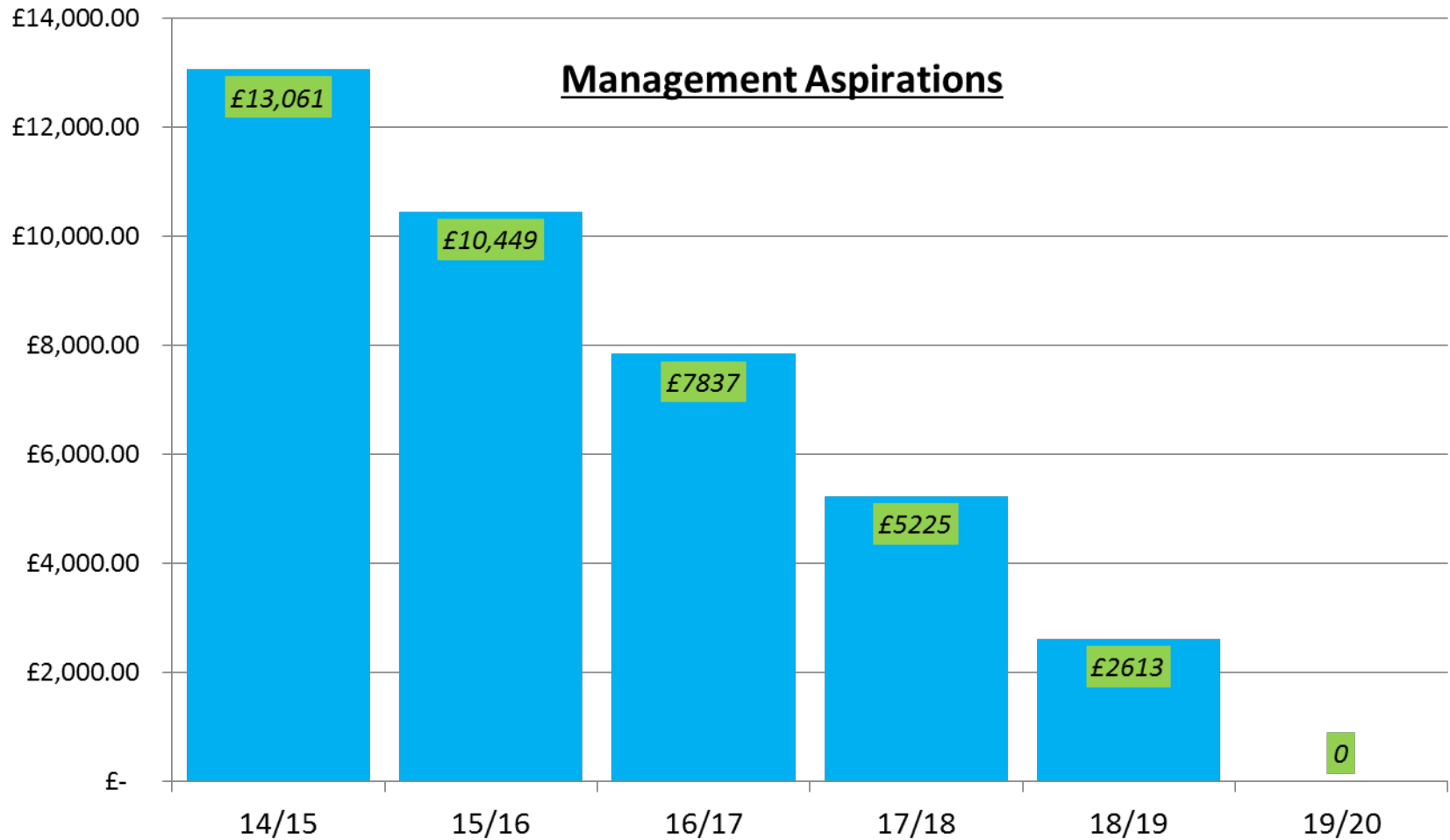
Commercial & Neighbourhood Services – Management Manifesto



2014/15 Approved Budget



Commercial & Neighbourhood Services – Management Manifesto



Conclusions



- Budgets continuing to drop up to 2020
- Sector response been good in terms of cost reduction, efficiency and improving productivity
- This only takes us so far
- We now need to seek out income generation opportunities to offset budget cuts
- Need for a commercialisation strategy
- Time for a spirit of municipal entrepreneurialism

LOCAL SERVICES

LOCAL SOLUTIONS



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