

apse seminars

APSE Southern

Future Focus Seminar 2018



Thursday 28th June 2018

Radisson Blu Edwardian Hotel, Heathrow UB3 5AW

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Programme overview

Strategic Perspectives

What will the future of Local Government look like? Rachel North, Director of Communities, West Sussex County Council

Re-imagining New Towns Tom Pike, Assistant Director, Stevenage Borough Council

Changing Places: Being effective in local government today Laura Church, Corporate Director, Place and Infrastructure, Luton Borough Council

Stream 1 Commercialisation, Income Generation and Trading

Oxford City Council's Journey to Generating Income

- Where Oxford started commercialisation
- Oxford's approach to commercialisation
- How Oxford made a success of commercialising services

Speaker: Ian Bourton, Fleet and Business Services Manager, Oxford City Council

Key considerations when preparing a business case

- A five strand approach to appraising a business opportunity
- Tools to assist in market analysis
- Proposing and presenting the case to stakeholders

Speaker: Andy Mudd, Head of APSE Solutions, Association for Public Service Excellence

Loans and Investments

- The legal framework surrounding property investment
- Further advisory codes and established good practise
- Typical vehicles for property investment

Speaker: Nick Winney, Senior Associate, Walker Morris LLP

Entrepreneurial South Norfolk

- Building a commercial venture in housing development
- Commercialising Building Control and Internal Audit
- The next steps on SNDC's commercial journey

Speaker: Debbie Lorimer, Director of Growth and Business Development, South Norfolk District Council

Innovation Hub

- Identifying potentially profitable services – what has worked in your area?
- Could business acquisition feature in our strategies?
- Experiences with trading companies
- Taking residents on the change journey
- Managing the moral dynamics

Facilitator: Gareth Edmundson, Managing Director, UBICO

Stream 2 Parks and Open Spaces

Securing Natural Assets for the future

- Gathering a picture of the baseline position
- Developing a set of Natural Capital Accounts, an Asset register & Risk register
- Scoping and planning options for action, intervention and investment

Speaker: Henry Dieudonné-Demaria, Head of the Natural Capital Committee Secretariat (or delegation), DEFRA

Calculating a social return on investment (SROI) in Parks and Open Spaces

- Returning £6.82 in Social Value for every £1 invested in Parks and Open Spaces
- Delivering value through Apprenticeships, support for NEETs and ex-offenders
- Methodology for calculating social return on investment

Speaker: Paul Rabbitts, Section Head for Parks, Open Spaces and Projects, Watford Borough Council and Elsie Grace, Regional Strategy Manager, Veolia

Local Governance in Parks and Open Spaces

- Supporting Parks Groups to grow and thrive
- Optimising Community Involvement
- Lines of accountability, who's responsible?

Speaker: Dave Corby, Head of Service – Community Engagement, Harrow Council

Appraising Delivery Models in Landscaping Services

- Creating an In-house Grounds Maintenance service
- Why was this model chosen to deliver a higher quality, greener and smarter environment?
- Procuring machinery and sourcing a depot, developing quality systems and operational procedures

Speaker: Tracey Butler, Head of Environment & Land Management, Ashford Borough Council

Innovation Hub

- Charging strategies for events and other commercial activities within Parks
- Allocating investment in play areas, ensuring maintenance and inspection
- Experiences with bedding and planter sponsorship and renting out parks' buildings
- Protecting biodiversity through horticultural practise

Facilitator Paul Van Damme, Parks and Green Spaces Manager, Chelmsford City Council

Stream 3 Waste Management Refuse Collection and Street Cleansing

Seeing the whole picture: how effective is your service?

- UK-wide performance on parks, waste and street cleansing
- The new app for monitoring the quality of the public realm
- Balancing efficiency with public perceptions

Speaker: Debbie Johns, Head of Performance Networks, Association for Public Service Excellence

Best Community and Neighbourhood Initiative - APSE Service Awards 2017

- How can we resource communities to do the right thing with dog litter?
- Attracting business sponsors to support litter-free streets
- Self-Funding Enforcement teams
- Educational initiatives to reduce litter and dog-fouling

Speakers: David Simmons, Cabinet member for Environment and Rural Affairs, Swale Borough Council & Stefan Arvidsson, Director, TiksPac

Driving Efficiencies through Performance Management

- Using data to identify savings in waste flows
- Market research to drive changes
- Fostering a workplace culture to secure continuously improving services
- Facing future challenges

Speaker: Kristy Spindler, Waste Manager, South Gloucestershire Council

Best Demand Management Initiative - APSE Service Awards 2017

- Avoiding £3.8 million in waste disposal costs over a 12 month period
- Transitioning to slimmer bins, reducing domestic waste bin capacity by 100l
- Addressing illegal disposal of commercial waste

Speaker: Daniela Dixon, Senior Recycling Officer, Bolton Council

Innovation Hub

- Pricing strategies in trade waste, marketing and promoting the service
- Collection frequency and size of residual bins
- What works in enforcement? Should we use private agencies?
- Binrastructure – developing a litter bin strategy
- Shared services across boundaries

Facilitator: Colin Rowland, Interim Executive Director of Borough Services, Basingstoke and Deane Borough Council

Stream 1 - Commercialisation, Income Generation and Trading



09:00 Registration

09:30 **Session 1 – Strategic Perspectives**

What will the future of Local Government look like?

- Meeting the challenge of our places in a context of continuing financial pressure
- How can local government proactively build self-help and community capacity within our localities?
- What is the changing nature of the relationship between the 'state' and the citizen?
- Do we need to re-imagine democratic participation in a digital age?

Speaker: Rachel North, Director of Communities, West Sussex County Council

Reimagining New Towns

- Attracting investment
- Working co-operatively with communities and staff to steer the change

Speaker: Tom Pike, Assistant Director, Stevenage Borough Council

Changing Places: Being effective in local government today

- Skills in Senior Management
- Place leadership under austerity
- Supporting place directors of the future

Speaker: Laura Church, Corporate Director, Place and Infrastructure, Luton Borough Council

10:45 Refreshment Break

11:00 **APSE Southern Region Annual General Meeting (Room 12)**

If you are attending from an APSE member council, we would be delighted if you would join us to hear about what has happened over the year within the APSE network, across the UK and share your views on how to take the Association forward in the year ahead.

11:30 **Session 2.1**

Oxford City Council's Journey to Generating Income

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12:30 Lunch

13:15 **Session 3.1**

Loans and Investments

- The legal framework surrounding property investment
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Entrepreneurial South Norfolk

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14:15 Refreshment break

14:30 **Session 4.1 – Innovation Hub**

Commercialisation, Income Generation and Trading

- Identifying potentially profitable services – what has worked in your area?
- Could business acquisition feature in our strategies?
- Experiences with trading companies
- Taking residents on the change journey
- Managing the moral dynamics

Facilitator: Gareth Edmundson, Managing Director, UBICO

15:30 Close of seminar

Stream 2 – Parks and Open Spaces



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15:30 Close of seminar

Stream 3 – Waste, Refuse Collection and Street Cleansing



09:00 Registration

09:30 **Session 1 – Strategic Perspectives**

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- Meeting the challenge of our places in a context of continuing financial pressure
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Seeing the whole picture: how effective is your service?

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Speaker: Debbie Johns, Head of Performance Networks, Association for Public Service Excellence

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- Addressing illegal disposal of commercial waste

Speaker: Daniela Dixon, Senior Recycling Officer, Bolton Council

14:15 Refreshment break

14:30 **Session 4.3 – Innovation Hub**

Innovation Hub- Waste Management, Refuse Collection and Street Cleansing

- Pricing strategies in trade waste, marketing and promoting the service
- Collection frequency and size of residual bins
- What works in enforcement? Should we use private agencies?
- Binrastructure – developing a litter bin strategy
- Shared services across boundaries

Facilitator: Colin Rowland, Interim Executive Director of Borough Services, Basingstoke and Deane Borough Council

15:30 Close of seminar

APSE Southern

Future Focus Seminar 2018

Seminar Objectives

APSE is delighted to announce this unique opportunity to explore the changing nature of Local Government in the Southern region's first seminar of its kind.

Hearing from a panel of expert thought leaders, examining the skills and resources needed to face the challenges ahead, delegates will be able to weave their own conference choosing between options framed around three streams:

- Commercialisation, Income Generation and Trading (page 3)
- Parks and Open Spaces (page 4)
- Waste Management Refuse Collection and Street Cleansing (page 5)

The day will also feature the a range of Innovation Hubs to explore and share good practise among delegates across both strategic and operational matters.

When booking, either indicate which of the three streams you would like to participate in or make your selection across the three streams, indicating which option from each session you would like to attend (i.e. 2.1, 3.2 & 4.1).

Teaming with ideas, forward-thinking initiatives and with the opportunity to network across a range of disciplines, we look forward to welcoming you to the Radisson Blu Edwardian Hotel, Heathrow for Future Focus 2018.

APSE Southern Region: Annual General Meeting

Within the first refreshment break of this seminar, we will be holding the Annual General Meeting for APSE's Southern region. At this meeting, we will elect the Regional Chair and Secretary as well as other representatives on APSE National Council for the year ahead. We will take a look at what has happened over the year in the region and at what's happened within the APSE network, across the UK and gather views on how to take the Association forward in the year ahead.

Who should attend the seminar?

- Council Leaders, Executive and Non-Executive members
- Chief Executives, Directors and Senior Management Team
- Corporate Policy and Strategic Leads
- Organisational Development and Transformation leads
- Finance Directors, Business & Commercial Development officers
- Parks and Open Services Managers, Service Development officers and Operations managers
- Waste and Street Cleansing Managers, Service Development officers and Operations managers
- Aspiring managers, Graduate Trainees, Apprentices
- Trade union representatives
- Academic researchers
- Contractors and suppliers

Venue information

Radisson Blu Edwardian, Heathrow
140 Bath Road, Hayes, Middlesex UB3 5AW

Minutes from Heathrow Airport, the hotel is conveniently located just off the M4, and is easily accessible by London Underground and mainland train service.

Parking is available at the hotel at £16 per 24 hours.

For more information please contact APSE on 01865 749 365



Booking form

APSE SOUTHERN REGION FUTURE FOCUS SEMINAR 2018

contact name: authority:

address:

..... postcode:

telephone email:

Please detail any special dietary or access requirements for the delegates listed below (including vegetarian/vegan)

.....

APSE issues a written confirmation for all delegates bookings received. If you have not received your confirmation letter within 5 working days of sending your booking form, then please contact APSE on 01865 749 365

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 £199+ VAT

Non member LAs: £285+ VAT

Commercial organisations: £399 + VAT

Please indicate which sessions you would like to attend:

- Stream 1** Commercialisation, Income Generation and Trading (sessions 1, 2.1, 3.1 & 4.1) 
- Stream 2** Parks and Open Spaces (sessions 1, 2.2, 3.2 & 4.2) 
- Stream 3** Waste, Refuse Collection and Street Cleansing (sessions 1, 2.3, 3.3 & 4.3) 

Or indicate which session you would like to attend by selecting one option in each row:

Session 2	2.1 <input type="radio"/>	2.2 <input type="radio"/>	2.3 <input type="radio"/>
Session 3	3.1 <input type="radio"/>	3.2 <input type="radio"/>	3.3 <input type="radio"/>
Session 4	4.1 <input type="radio"/>	4.2 <input type="radio"/>	4.3 <input type="radio"/>

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 sscholes@apse.org.uk or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event 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

Position

Delegate email

**Please return completed form to Shami Scholes at APSE, Horspath Road Offices,
Horspath Road, Oxford, OX4 2RH
Telephone: 01865 749 365 E-mail: sscholes@apse.org.uk**