

Capita's National Conference

Developing Commercialism in Local Government

Wednesday 19th June 2013 – Central London



Chair: Cllr Peter Fleming
Chairman
LGA Improvement Board and
Leader
Sevenoaks District Council

Speakers Include:

Brandon Lewis MP
Parliamentary Under Secretary of State
**Department for Communities and
Local Government**

Martin Reeves
Chief Executive
Coventry City Council and
President
SOLACE

Jonathan Flowers
Local Government Market Director
Capita and
Former Deputy Chief Executive
Bedfordshire County Council

Manjeet Gill
Chief Executive
West Lindsey District Council

John Tradewell
Director of Democracy, Law and
Transformation
Staffordshire County Council

Ged Fitzgerald
Chief Executive
Liverpool City Council

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CONFERENCES

Contributors



Department for
Communities and
Local Government



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About the Event

Capita's **Developing Commercialism in Local Government Conference** comes at the crucial time when councils are exploring entrepreneurial approaches to alleviate the increasing effects and pressures of austerity in local government.

With councils increasingly seeking **innovative solutions and alternative methods of maximising revenue and creating new income streams**, this event address the drive in local government to **fundamentally re-shape their services and how they are financed** to secure outcomes under different mechanisms.

You will hear from key stakeholders in local government addressing pertinent issues, including:

- Developing innovative, commercial and **sustainable income streams** for local government
- Pursuing the **cultural shift in local government** towards a business model approach
- Exploring new models of service delivery and **commercialising existing products**
- **Supporting local growth and economic activity** through engagement and investment
- Addressing **investment opportunities and risk management** of public money and council assets

Attend this senior networking forum to explore the future of local government and how the drive towards commercialism is progressing to maximise revenue generation and expand sustainably to meet the needs of the local area.

Benefits of Attending

- Hear from the **Parliamentary Under Secretary of State for the Department for Communities and Local Government** about driving local growth and entrepreneurialism throughout local government
- Understand how a local authority has entered into a **joint venture collaboration to maximise the capacity, expertise and efficiency** of service provision
- Explore **new models of revenue generation through developing trading arms and commercial divisions** whilst retaining control and safeguarding services
- Discover how the private sector can aid the **development of commercial capacity in local government**
- Gain insight into appropriately designing your services to increase efficiency and **introducing income streams that utilise existing assets**
- Learn how **City Deals** are **supporting the local economy and fostering growth** and entrepreneurial activity



Who Should Attend

- Chief Executives and Executive Directors
- Council Leaders
- Councillors and Cabinet Members
- Heads of Finance
- Heads of Procurement
- Heads of Services
- Heads of Asset Management
- Shared Services Teams
- Corporate Resources Teams
- Performance Teams
- Business Management Teams
- Business Investment Teams
- Transformation Teams
- Commissioning Teams
- Private Sector
- Social Enterprise Providers

Forthcoming Events

Payment by Results in Public Services – Wednesday 15th May – Central London

Managing Elections at the Local Level – Tuesday 25th June- Central London

Third Sector Commissioning – July – Central London

Sponsorship and Exhibition Opportunities

We offer a range of flexible packages which offer your organisation a platform to network and communicate with key organisations in the public sector.

For further information please contact Matt Turton on 020 7960 7717 or email matt.turton@capita.co.uk

09.20 Registration Tea and Coffee

09.50 Chair's Opening Remarks

CLlr Peter Fleming, Chairman, **LGA Improvement Board** and Leader, **Sevenoaks District Council**

Opening Address

10.00 Supporting Entrepreneurialism in Local Government

- Driving growth in local government
- Giving councils the flexibility to act in their own financial interests
- Using the Localism agenda and business rates reform to tailor provision for local areas

Brandon Lewis MP, Parliamentary Under Secretary of State **Department for Communities and Local Government**

10.20 Questions and Discussion

10.30 What Does "Council Commercialism" Mean and How Can It Be Achieved

- Innovatively generating income
- Changing the culture within local government
- Supporting local businesses

Jonathan Flowers, Local Government Market Director **Capita** and Former Deputy Chief Executive **Bedfordshire County Council**

10.50 Questions and Discussion

11.00 Networking Tea and Coffee Break

11.30 Harnessing External Partners' Infrastructure and Experience in a Joint Venture

- Retaining influence and safeguarding services in the face of budget cuts through innovative solutions
- Sharing risk and generating significant additional revenues mid to long term
- Responding to changes in the education support services market

John Tradewell
Director of Democracy, Law and Transformation
Staffordshire County Council

11.50 Questions and Discussion

Panel Discussion

12.00 Reforming Local Government for the Future

- Driving forward the shift in local government thinking
- Fostering entrepreneurialism within the public sector
- Assessing new fiscal measures and potential income generators

Join speakers from the day and:

Alison Scott, Director, Local Government, **CIPFA**
Paul Simpson, Service Director, Finance and Procurement
Nottinghamshire County Council
Paul O'Brien, Chief Executive
Association for Public Service Excellence

12.45 Networking Lunch

13.45 Roundtable Discussion Sessions

DELEGATES CHOOSE ONE ROUNDTABLE TO ATTEND

Roundtable 1

Driving Local Economic Growth through Engagement and Investment with Businesses

- Utilising City Deals to develop better relationships with local businesses and promoting your area for economic activity

Ged Fitzgerald
Chief Executive
Liverpool City Council

Roundtable 2

Creating a Commercially Minded Workforce

- Approaching and monitoring contracts with a commercial focus
- Fostering entrepreneurialism and innovation within the council

Manjeet Gill
Chief Executive
West Lindsey District Council

Roundtable 3

Exploring the Legalities Behind Increasing the Commerciality of Local Government

- Practicalities of public bodies trading and charging

Roundtable 4

Establishing New Structures for Service Delivery

- Realising efficiencies, responding to market activity and tailoring services

Roundtable 5

Maximising Revenue Streams of Existing Local Government Assets

- Making commercial use of assets to maximise efficiency

14.15 Roundtable Leaders feed back to the conference

14.30 Tea and Coffee Break

14.45 ROUNDTABLES ARE REPEATED

15.15 Roundtable Leaders feed back to the conference

Closing Keynote Address

15.30 Where Next for Local Government?

- Rising to the challenges of the next decade
- Fundamentally re-shaping local government and the services they provide
- Encouraging the growth of active and sustainable revenue streams

Martin Reeves, Chief Executive, **Coventry City Council** and President, **SOLACE**

15.50 Questions and Discussion

16.00 Chair's Closing Remarks and Close of Conference



Booking Form

Developing Commercialism in Local Government

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BOOKING SOURCE CODE: EMOSC1

DELEGATE DETAILS (Please use BLOCK CAPITALS and complete in full)

Correspondence Address

Organisation
Address
Postcode

1st Delegate

Surname	Title
Forename	
Job Title	
Organisation	
Department	
Email	
Telephone	
Dietary/Access requirements	




2nd Delegate

Surname	Title
Forename	
Job Title	
Organisation	
Department	
Email	
Telephone	
Dietary/Access requirements	

3rd Delegate ***BOOK A 3rd DELEGATE @ 1/2 PRICE**

Surname	Title
Forename	
Job Title	
Organisation	
Department	
Email	
Telephone	
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EASY WAYS TO BOOK

-  FAX your completed form to 0870 165 8989
-  EMAIL conference.events@capita.co.uk
-  POST your completed form to:
Capita Conferences Administration, 4th Floor,
Barnard's Inn, 86 Fetter Lane, London, EC4A 1EN

Book a 3rd delegate @ 1/2 price

This offer may not be used in conjunction with other discounts



ENQUIRIES 020 7960 7719

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PAYMENT DETAILS

- Public Sector @ £350.00 plus VAT** No. of delegates
- Private Sector @ £545.00 plus VAT** No. of delegates
- *Concessionary Discount @ £225.00 plus VAT** No. of delegates

**Discounts cannot be combined*

Charities registered with the Charity Commission, Tenant Groups, Patient Groups and Older People's Forums are eligible for this discount.

TOTAL NUMBER OF DELEGATES

Charity Commission Registration No.

TOTAL COST £ _____

Your Purchase Order/Reference Number _____

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Organisation	
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Payment terms are 30 days and payment must be received before the conference date. We will issue an invoice upon receipt of your booking and payment can be made: online by credit/debit card; BACS or cheque.

**I have read the terms and conditions and understand the cancellation policy
Signature required**

Purchase of Delegate Pack Only

If you are unable to attend the event, but would like to receive supporting documentation please indicate below:

- PDF Electronic Version @ £95 – plus VAT
- Hard Copy Paper @ £95 – no VAT

Invoices issued after the event when order processed. See payment options below.

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Please send payments, quoting conference code **L06131**, to: Capita Business Services Ltd. Accounts Receivable, PO Box 212, Faverdale Industrial Estate, Darlington DL1 9HN.

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HOTEL ACCOMMODATION

The conference fees do not include accommodation. For discounted accommodation rates, please contact Capita Business Travel on Tel: 0871 521 9816 or email capexternal@capita.co.uk. Please quote the title of the Conference for preferential rates.

TERMS & CONDITIONS

CANCELLATIONS confirmed in writing 14 days before the conference date will be refunded, minus an administration fee of £50.

We regret that no refund can be made after that date, although substitutions can be made at any time.

Capita are not able to offer refunds for cancellations arising from events outside of our control.

VENUE AND REGISTRATION DETAILS will be sent within 14 days of the event date. We cannot be held responsible for non arrival of this information, if you have not received within 7 days of the event date, please call us on 0870 400 1020.

PROGRAMME AMENDMENTS Capita reserves the right to alter the programme or venue without notice due to unforeseen circumstances.

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