



APSE Wales commercialisation seminar
Thursday 28 April 2016, Metropole Hotel, Llandrindod Wells

Balancing the books

Income generation, trading, charging and investment in
Wales



771	22,771	73,771	
321	32,321	23,321	
3,450	34,450	33,450	
22,750	22,780	22,750	
27,760	27,560	27,760	
74,040	42,071	57,040	
67,020	42,020	32,020	
17,011	68,011	37,011	
45,002	15,002	45,002	
24,030	31,030	34,030	
26,740	21,747	21,747	
32,701	32,777	32,777	
25,270	25,247	25,247	
23,271	27,300	27,300	
19,520	18,220	18,220	
14,200	14,200	14,200	



Seminar programme

10:00 Registration and coffee

10:30 **Session 1: Income and investments**

A strategy for income generation

- Mind the gap! The budget position for Welsh councils
- Meeting your statutory and non-statutory service needs
- Why an income generation strategy does make a difference
- The draft Local Government Wales Bill

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

Using your legal powers for income generation. Do you need a General Power of Competence?

- What powers do you have to generate extra income
- The differences between 'charging' and 'trading'
- Do you need a Power of General Competence? What are its limits.
- Avoiding form over substance. You don't always need a company!
- State aid and procurement considerations

Speaker: Kim Howell, Partner, & Clare Hardy, Partner, Geldards LLP

Assets for investment

- What can you invest in for new financial returns?
- Staying on the right side of your financial duties
- Using existing and new assets
- Managing your asset base for effective income generation

Speaker: David Bentley, CIPFA

Panel question and answer session

11:45 Tea/coffee break

12:00 **Session 2: Trade? Charge? Invest?**

Flintshire's Journey 2014-2018

- Social business - a new way of working
- Strategic planning - integrating our intent
- Service transformation - opening our minds
- Community assets - collective responsibility

Speaker: Neal Cockerton, Chief Officer- Organisational Change, Flintshire County Council

Bringing a commercial perspective to public sector management

- Taking a commercial approach within a public sector ethos
- Contributing to the wider commercial brand
- Protecting the frontline and delivering on our priorities
- The tangible outcomes for Nottingham

Speaker: John Marsh Senior Service Manager, Public Realm, Nottingham City Council

1:00 Networking lunch

2:00 **Session 3: Filling the coffers !**

Income generation from sponsorship

- Developing a sponsorship offering
- Where could you find new sources of income?
- Understanding the marketplace you are dealing with?
- What can you offer to prospective clients?

Speaker: Chris Williams, Head of Commercial Services, City & County of Swansea

Generating Green Income

- Wrexham's legacy solar PV scheme
- Generating new green income worth £2.5 Million
- Reviewing a service through the prism of demand management
- Maximizing use of social housing and other assets to generate new sources of income

Speaker: Rhys Horan, Service Improvement Manager, Wrexham Council

Reviewing your service to support a new culture of commercial income

Preparing to charge or trade

- Developing a business case
- What model should you use?
- Managing risk
- Sensible growth

Speaker: Andy Mudd, Head of APSE Solutions

Panel question and answer session

3:00 Seminar close and departure

About the seminar

As budgets are squeezed do we continue to salami slice our services or seek new sources of income to help balance the books? This seminar will explore the legal and accountancy framework for income generation, charging and trading models and new models of investment led income generation.

We will also explore practical and operational issues looking at exemplar case study councils and which showcase income generation through frontline service delivery in housing, streetscene, parks and public realm and environmental services.

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 Keisha Swaby at APSE on 0161 772 1811 or kswaby@apse.org.uk

The Venue

The Metropole Hotel

Temple Street
Llandrindod Wells
Powys
LD1 5DY

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Booking form

APSE one day seminar: Wales commercialisation seminar, 28 April 2016

Office Use

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Conf:.....

main contact name: _____ authority: _____

address: _____

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telephone: _____ fax: _____ email: _____

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):-

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 kswaby@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. 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	Delegate position	Delegate email

Please return completed form to Keisha Swaby, 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: kswaby@apse.org.uk