



In association with:



## 2nd National Conference

# New Money for Councils

## New Service Models and Revenue Generation for Local Government

Thursday 24th March 2011, Westminster, London SW1

Ministerial address:

### Andrew Stunell OBE MP

Parliamentary Under-Secretary of State,  
Department for Communities and Local Government

Speakers include:

### Phil Halsall

Chief Executive,  
Lancashire County Council

### Cllr Stephen Alambritis

Leader of the Council,  
London Borough of Merton

### Alexandra Jones

Chief Executive, Centre for Cities

### Mike More

Chief Executive, Westminster City Council

Supported by:



Live and on-demand on [policyreview.tv](http://policyreview.tv)

Local government is well rehearsed in the need to increase efficiency and reduce spend but, during these well documented periods of austerity, it is important to look to **new measures of income generation**.

Generating income is about more than increasing congestion, waste and parking charges. It is about restructuring service models to make use of assets, mutuals, social enterprises, co-payments and trading to ensure that local government can survive hardship and emerge leaner.

This conference will provide senior level local government officials with the opportunity to hear new and innovative ideas from the most entrepreneurial councils who will share best practice in delivering new service models, managing assets and taking new revenue opportunities.

For more information please visit:

[www.neilstewartassociates.com/sa271](http://www.neilstewartassociates.com/sa271)

Produced by:





**Can't get to London?**  
**Attend our networking satellite conference**

Please see inside for more details or visit the website



# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### Setting the scene

- 09:45 Welcome and introduction from morning Chair  
**Alexandra Jones**, Chief Executive, Centre for Cities
- 10:00 Keynote address: the devolution of power and financial autonomy  
**Andrew Stunell OBE MP**, Parliamentary Under-Secretary of State, Department for Communities and Local Government
- 10:15 The future of local government finance and the power to charge  
**Alison Scott**, Assistant Director - Local Government, CIPFA
- 10:30 A cultural shift to commerciality  
**Catherine Staite**, Director, Institute for Local Government (INLOGOV)
- 10:45 Questions and discussion

11:00 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### New revenue streams

- 11:30 Trading and sharing: Westminster's trading company and shared borough services  
**Mike More**, Chief Executive, Westminster City Council
- 11:50 Kent's Commercial Services: a new strategic commissioning framework  
**Katherine Kerswell**, Group Managing Director, Kent County Council
- 12:10 Generating income through co-payments and bonds  
**John Tizard**, Director, Centre for Public Service Partnerships
- 12:30 Freedom to use assets to attract investment from the private sector: a viable solution?  
**Cllr Stephen Alambritis**, Leader of the Council, London Borough of Merton  
To be joined by morning speakers

13:00 Buffet lunch, networking and exhibition

## Session Three:

### Key issues seminars

14:00 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

**3a** Opportunities for improved productivity: recovering duplicate payments  
Check website for updates on speaker details

**3b** Round table debate - New mutual and social enterprise models in the context of income generation for local government  
**Dan Gregory**, Investment Executive, Local Partnerships

**3c** Public private partnerships delivering leaner services and generating income  
Check website for updates on speaker details

15:00 Refreshments, networking and exhibition

## Session Four:

 Available on policyreview.tv

### New service models

- 15:20 Welcome from afternoon Chair  
**Michael Burton**, Editor, The MJ
- 15:30 Panel debate: should local government be awarded local VAT revenue?  
**Phil Halsall**, Chief Executive, Lancashire County Council  
**Dan Gregory**, Investment Executive, Local Partnerships
- 15:50 Joint Ventures in revenue generation: Lancashire's projected £10m income generation  
**Phil Halsall**, Chief Executive, Lancashire County Council
- 16:00 The legality of generating new income streams  
Check website for updates on speaker details
- 16:20 Questions and discussions

16:30 Close of conference

Register online today:

[www.neilstewartassociates.com/sa271](http://www.neilstewartassociates.com/sa271) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the Conference:

### Specifically this conference will:

- Look to the future of service models in income generation through the devolution of power and financial autonomy
- Analyse the role of the new fiscal measures and potential revenue streams
- Assess the potential for local government revenue
- Explore the value of utilising local government assets for revenue generation
- Explore the role of outsourcing in generating income
- Assess the value of co-payments in generating income
- Discuss whether VAT revenue should be collected regionally to stimulate growth
- Benefit from hearing best practice examples on private-public partnerships in generating income and reducing expenditure
- Explore the legalities of generating new revenue streams
- Benefit from hearing best practice on regional successes, good news stories and gain practical information to implement in your day-to-day role through interactive seminars on
  - > Recovering duplicate payments
  - > Public Private Partnerships
  - > Social enterprise and mutuals

## Who should attend:

### From Local Authorities:

- Chief Executives
- Assistant Chief Executives
- Chief Accountants
- Leaders and Mayors
- Cabinet/Executive Members
- Councillors
- Consultancy Managers
- Performance Managers
- Planning and Support Managers
- Traffic Warden Managers
- Economic Development Managers
- Communications and Marketing Managers
- Community Empowerment Managers
- Constituency Managers
- Policy and Research Officers
- Neighbourhood Managers
- Efficiency Managers

### Directors and Heads of:

- Resource
- Finance

- Procurement
- Corporate Strategy and Policy
- Parking
- Service
- Scrutiny
- Corporate Finance
- Business Services
- Legal Services
- Audit
- Community Services

### Other:

- Public Service Managers
- Private Sector Partners and Consultants to Local Government
- Voluntary and Community Sector
- Regional Development Agencies
- Regional Assembly Members and Officers
- Community Services Managers
- Government Offices
- Civil Servants
- Academics
- Think Tanks

## Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Patrick Whitfield** on **020 7960 6858** or e-mail **patrick.whitfield@neilstewartassociates.co.uk**



## Can't attend? Time poor? Diary clash?

### Attend a regional satellite conference near you

**Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!**

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

For further information email [paul.rushworth@policyreview.tv](mailto:paul.rushworth@policyreview.tv)

### Watch online

#### Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas policy makers and managers face
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The live broadcast and access to the video archive costs just

**Individual licences cost**  
**£99 + VAT** (£118.80)

#### Group licences cost

**2- 6 viewers** **£485.00 + VAT** (£582.00)  
**7-9 viewers** **£695.00 + VAT** (£834.00)  
**10+ viewers** **£995.00 + VAT** (£1,194.00)

# New Money for Councils

## New Service Models and Revenue Generation for Local Government

Thursday 24th March 2011, Westminster, London SW1

### To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

**Fax:** 020 7490 8830

**Online:** [www.neilstewartassociates.com/sa271](http://www.neilstewartassociates.com/sa271)

**Post:** Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at **customer.services@neilstewartassociates.co.uk**

### Delegate Information

sa271

TELE

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

#### HOW TO PAY Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: Expiry date of card:

Maestro Issue No:

Name (as on card):

Issuing Bank:

Cardholder's address:

Postcode:

Signature:

#### ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

### Delegate Rates

Please select the relevant rate from the list below

#### Full Rate -

Local Authorities, Central Government Departments and Agencies, Non Departmental Public Bodies, other Public Sector Organisations Universities and Colleges,

£599.00 + VAT @20% (£718.80)

#### Reduced Rate -

Schools, Voluntary Organisations, Trade Unions

£389.00 + VAT @20% (£466.80)

#### Supported Rate -

Schools, Voluntary Organisations, Trade Unions

£240.00 + VAT @20% (£288.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. Shared places are not permitted.

### Seminar Selection

You may attend one seminar in Session Three.

Places are allocated on a first-come, first-served basis.

Please circle your choice below:

#### Session Three:

Seminar 3a 3b 3c

#### Live viewing

I am unable to attend this event in person please register me for:

Live streaming at £99.00 + VAT (£118.80)

#### Satellite conferences

£195.00 + VAT (£234.13)

For further details email: [natasha.mcdonough@policyreview.tv](mailto:natasha.mcdonough@policyreview.tv)

#### Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

#### Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  Please tick here if you do not wish to receive information from third parties.

#### Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.