

Assets: A local industrial strategy for council income generation and commercialisation



**Imperial War Museum North, Manchester
Friday 13th January 2017**

Programme

09:00 - 10:00 Registration and coffee

10:00 - 11:15 - **Session 1: The big issues and what you can do about them!**

Local council finance and public perceptions of spending in local area

- Local government finance. The new imperatives of business rates and council tax income
- Mind the gap: The next steps in income generation
- Stepping up to a commercial platform
- Who do the public trust to deliver a local investment strategy?
- Findings of the APSE/ Survation public perception survey on neighbourhoods

Speaker: Paul O'Brien, Chief Executive, APSE

Legal issues and powers for commercial investment options by local councils

- Matching strategic ambitions to local government delivery options
- Powers to invest?
- Due diligence?
- Managed risk?
- Navigating your council through an investment and commercialisation strategy

Speaker: Elizabeth Wood, Partner, Walker Morris LLP

Durham - A retail development approach

- Investing in retail developments
- Squaring the circle: Making new developments green and sustainable
- Using The Wear river as a hydroelectric power source for the development
- What do we expect by way of regeneration, financial and environmental returns?

Speaker Stuart Timmiss, Head of Planning and Assets, Durham County Council

Audience and panel Q&A

11:15 - 11:45 - Coffee break

11:45 - 13:00 **Session 2: Investing for financial returns - squaring the circle of local government finance**

Developing a strategy for asset investment

- Categories of investment in land and property
- Financing to invest - what options are available
- Is the public works loans board an opportunity for low cost investment
- What returns can you expect? Findings of the latest APSE/ CIPFA research

Speaker: David Bentley, Head of Asset Management CIPFA

Sevenoaks District Council: The UK's first self-financing council

- How did we achieve our status as one of the first self-sufficient councils?
- Our investment led strategy - retail, developments and income from assets
- Managing risk sensibly

Speaker: Cllr Peter Fleming, OBE, Leader of Sevenoaks District Council

Developing new income streams in parks - Pinewood Studios

- Assessing the USP of Buckinghamshire's Parks
- Developing the offer
- Successes and future opportunities
- Sweating your parks as assets for income

Speaker: Andrew Fowler, Head of Country Parks & Green Spaces, Buckinghamshire

13:00 - 14:00 Hot networking lunch

12:00 **Session 3: Exemplar case studies**

Salford City Council - A regeneration led approach to local economic success

- The impact of media city
- Attracting overseas investors
- Gaining a return on jobs skills and investment

Speaker: Shelagh McNerney, Head of Development, Salford City Council

Income from Energy: Options for your council to consider

- Local authority energy companies
- 'White labelling': options for 'piggy-backing' and creating savings
- Electricity generation and new technologies in battery storage
- Future opportunities in emerging markets and strategies

Speaker: Ray Noble, Specialist Advisor on Renewables and Storage, APSE Energy Associate

Municipal bus companies: what will the new Bus Bill mean?

- Warrington's successful bus company
- Making the decisions to keep the services and companies viable
- Are there opportunities for other local councils with the Bus Bill or has the door now been closed on Municipal Bus Companies?
- What will the future be for municipal transport options?

Speaker: David Blainey, operations Director, Network Warrington, Warrington Borough Transport

Asset rationalisation and closer integration of strategic plans with front-line commercialisation of services

- Refocussing services and staff into 5 key locations
- Investing in depots and facilities
- Using the asset base to remove service boundaries and duplication
- Using the new assets to embed a commercial culture in environment and neighbourhood services, fleet, transport and building maintenance.

Speaker: Ronnie Dempster, Head of Service First, Dumfries and Galloway

Panel Q&A

Closing Comments from seminar chair

15:30 Departure and optional museum tour

About the seminar

This seminar will explore the next steps in local authority income generation. Whilst councils are already on with developing additional sources of income from charging and trading in services the funding gaps are now so great that radical action is becoming an imperative. Some councils are aiming for self-sufficiency and whilst this may not be a viable aim for many councils, nor necessarily desirable from a public policy perspective, one way to work towards sizeable additional income is to consider investments. Investments could be in assets such as offices, shops and retail or even hotels. Councils have also developed innovative schemes on local authority energy and local authority housing companies to provide social homes for rent as well as future income streams.

APSE (Association for Public Service Excellence) is a body of over 200 Local Authorities across the UK, existing to further the development of excellent local services.

Further information about what we do and who we are can be found on our website: www.apse.org.uk

Who should attend?

This event is a must attend professional learning environment for finance and policy officers, housing and regeneration teams, transformation and commercialisation teams and service directors and chief executive charged with developing both a strategic and practical response to the financial pressures councils face.

- Chief Executives & senior leadership teams
- Directors and Heads of Service in all front-line areas
- Service transformation and performance management teams
- Elected members and cabinet leads for front-line service areas, transformation, corporate finance and resources
- Trade unions

Reserve your place now by completing the booking form and faxing it or emailing it to Darja Scukina at APSE on 0161 772 1810 or dscukina@apse.org.uk

The venue

Imperial War Museums North
The Quays
Trafford Wharf Road
Manchester
M17 1TZ



Booking form

APSE Policy and Professional learning seminar, Thursday 13th January 2017

Office use:
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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:- £175+VAT

Non-members delegate fee:- £259+VAT

Commercial delegates- £375+VAT

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Delegate name	Delegate position	Delegate email

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