

**APSE one day street cleansing and streetscene seminar 2016**

**apse**

# **The Three M's: Managing demand; Meeting need; Municipal entrepreneurialism**

Kindly sponsored by:

A major one day seminar at Aston Villa Football Club  
Tuesday 23 February 2016

**enevo**



# Tuesday 23 February 2016

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9.00 Registration, Coffee and exhibition viewing

10.00 **Session 1: The importance of planning and identifying performance in improving local environmental quality.**

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## **The need for a National Litter Strategy and Action Plan**

- Lots of initiatives – little co-ordination. Delivering a consistent message.
- Creating an Advisory Committee to provide resources, advice and expertise.
- Promoting concerted partnership working – identifying roles.

**Speaker:** Jane Bickerstaffe, Director, INCPEN

## **Street Cleansing - State of the Market 2016**

- Results of the State of the Market Survey 2016
- Future Funding implications
- Municipal Entrepreneurialism – what does it mean for street scene?

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

## **Towards a Litter Free Scotland – A strategic Approach to Higher Quality Local Environments**

- Developing A Litter Strategy
- Information, Infrastructure and Enforcement
- Delivering the strategy

**Speaker:** Catherine Wilson, Sector Manager, Zero Waste Scotland

Panel question and answer session

11.15 Coffee and exhibition viewing

12.00 **Session 2: Managing Demand and targeting resources more sustainably**

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## **Managing Demand and Targeting Resources in order to improve environmental quality**

- Developing an Local Environmental Strategy
- Responding to budget cuts in a proactive manner
- Using education and enforcement to deliver behavioural change
- Meeting the wider corporate agenda.

**Speaker:** Mike Cockburn, Waste and Environmental Services Manager, Wirral Borough Council

## **Maintaining high quality services in challenging times of austerity**

- The importance of measuring performance
- Driving Continuous improvement

**Speaker:** Paul Naylor, Street Scene Manager, Eastleigh Borough Council

Panel question and answer session

1.00 Lunch and exhibition viewing

2:00 **Session 3: Legislation, Behavioural Change and managing in a changing environment**

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## **The Apprenticeship Levy a Burden or an Opportunity!**

- The 3 million apprenticeship target
- Committing 0.5% of your payroll
- How will it affect your service?

**Speaker:** David Smith Managing Director, ACORN Environmental Solutions

## **Keeping South Staffordshire clean when funds are mean**

- Dealing with reducing resources
- Raising the profile-understanding the problems
- Delivering the actions required

**Speaker:** John Littleton, Enviro-Crime Enforcement Officer and Lucy McDonald, Principal Enforcement Officer

## **Keeping Britain's No.1 Tourist Resort Clean**

- Dealing with Fluctuating Demands
- Which cleansing methodology?
- Environmental education and enforcement with a transient population

**Speaker:** John-Paul Lovie, Waste Manager, Blackpool Council

### **\* Optional tour at the end of the seminar**

This seminar includes a tour of one of the oldest grounds in the country, Aston Villa Football Club.

How do you fancy looking out onto the hallowed turf, or checking out the first team's dressing room? You can enjoy a behind-the-scenes look at the famous ground that boasts traditional heritage with state-of-the-art facilities, all included in your delegate fee.

## Seminar objectives

Continuing budget cuts are now beginning to take their toll with public satisfaction levels falling as local authorities try to cope with less resources. With this in mind the seminar looks how through better planning at both national and local level, services can still deliver the quality local environments we all aspire to.

Collecting Performance data and using it to manage resources more effectively is becoming increasingly important with services now looking at targeting service delivery rather than relying on historical frequency-based service delivery. Linked to this is the realisation there is a need to manage increasing demands for service by adopting behavioural change methodologies, such as education, public engagement and ultimately enforcement where necessary.

The seminar will aim to show how national governments and local authorities are meeting these challenges and changing service delivery in innovative ways which allow more sustainable services to be delivered.

As well as managing reduced service budgets more effectively, the seminar will also consider the opportunities municipal entrepreneurialism offers by highlighting how services can successfully generate income from the those services they deliver which can then be used to offset reduced funding levels.

The aim of the seminar is therefore to provide delegates with the latest information, innovative case studies and opportunities to generate additional income, which together will help equip them for the forthcoming challenges facing their services.

APSE has brought together a wide variety of speakers who will explain to delegates how they have transformed policy into practice to achieve these changes.

Experienced speakers will address key issues including:

- The importance of data intelligence to help shape future service delivery
- The drive to have clear national goals and targets in relation to reducing litter and other associated negative environmental indicators
- The need to have the right mix of planning, targeting and behavioural change programmes
- Engaging with residents to improve public understanding and thereby manage service demand levels.
- Ways to maintain quality levels in a time of reduced budget provision
- The opportunities to generate income through existing service provision.
- The need to ensure new legislative requirements are met in relation to apprentices

The seminar is planned to allow considerable time for debate and questions.

## Who should attend?

- Chief Executives
- Directors of Environment
- Heads of Service in Street Cleansing, Streetscene and Public realm
- Policy and Performance Officers
- Environmental Enforcement and Education Officers
- Cabinet Members and Elected Members with an interest in the local environment, public realm and streetscene services.

Reserve your place now by completing the booking form and faxing or emailing it back to Vicky Starmer at APSE on 0161 772 1811 or [vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk).

## The venue

### Aston Villa Football Club

Villa Park, Birmingham, B6 6HE

**LOCAL SERVICES**  
**LOCAL SOLUTIONS**



# Booking form

**APSE one day seminar, Tuesday 23 February 2016, Aston Villa Football Club**

Office Use

Del#.....

DB:.....

Conf:.....

main contact name: \_\_\_\_\_ authority: \_\_\_\_\_

address: \_\_\_\_\_

post code: \_\_\_\_\_

telephone: \_\_\_\_\_ fax: \_\_\_\_\_ email: \_\_\_\_\_

Please detail here any special dietary/access requirements for the delegates listed below:

**APSE issues a written confirmation for all delegate bookings received. If you have not received your confirmation letter within 5 working days of sending your booking form, then please contact APSE on 0161 772 1810.**

## Payment information

What's included: The delegate fee covers attendance, delegates' documentation, lunch and light refreshments. Please note that hotel accommodation is not included. A list of recommended hotels in the area is available on request.

**APSE members delegate fee:-** £169 + VAT

**Non-members delegate fee:-** £276 + VAT

**Private sector organisations:-** £360 + VAT

### Please indicate preferred method of payment (tick):-

VAT registration number 519 286 915

- Please find enclosed cheque (made payable to APSE)
- Please invoice me

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to [vstarmar@apse.org.uk](mailto:vstarmar@apse.org.uk) or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event - by 4pm on 9 February 2016, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event (after 13 February) or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Delegate name	Delegate position	Delegate email

Please return completed form to Vicky Starmer, APSE, 2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester M32 0FP or fax direct to: 0161 772 1811 Telephone: 0161 772 1810 - E-mail: [vstarmar@apse.org.uk](mailto:vstarmar@apse.org.uk)