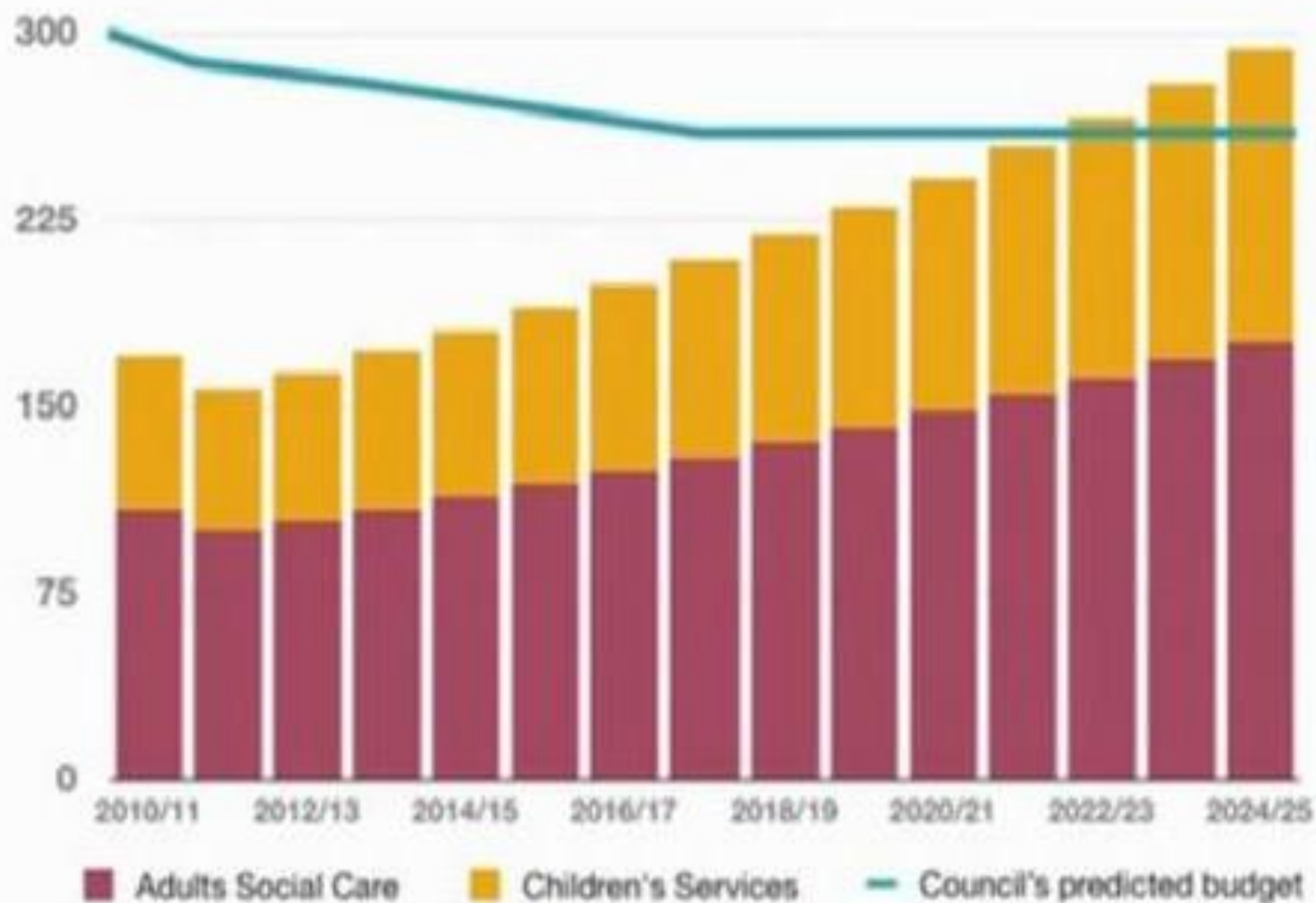




Entrepreneurship and commercialism in local government

Paul O'Brien, Chief Executive,
APSE

The 'Graph of Doom'



Public policy challenges



Approaches



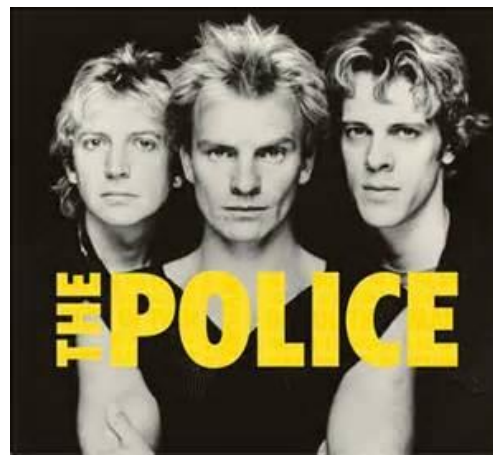


The road to 2020

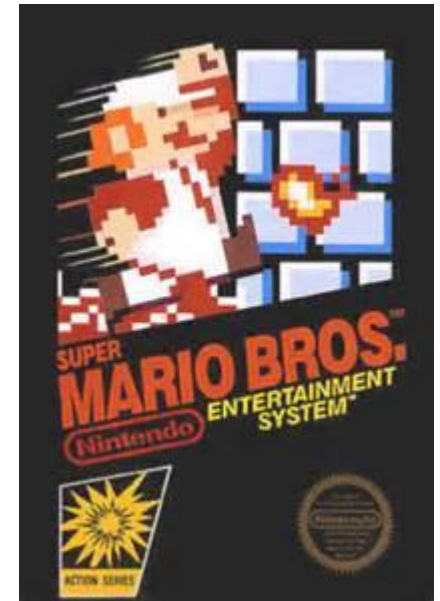
A manifesto for the Ensuring Council



I ♥ 80's



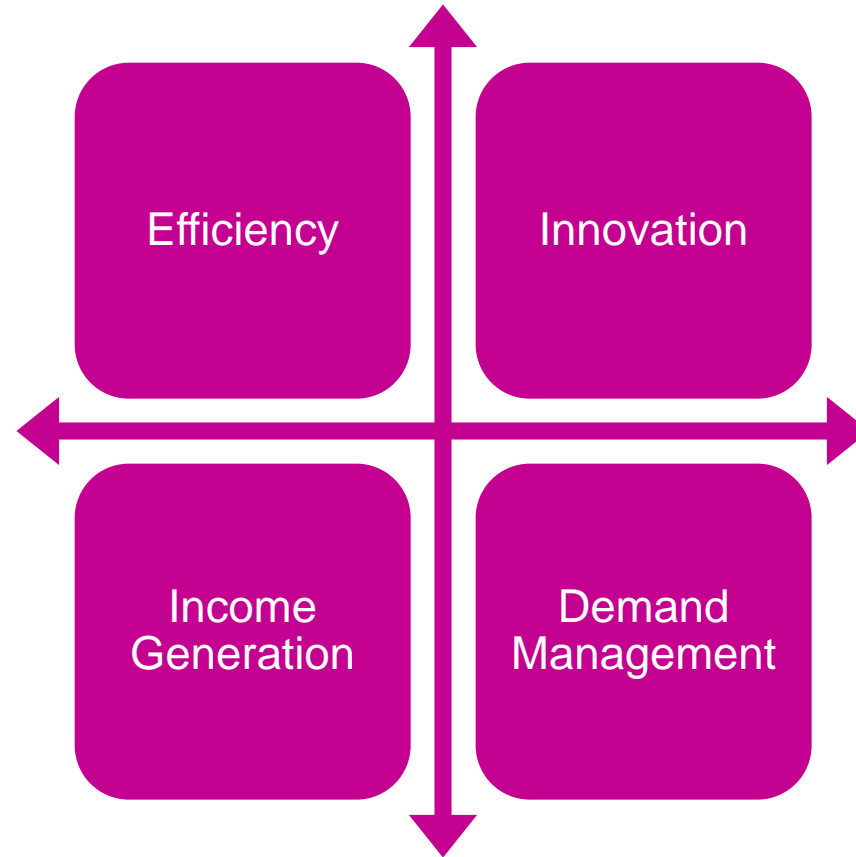
Beyond Enabling



What will local government look like in 2020?



The pillars of excellence



The challenges



76% think that funding will decrease by over 5% in the next 5 years
56% said visitor numbers to formal parks during the past year has increased



Majority expect to see a reduction in their service budgets of up to 5% or 10% over the next 5 years
55% of respondents expecting increases in recycling of other materials

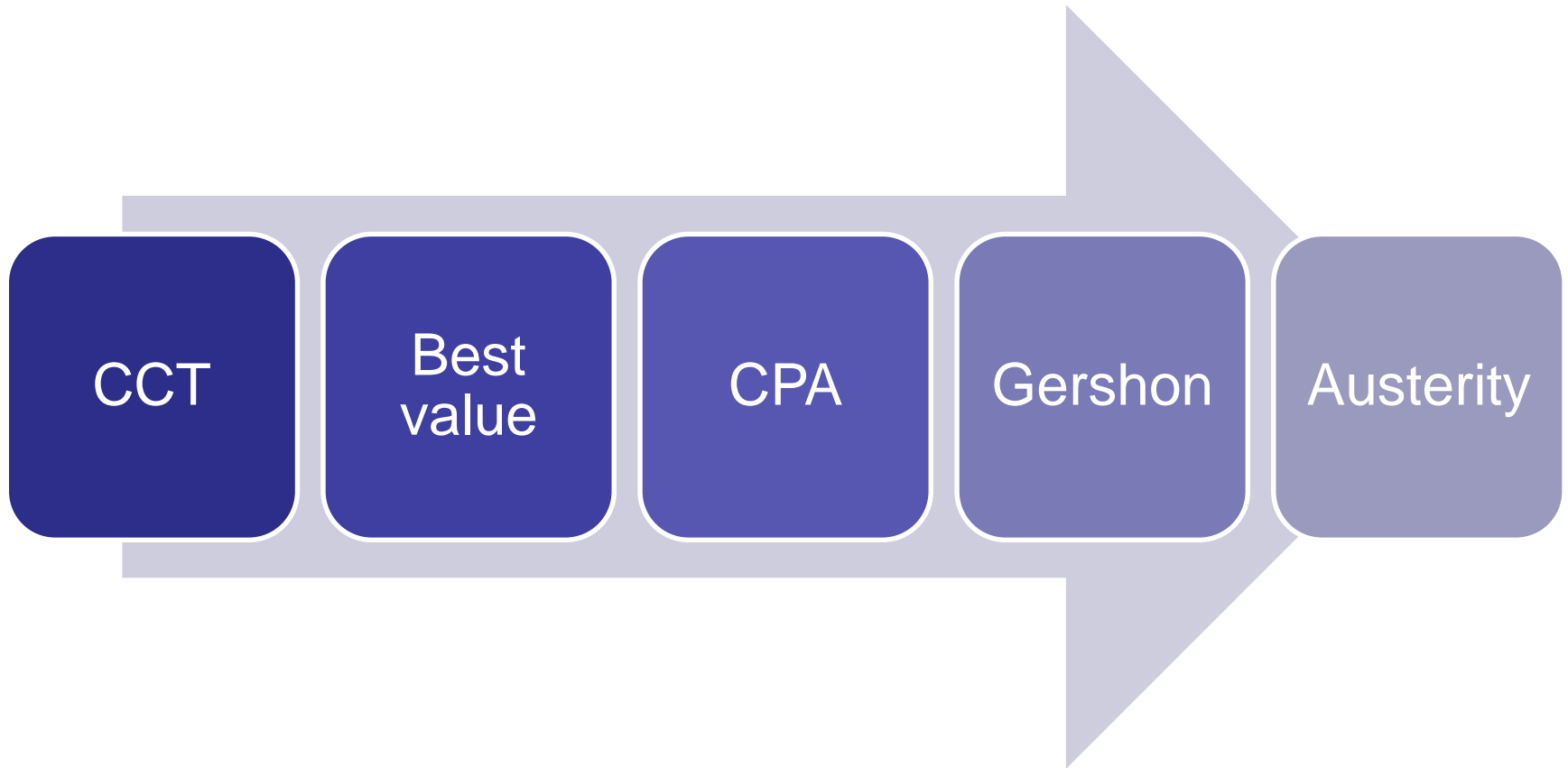


77% think that funding will decrease by over 5% in the next 5 years
77% think that cleanliness standards have decreased or stayed the same during the past year



55% expect the budget to decrease over the next 12 months
68% expect the workload of the transport section to increase or increase significantly over the next 12 months

Timeline



Income generation



Income generation



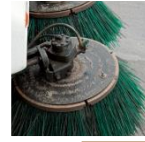
80% intend to increase fees & charges over next 2-3 years

- Sports pitch lettings (91%)
- Allotments (70%)
- Festivals/concerts/ev ents (68%)
- Cafes in parks (66%)
- Bowling greens (64%)
- Ice cream vans/mobile caterers (60%)
- Fairgrounds (58%)
- Renting buildings and land (49%)
- Sponsorship (43%)
- Tennis courts (42%)
- Boot camps (32%)
- Mini golf (28%)
- Golf course green fees (26%)
- Sale of land (26%)



56% indicated that they have income generation schemes

- Selling recycling materials (97%)
- Renewable energy (9%)
- Anaerobic digester (6%)
- Solid fuel recovery (3%)



43% answered that they have income generation schemes

- Property clearance
- Private sector cleansing
- Cleansing for developers
- Sponsorship & advertising
- Events e.g. sporting events
- Care of garden charging
- Other in-house sections e.g. parks
- Services to parish councils
- Other public services e.g. NHS



50% currently sell their services outside of the local authority and over 20% considering it as an option

- Taxi testing (53%)
- MOT services (60%)
- Commercial body shop facility (11%)
- Authorised testing facility for VOSA testing (19%)
- Driver training (72%)
- CPC approved training provider (26%)

Municipal entrepreneurship



Local authority

Innovative public services ahead

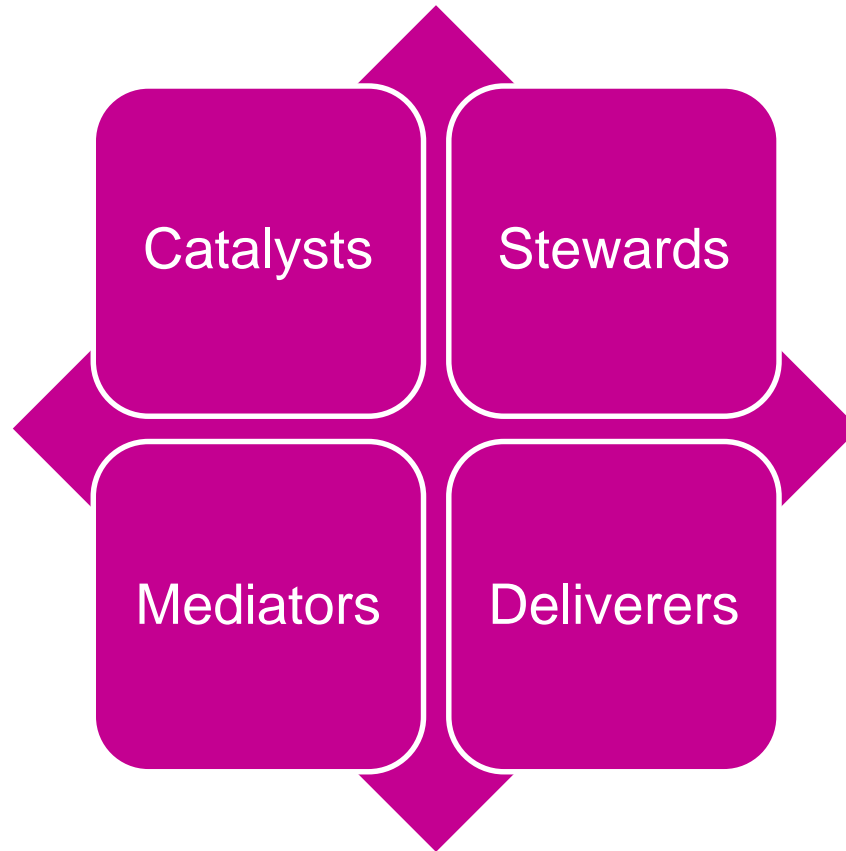
NO

Bureaucracy

Inefficiency

Stick-in-the-mud attitudes

Who are the public entrepreneurs and innovators?



Innovation



Innovation on the frontline:

How engagement with the local government workforce can improve service delivery in austere times



Accountability & governance



- What vehicle is the correct vehicle?
- Governance & control
- Risk analysis
- Well thought out strategy
- What if it all goes wrong?

Demand management

The logo for 'apse' is located in the top right corner. It consists of the word 'apse' in a white, lowercase, sans-serif font, centered within a purple oval shape.

Where from?

- Customers
- Volunteers
- Local people who complain
- Local people who don't complain
- Local politicians
- Government

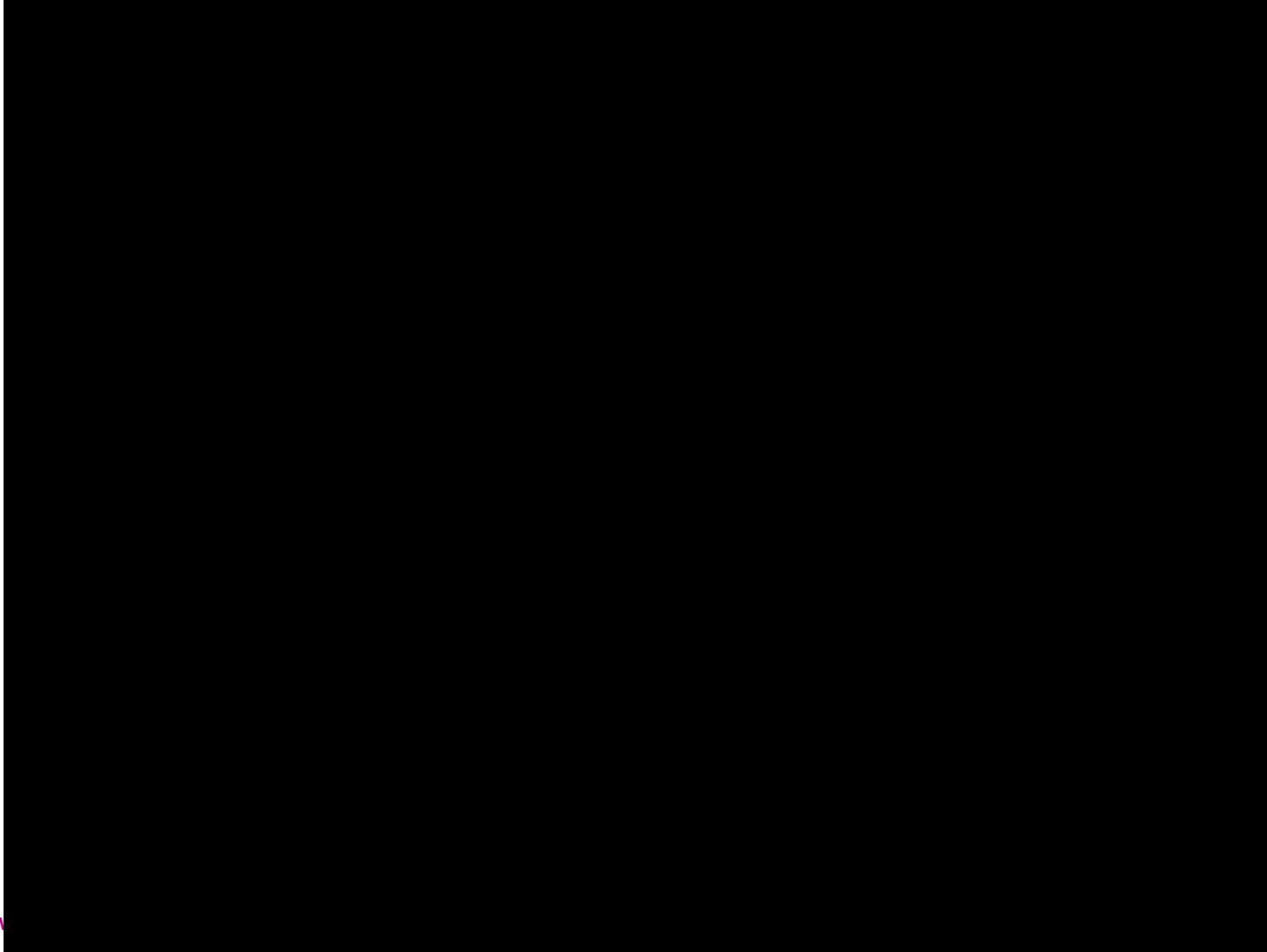
Purpose

- Health benefits e.g. outdoor gym, sports pitches, boot camps
- Social benefits e.g. cafes
- Activities/education for young people
- Generate income e.g. events, weddings
- Contribution to economic well-being of an area

Managing demand

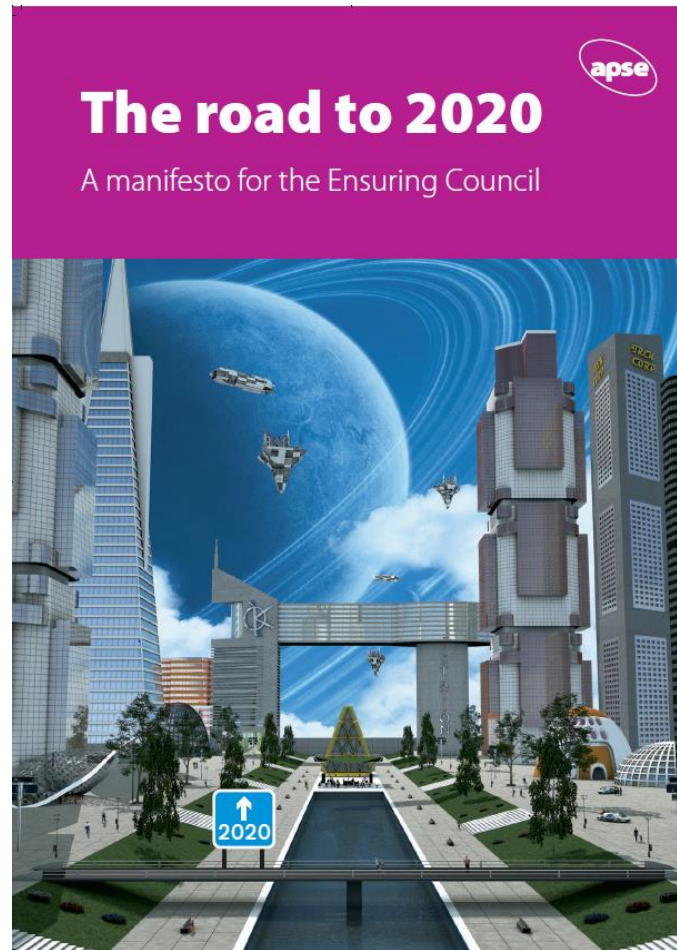
- Friends of parks to share maintenance
- Roping the users in
- Channels of engagement – facebook , texts etc
- Reducing demand on other services

Demand piano





apse



LOCAL SERVICES

LOCAL SOLUTIONS



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