

**apse seminars**

# **Wales Professional Practice Forum and AGM When Dragons do Business**

Looking at the benefits for local authorities of commercialisation



APSE Welsh Region **FREE** professional practice forum and AGM

**Tuesday 17 July 2018**

**Metropole Hotel, Llandrindod Wells**

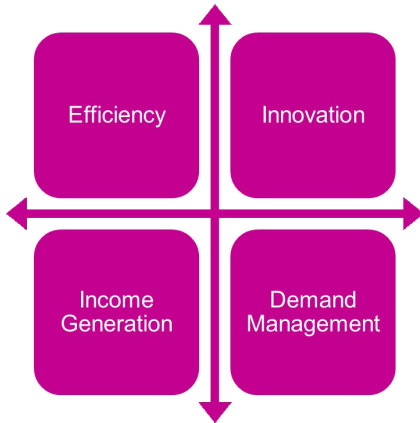
# Programme

10:00 Coffee, Breakfast pastries and registration

## 10:30 **Session one - The Strategic Context**

This session will look at the current state of Local Government Finance in Wales and address the following:

- Likely scenarios for future local authority finances
- The growing pressure on non-statutory services
- At what price are further efficiency savings
- The need to find alternative sources of revenue
- Managing the demand for services

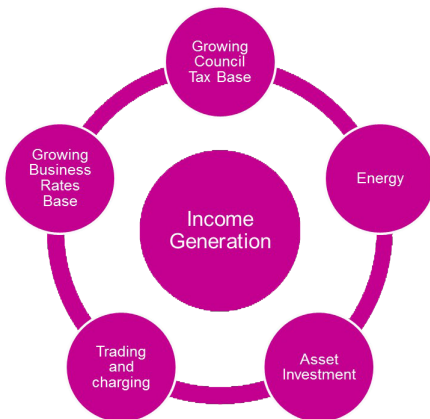


11:20 Coffee break

## 11:30 **Session two- Developing the Business Case**

This session will look at the context of a Welsh local authority and options to generate income

- Generating trading ideas
- Business case methodology explained
- Making the strategic case
- Ensuring the legal case is robust
- Developing the commercial case



## 12.30 **Wales Annual General Meeting**

The APSE Welsh Region AGM will be your opportunity to vote for APSE's Welsh chair, secretary and delegates to APSE's national council.

The APSE Wales Region audited accounts statement will also be presented to the meeting and a round-up of the year's regional activities. Please ensure your authority is represented at this meeting which is your chance to share in the governance of your APSE region.

13.00 Lunch



## 14:00 **Session three - Case Studies and Managing Risk**

This session will draw upon the wealth of examples from across the UK. It will also address business and financial risk.

- How do we move our Income Generation Forward?
- What activities do you currently undertake to generate Income?
- What ideas can you take forward to increase Income Generation?
- What support do you need to take the ideas into practice?

15.00 Summary and close

# Forum Objectives

Local authorities across the UK have seen little respite from austerity cuts almost a full 10 years since Black Friday and the Global recession. Whilst it's not been an easy path for any, it has stimulated many to look for alternative methods of efficiency savings and income generation.

This seminar looks at some of those local authorities who have taken the initiative themselves to manage demand for services and seek opportunities to leverage their existing services and expertise to generate income. APSE has more than a decade's experience of supporting local authorities in this task and is often quoted as the go to organisation by central government. During that time APSE has accumulated a wealth of knowledge and case studies from our member authorities and thoroughly explored the legal and contextual issues.

The session will be led by Head of APSE Solutions, Andy Mudd, who brings his engaging style combined with live examples to bring the subject to life for elected members and councillors.

APSE hope all Welsh Authorities take the opportunity of attending to explore what income generation might offer them through the first-hand accounts of those who have found successful solutions.

## Who should attend?

- Chief executives and council leaders
- Service and area directors
- Senior managers and heads of service
- Front line service managers and officers
- Elected members
- Policy and development officers
- Legal services
- Finance services
- Trade union representatives

Reserve your place online now at [www.apse.org.uk](http://www.apse.org.uk) or complete the booking form on page 4 and send to Alistair Holcroft by email, [aholcroft@apse.org.uk](mailto:aholcroft@apse.org.uk), or by fax to 0161 772 1810.

## The venue

### **Metropole Hotel**

Temple Street, Llandrindod Wells, Powys, LD1 5DY

Tel: 01597 823 700

Email: [info@metropole.co.uk](mailto:info@metropole.co.uk)



# Booking form

APSE Wales Professional Practice Forum & AGM, Tuesday 17 July 2018

main contact name: \_\_\_\_\_ authority: \_\_\_\_\_

address: \_\_\_\_\_

postcode: \_\_\_\_\_

telephone: \_\_\_\_\_ fax: \_\_\_\_\_ email: \_\_\_\_\_

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

**APSE issues a written confirmation for all delegates 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

This event is FREE to attend to APSE Wales region members. Non-APSE members may attend at a cost of £139.00. The seminar includes a full delegate place and delegate pack, arrival coffee and registration, mid-morning break and a hot lunch. The seminar will allow delegates to network over lunch before the event closes at 2:00 pm.

<b>APSE Wales members:</b>	<b>Free to attend</b>
<b>APSE members (not Welsh Region)</b>	<b>£99+ VAT</b>
<b>Non-members delegate fee:</b>	<b>£139 + VAT</b>
<b>Commercial organisations:</b>	<b>£239 + VAT</b>

## Please indicate preferred method of payment (tick):-

VAT registration number 519 286 915

- Please find enclosed cheque (made payable to APSE)
- Please invoice

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to [aholcroft@apse.org.uk](mailto:aholcroft@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. No refunds can be given for cancellations received less than 10 working days before the event or for non-attendance. 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 confirm that you are happy for APSE to retain your details so that they can send you information relevant to your area of interest. Your data will be used for sign in sheets, delegate lists and hotel lists (where relevant). If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database. Our GDPR policy is available on our website: [www.apse.org.uk](http://www.apse.org.uk).

Please return completed form to Alistair Holcroft, 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: [aholcroft@apse.org.uk](mailto:aholcroft@apse.org.uk)