

**Ettington Chase Hotel, Stratford-Upon-Avon
Tuesday 11 and Wednesday 12 November 2014**

**APSE National
Environmental Services
Seminar 2014**

**Strictly
Enviro**



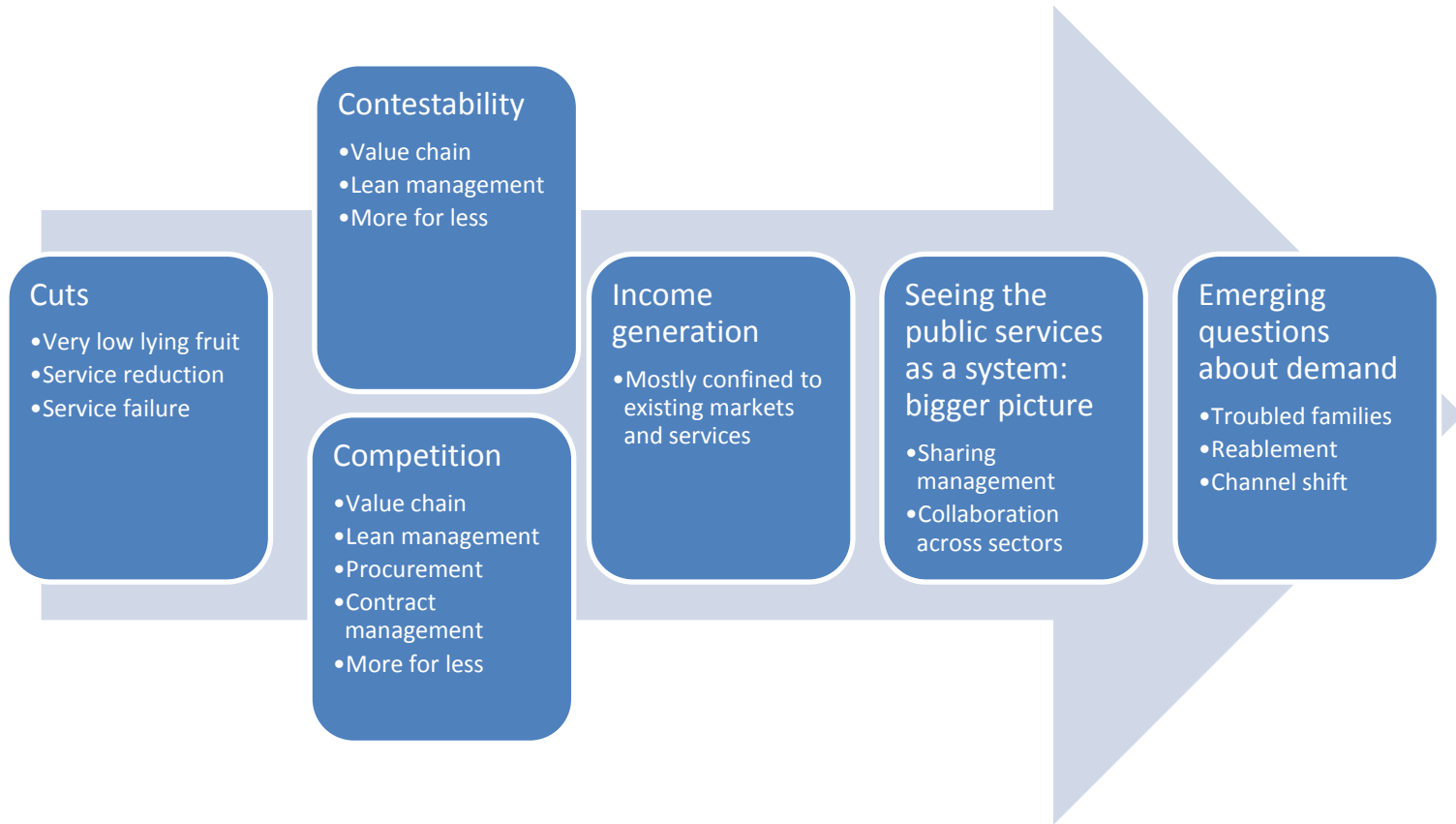
Surviving austerity

Andy Mudd, APSE Solutions

The problem

- The age of austerity
- Coupled with rising demand
- Graph of doom
- Or

The response so far



Back to basics: why we what we do

- Social policy
 - Some things are important to everybody
 - Public health
 - Social well being
 - Economic well-being
- Cost/benefit of public services
 - Public provision can be more efficient than the market

So is failure an option?

What happens when the salami runs out?



So we need to be more efficient in the way we use resources?

- Workforce planning
 - Right levels of staffing
 - Staffing when the job needs doing
 - Effective use of time
- Vehicle utilisation
 - Planned approach to procurement and replacement
 - Efficient use

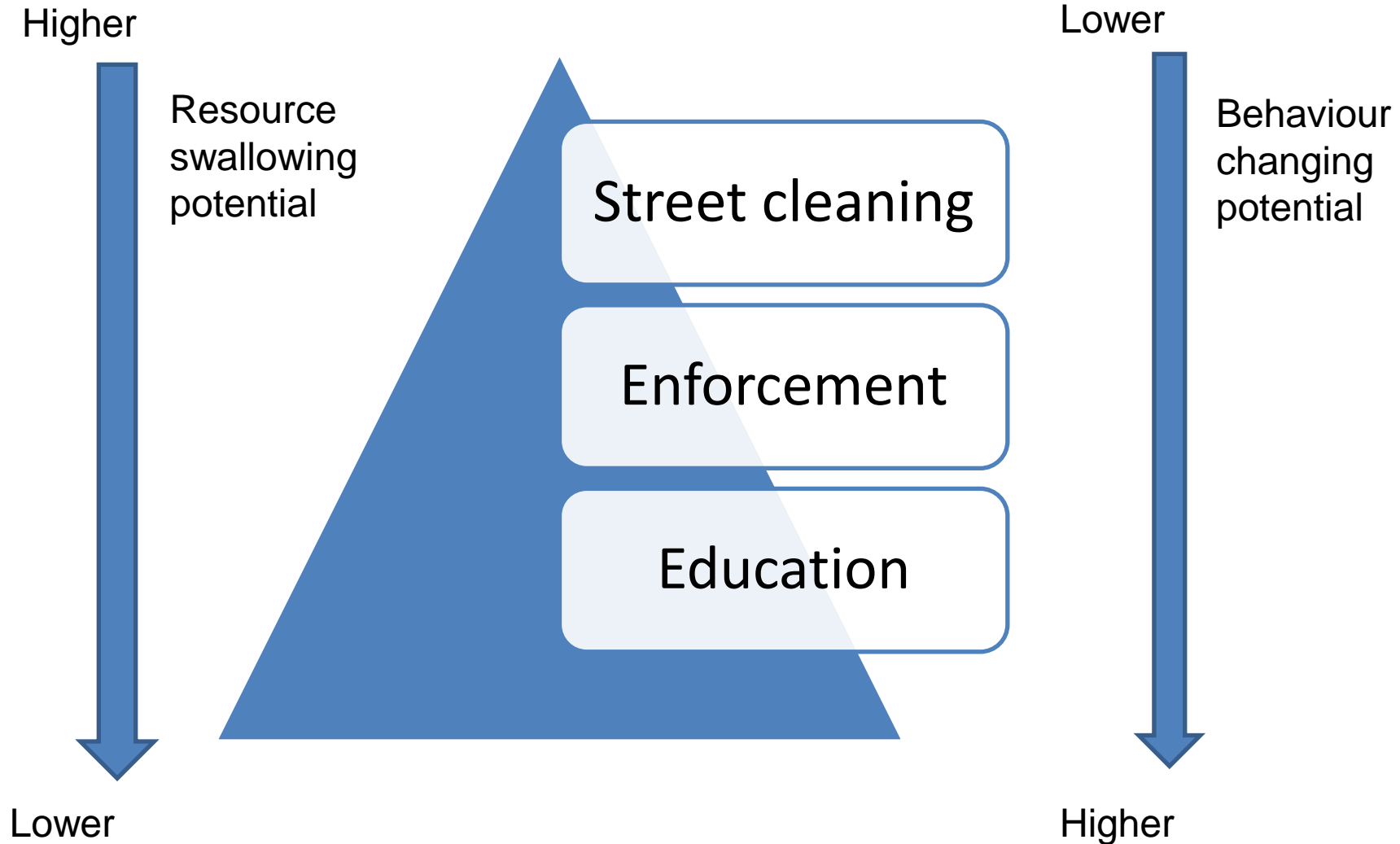
Avoiding waste

- Right first time
 - Missed bins
- Planned rather than reactive but avoid rigid frequency specs
 - Street cleaning frequencies
- Better to cure than to patch
 - Tackle problems at source
- Better to prevent than to cure
 - Effective maintenance

What if that isn't enough?: Beyond supply side efficiency

- Understanding demand
 - Where does it come from – demand chains?
 - What adds value?
 - Whose value?
- Nudge theory, behaviour change, channel shift
- What factors influence choices?

Tackling cause not symptoms: changing behaviour

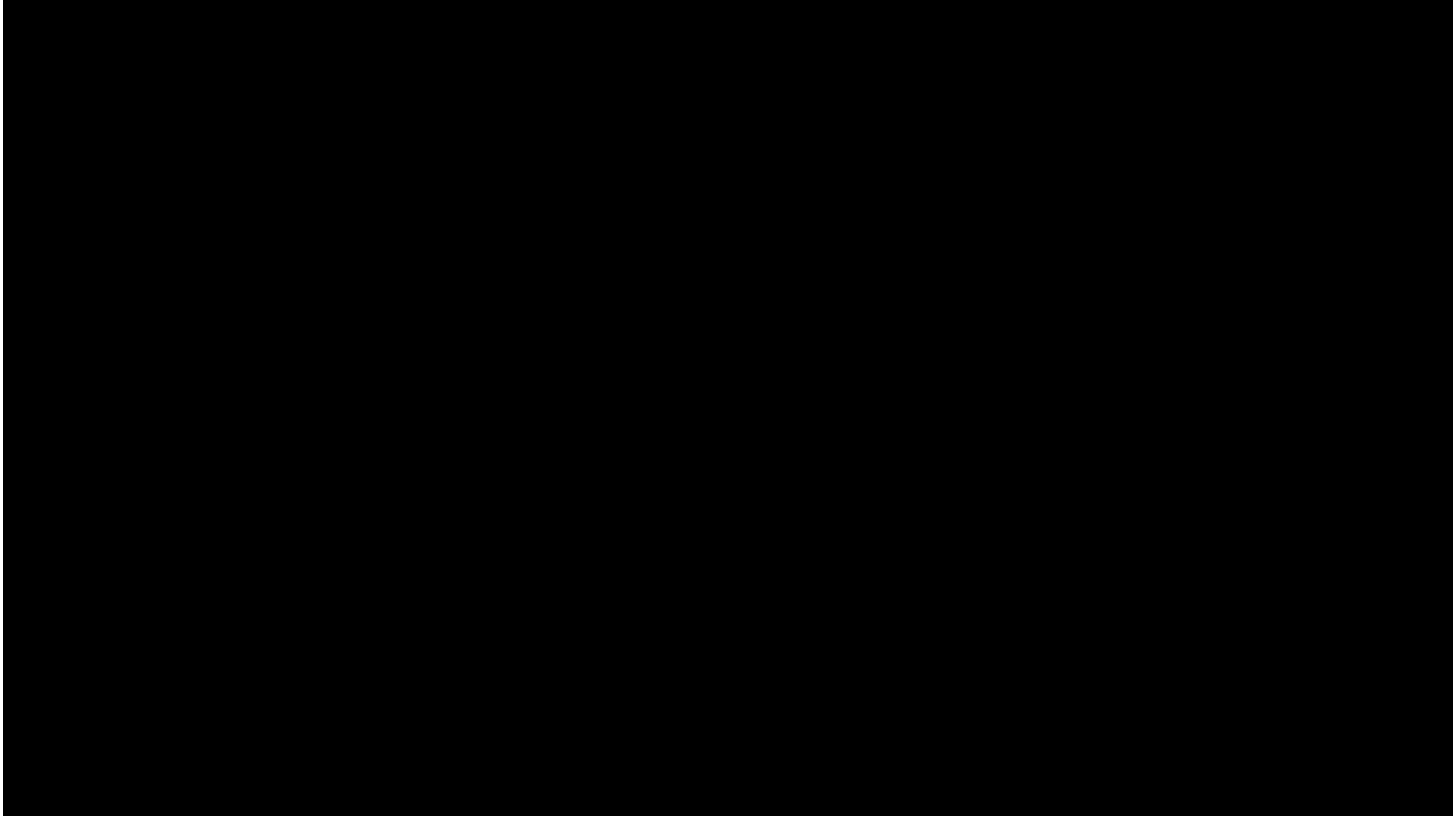


“If a man sees a fly, he aims at it”

“Schhpillage was down by 80%...”



Behaviour change in practice: Drachten Intersection



We don't have to be wedded to the current way of doing things



Not quite there but the right direction?



Not everybody is happy



It must be worth the investment to get this



Can we survive austerity?

- Maybe if we manage effectively
- Maybe if we always try to tackle the cause rather than react to the symptom
- Maybe if we are prepared to consider different ways of doing things
- And understand how to change demand to accept new ways of doing things

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