

How to make a profit from selling your local authority services

20 July 2017, Central London

22 August 2017, Cardiff

05 September 2017, Belfast

05 October 2017, Carlisle

10 October 2017, Leeds



How to make a profit from selling your local authority services

Introduction

APSE training, in partnership with approved partner arena4finance, is offering this newly available one day skills development workshop for all those within the public sector who are looking to offer services to private companies and the local community in order to generate profitable revenue.

This event will enable business development colleagues to create business plans and effective pricing strategies to offer products and services to the local community.

Outcomes:

Attendees on this course will learn how to perform the following:

- Costing activities, products and services accurately
- Develop standard costs
- Overhead capture and cost allocation
- Setting selling prices and producing quotations
- Calculating the breakeven point and planning for profit
- Use and interpret key performance indicators
- Post activity monitoring and variance analysis

Participants are invited to bring case studies and examples for general discussion.

Duration 1 day event: Start time: **9.30 am** Finish time: **4.30 pm**

Who Will Benefit?

This course will benefit those with responsibility for creating new revenue sources requiring them to create pricing policies, develop business plans and monitor results. In particular people in the following roles:

- Service Heads / Service Managers
- Business Development Managers
- Those tasked with developing, planning and monitoring new commercial services

Trainers

The sessions will be delivered by Debra Adams from arena4finance supported by Jan Kennedy from APSE.

Debra Adams

Debra Adams, Managing Director of **arena4|finance** Ltd and an Associate Faculty member at a number of Universities and Corporate Business Schools, is a qualified accountant (CIMA) with over 25 years' experience of working in financial management education involving the design and delivery of courses in finance, accounting and strategy for a range of business sectors. Debra also has a Master's degree in Online and Distance Learning from the Open University.

Her early career was spent working in finance roles with an international hotel group followed by 11 years delivering undergraduate and post graduate education in finance and accounting at Bournemouth University.

Debra established her own professional development company, **arena4|finance** in 2004 focusing on developing and delivering training to help managers to understand and interpret the financial and management accounts. Popular course titles include 'Finance for Non-Financial Managers', 'Budgeting and Financial Planning', 'Capital Investment Appraisals' and 'Costing and Control'.

Debra has delivered courses for a number of clients across a range of sectors including the Association of Public Service Excellence, The Universities Caterers Organisation, Merlin Training, National Coastal Tourism Academy, Jumeirah Hotels International, Hospitality Professionals Association, Training Team (Project for the Essex Construction Training Association), Lloyds TSB, Institute of Hospitality and the Master Innholders.

Debra is Head of Professional Development for the Hospitality Professionals Association www.hospa.org (Formerly British Association of Hospitality Accountants) and has been instrumental in the development and success of several education projects for finance and non-financial professionals working in the hospitality industry.

Her book '**Management Accounting for the Hospitality Industry – A Strategic Approach**', republished by Thomson in 2006, is widely used both in the UK and overseas, as a core text for University courses in hospitality management.

Debra Adams has been delivering courses for APSE for past three years:

- Controlling Food Costs
- How to make a profit from restaurants, cafeterias and events (public sector catering)

arena4|finance

arena4|finance specialises in the design and delivery of financial training and commercial skills courses. We work with small and medium size businesses providing coaching and advice on understanding accounting information. We also develop in house training and professional development programmes for large businesses for managers who want to improve their

understanding of financial management from understanding cost control through to working with profit and loss budgets, revenue forecasts and cash flows. www.arena4finance.co.uk

Jan Kennedy - APSE training

Jan Kennedy is Head of APSE Training and has responsibility for the learning, skills and development arm of the Association. Jan has a background in training and development, firstly as an executive training officer in central government where she gained her CIPD in Training & Development.

She moved to local government in 1999 where she joined Liverpool City Council as a member of the corporate training team. Jan has experience of managing and delivering a wide range of training and development including Liverpool's One Stop Shop training programme.

Prior to joining APSE Jan managed the Lifelong Learning Employability curriculum in Adult and Community Education. Jan holds a Certificate in Post 16 Education and a CLAIT Advanced in ICT.

Jan is also qualified in level A and level B psychometric testing.

Since joining APSE Jan regularly delivers training on a range of topics including Project Management, Leadership, Supervisory skills (across service sectors), Managing Change, Negotiation Skills, Time Management, Marketing, Lean Thinking, and Service Level Agreements.

Jan works in partnership with Dr Jo Pike to deliver training modules to lunchtime supervisors.

Jan also co-delivers on the current Master Classes on Health and Safety Issues

Jan can be contacted at e-mail address at: jkennedy@apse.org.uk or by telephoning her on either 0161-772-1810(Office) or 07764-252-107 (Mobile)

What's included?

Course fees include delegates' documentation and course material including case studies, suggested practices and appropriate toolkits and templates, lunch and refreshments. Please note that the fee does not include hotel accommodation. Hotel information is available from the APSE secretariat on request.

Comments from previous delegates

"Great knowledge of the area backed up by experience"

"Lovely trainer - Debra Adams gave time for candidates to talk and discuss different working practices, which will help when putting information learnt into practice."

"Really enjoyed the whole course."

Please note this event can be delivered in-house for the cost effective rate of £3199 + vat (and low cost trainer travel)

Up to 25 of your staff may attend and APSE welcomes local authorities sharing the cost with a neighbouring council.

If you wish to take up this option APSE will manage all associated admin on your behalf.

Dates and timings of delivery will be negotiated in accordance with service requirements.

Course Outline – How to make a profit from selling your local authority services

9.15 -9.30

Registration

Domestics, Objectives and Round table discussions

9.30 – 10.45

- Identifying the marginal costs
- Determining the standard cost – Materials, Labour etc
- Making a contribution to fixed costs
- Contribution to overheads and cost allocation
- Discussion / exercises

10.45 -11.00

Morning Break

11.00 – 11.45

Setting selling prices and producing quotations

- Cost based versus market led pricing
- Adding VAT
- Discussion / exercises

11.45 – 12.30

Revenue Management techniques

- Dynamic pricing techniques for different market segments
- Discussion / exercises

12.30 -13.30

Lunch Break

13.30 – 14.45

Calculating the breakeven point and planning for profit

- Forecasting costs and revenues
- Preparing the business plan
- Discussion / exercises
- Discussion / exercises

14.45 -15.00

Afternoon Break

15.00 – 16.00

Monitoring performance

- Use and interpret key performance indicators
- Variance analysis to interrogate actual versus planned results
- Discussion / exercises

16.00 – 16.15

Final questions, Evaluations, Certificates and Close

How to make a profit from selling your local authority services - booking form

Contact name: _____ Employer: _____

Address: _____

For official use:
 Del No:
 Date:
 Database: Y / N

Postcode: _____ Telephone: _____

Email: _____

Delegate name	Job title	Email address

Please state if delegates have any special requirements (dietary/access/information in alternate formats):

Please tick all relevant boxes:

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Booking information: APSE will take bookings up to 24 hours prior to the course, subject to availability. You are however advised to book early to secure your place and avoid disappointment.

Please note: places on the sessions will be strictly limited to a first come first served basis. Provisional reservations for places are not accepted on this form.

- APSE members:**
- 1 delegate: £239 + VAT per delegate per course
 - 3 or more delegates £209+ VAT per delegate per course
(Discount only applies to delegates attending same date.)
- Non-members:**
- per delegate £409 + VAT

Please quote your purchase order number (if appropriate): _____

- I am paying in advance I am paying by cheque I am paying by bacs

Booking confirmation: APSE issues a written confirmation letter to the 'contact name' for all delegate bookings received. We **will not** send confirmation to each delegate named on the booking form, unless this has been requested in writing. Should the 'contact name' not receive a confirmation letter **by post within 10 working days** of sending the booking form, then please contact APSE on telephone: 0161 772 1810.

Payment: APSE will issue an invoice after the event to delegates attending from Local Authorities, public sector and local government organisations or APSE approved partners unless we are notified otherwise.

In the event of any delegates not being invoiced through the organisations stated above APSE will require payment in advance before the event. Payment must be submitted within 10 working days of making the booking.

Advance payment must be made either by cheque payable to: APSE or by bacs (details can be provided on request at finance@apse.org.uk). A receipt will be provided on request.

All delegate fees are subject to vat, the rates quoted are exclusive of vat. Please ensure you include this in your payment.

Cancellation charges: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to jkennedy@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 £75 administration fee. The full delegate fee will be payable for cancellations received less than 10 working days before the event or for non-attendance. All fees are non-refundable after the cancellation period.

Booking transfers will only be acceptable, if there is availability on another date for the same course, and will incur a £75 administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. APSE regrets we cannot accept any liability for associated transport or hotel costs in the event of course cancellations made by us.

The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Please return completed form to:

Jan Kennedy

APSE – 2nd Floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester, M32 0FP. Tel 0161 772 1810

