

# APSE Online Central Region Event

Reviewing, reviving and revitalising commercial strategies

**Wednesday 15 July 2020**

10.00am – 11.30am

## Programme

10:00am

**Welcome by the APSE National and Central Region Chair – Cllr Mark Pengelly, Lead Member for the Environment, Corby Borough Council**

### Financial reliance v income reliance

- The current pressure points in local government finance
- The dynamic of social care funding and pressures on neighbourhoods services
- Has reliance on income generation gone too far?
- Where are the answers?

**Speaker:** Paul O'Brien, Chief Executive, APSE

### The roadmap to a sustainable future

- Birmingham City Council's model for delivery post-COVID-19
- Where are we now?
- Assessing the options – Is a different approach required?

**Speaker:** Dale Wild, Commercial Performance and Innovation, Birmingham City Council

### How Local Authorities and Frontline Services are looking to revive commercial activity

- Steering the restart and providing residents and customers with safety guarantees that restore trust
- Rebooting Council services and operations whilst safeguarding the health of employees
- Reviving demand and accelerating digital transformation
- Reinvesting in recovery to transition to the "new normal"

**Speaker:** Melvyn Cryer, Service Manager – Parks and Street Care [PASC], Gedling Borough Council

*Audience question and answer session*

11:30am Close

## About the event

### Event Objectives

This free online event is an ideal opportunity for officers, managers, elected members and trade unions to hear from expert speakers that will be outlining the impact COVID-19 has had on local authority commercial strategies and the approaches being considered to revitalise them.

The meeting will seek to provide an insight into what other councils are putting into place to review, revise and revitalise their income generation streams and wider commercial strategies.

### Who should attend?

- Elected members and cabinet members
- Service and Commercial managers
- Policy officers
- Officers with responsibility for income generation and commercialisation

**Register for this event: Book your online place or email Vicky Starmer: [vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk).**

**This meeting is FREE for APSE Central Region Members**