

Saving the Frontline

**Income generation; demand management;
innovation**



APSE policy and professional learning seminar, 16 January 2015

Kings Suite, Harrogate International Centre, King's Road, Harrogate, North Yorkshire HG1 5LA

16 January 2015

9.30 -10.00 Registration

10.00 - 11.15 **Session one: The legal and business imperitives**

Income generation: The legal perspective

- Trading and charging: What powers?
- Charging for services: what are the limits?
- Do you need a trading company? Busting the legal myths.
- What are the essential pieces of legislation

Speaker: Judith Barnes, Partner, Head of Local Government, DAC Beachcroft

Nottingham's strategy for commercialisation

- Taking a commercial approach within a public sector ethos
- Income generation in parks
- Gaining wider public value through service based apprenticeships

Speaker: Adrian Hill, Head of Commercial Development, Nottingham City Council

11.15 - 11.45 Coffee Break

11.45 -1.00 PM **Session two: Case studies in income generation and commercialisation**

Income generation in garden and waste services

- Switching from free to charging - Overcoming barriers
- Maximising savings and income opportunities
- Negotiating with contractors; practical and operational considerations
- Supporting the Waste Hierarchy

Speaker: Tara Dumas, Waste and Environmental Services Manager, Wirral Council

Local government working for health commissioners

- Gaining new business in leisure services
- Sustaining leisure membership from health clients
- Longer term benefits and cost reductions in lifestyle changes

Speaker: Darren Stevens, Head of Culture & Information and Kevin Hadfield Leisure Services Manager, East Riding of Yorkshire Council East Riding of Yorkshire Council

Delivering a transformation programme and income generation in fleet and transport services

- Depot and fleet management operations to meet the needs of the business
- Utilising spare capacity to maximise income generation
- Depot sharing arrangements with VOSA to develop partnership working
- Taking an evolutionary approach to change management

Speaker: Damian Walshe, Head of Fleet and Logistics Management Services, Knowsley Metropolitan Borough Council

1.00 - 2.00 Networking lunch

2.00- 3.30 **Session three: Workshops**

Workshop A

This workshop will consider ways to transform services, consider demand management or indeed demand generation in some areas. It will also explore innovative new theories applied in a public sector context such as Blue Ocean strategies.

Demand management or extra resources?

- Squaring the circle of increased demand
- Reducing demand: how do we change customer behaviour?
- Increasing demand in charged for services
- Size does matter: Recognising optimal efficiency
- Is there a case for Blue Ocean strategy in public service planning and delivery?

Facilitator: Andy Mudd, Head of APSE Solutions

Workshop B

This workshop will consider the issues or income generation, which methods are best deployed in what circumstances and also consider practical and operational considerations as well as risk issues.

Preparing to charge or trade for income generation

- To trade or to charge?
- The Market Analysis
- Preparing a business plan
- Risk Issues and Reputation
- Operational considerations
- Marketing
- Finance and product realisation

Facilitator: Mo Baines, APSE, Head of Communication and Coordination

3.30 Event close and departure

About the seminar

This event will cover critical considerations in transforming frontline services including a look at demand and service transformation issues, income generation and innovation.

Demand management and service transformation

We will explore approaches to business transformation and service redesign. Andy Mudd of APSE solutions will explore the dynamics of matching resources to service need through effective and proven demand management techniques.

Income generation: Trading and charging

As councils grapple with reduced funding many are looking at driving up income through trading and charging strategies. We will explore the legal parameters of trading and charging with a leading specialist lawyer and explore case study authorities. This will include Nottingham's commercialisation approach, achieving new income for leisure services from health commissioners, generating income through charging in waste and grounds services and many other examples of income generation.

Innovation

As management teams are increasingly faced with new challenges to transform services it is important to build up a working knowledge of new systems, approaches and management techniques. In the innovation session we will explore the psychology of change through 'nudging and budging' service uses to change their behaviour and reduce demand, and to encourage 'channel shift' in frontline services to reduce cost. We will also explore how frontline staff are engaged with the change process.

Who should attend?

This seminar is a must attend development opportunity for senior management teams providing both high level policy debate and management techniques as well as case study operational examples which will be in valuable to:-

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

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

The Venue

Kings Suite, Harrogate International Centre

King's Road, Harrogate, North Yorkshire HG1 5LA

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Booking form

APSE one day seminar: Policy and professional learning seminar, 16 January 2015

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

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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 place covers attendance, delegate documentation, lunch and light refreshments. Please note that hotel accommodation and travel costs are not included. A list of recommended hotels in the area is available on request.

APSE members delegate fee:- £169 + VAT

Non-members delegate fee:- £249 + VAT

Commercial organisation:- £360 + VAT

Please indicate preferred method of payment (tick):-

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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: vstarmer@apse.org.uk