



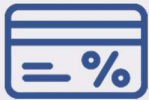
Government
Events

Local Government Commercialisation 2020: Generating Income To Support More Effective Public Services

Tuesday 3rd March 2020
Event Guide



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For this Conference, you are entitled to 8 CPD points.



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Welcome Letter

Dear Delegate,

Welcome to Local Government Commercialisation 2020: Generating Income to Support More Effective Public Services.

By 2020, local authorities will have lost nearly £16 billion of core Central Government funding in ten years, whilst simultaneously facing ever greater demand for services. The Local Government Association (LGA) estimates that by 2025 there will be a £7.8 billion funding gap for services, currently provided by local authorities. Despite newly announced funding for some local authority services, a significant funding gap remains.

To tackle increasing budgetary difficulties, councils must devise innovative approaches to create alternative and sustainable income revenue streams. 'Commercialisation' of services is top of the agenda, with 82% of councils investigating some form of additional service or venture to generate income, and 57% considering selling council assets. The LGA has produced a series of briefings on this area, outlining how to implement innovative financial strategies, whilst mitigating risk when borrowing and trading, demonstrating that commercialisation can be done successfully.

Building on our 2019 conference, this event will address the real concerns over funding constraints and demonstrate a range of innovative approaches that local authorities have taken to secure their financial stability through a series of best practice case studies and vital peer-learning networking opportunities. In addition, you will hear an invaluable overview of the funding landscape, with reports on the success and future of local authority commercialisation and borrowing.

If you have any questions or queries, please ask our onsite management team, who will be more than happy to help you. They are located at the registration desk.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake
Government Events



Our Future Events

Please look at our website, www.GovernmentEvents.co.uk,
to view our future events. These include:

[The National Skills Event 2020: Closing The Skills Gap To Drive Growth And Inclusion](#)

Tuesday 28th April, Central London

[The Changing Landscape Of UK Building Regulations And Fire Safety](#)

Tuesday 19th May, Central London

[Flooding Conference: Resilience, Management and Response](#)

Thursday 25th June, Central Manchester

[The Future of British High Streets: Manchester](#)

Wednesday 8th July, Central London

For any enquiries, please call 0330 0584 285 or email Enquiries@governmentevents.co.uk

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Agenda AM

- 08:45-09:40 **Registration, Refreshments and Networking**
- 09:40-09:50 **Chair's Welcome Address**
Nigel Ashton, Head of Commercialisation, Southampton City Council
- 09:50-10:20 **Keynote Address: Assessing The Local Government Finance Landscape And Ensuring Sustainability In Local Services**
Andrew Burns, Associate Director, CIPFA
- 10:20-10:40 **Key Supporter Session: Ensuring Local Authorities Account For Assets And Liabilities Amid Rising Commercialisation**
Abdool Kara, Executive Leader, National Audit Office
- 10:40-11:00 **Question and Answer Session**
- 11:00-11:30 **Refreshment and Networking Break**
- 11:30-11:50 **Case Study: Developing A Robust Income Generation Strategy Supported By Effective Governance**
Danny Mather, Head of Corporate Finance, Warrington Borough Council
- 11:50-12:10 **Case Study: Delivering A Commercial Property Investment Strategy To Deliver A Targeted Rate Of Return**
Dan Tubb, Commercial Manager, Eastleigh Borough Council
- 12:10-12:30 **Case Study: The Essex Commercial Approach: Providing Commercial Business Accelerator Training To Develop Public Services And Generate Income**
Sean Russo, Commercial Relationship Manager, Essex County Council
- 12:30-12:50 **Question and Answer Session**
- 12:50-13:50 **Lunch and Networking**

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Agenda PM

13:50-14:10 **Case Study: Implementing Effective Change Management In Local Government: Understanding, Embracing And Managing Change**
Sue Liburd MBE, Award-winning Business Leader, Human Capital Innovation Consultant and Business Mentor

14:10-14:40 **The Legal Landscape Surrounding Local Government Commercialisation**
James Lupton, Partner, DWF

14:40-15:00 **Question and Answer Session**

15:00-15:20 **Refreshment and Networking Break**

15:20-15:40 **Keynote Address: Improving Efficiency And Generating Income To Meet Financial Obligations At A Time Of Austerity**
Councillor Peter Fleming, Chair, Improvement and Innovation Board, LGA

15:40-16:00 **Case Study: Implementing Ethical Commercialism And Ensuring Social Value In Local Government**
Jonathan Werran, Chief Executive, Localis

16:00-16:20 **Question and Answer Session**

16:20 Chair's Closing Address

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Speaker Biographies

Nigel Ashton

Head of Commercialisation, Southampton City Council

Nigel Ashton is the Head of Commercialisation at Southampton City Council with service responsibility for Housing as well as Income and Expenditure. Having not long started, he is excited at the opportunities for commercial improvement. Previously, he was with Aylesbury Vale District Council from early 2017. During his time there he was heavily involved in promoting the commercial agenda both internally and to over 50 local authorities culminating in a combined £20m increase in income and reduction in costs.

Prior to joining AVDC, Nigel was the Managing Director of Delivering Connections, an independent logistics and consultancy company, primarily involved in transformation within international postal organisations such as Saudi Arabia Post and China Post. Nigel was also the Managing Director of one of the fastest growing sports marketing companies in the UK ultimately involved in player management, shirt sponsorships and perimeter advertising in Premier League football, cricket, F1 Racing and rugby.

Originally qualified as an industrial chemist, this was followed by a 30+ year career in the private sector world of commerce in industries as diverse as ultraviolet water treatment, fenestration, international exhibitions and conferences.

This experience is hopefully now being used to facilitate the need for increased revenue and financial surplus enabling local authorities provide outstanding services.

Andrew Burns

Associate Director, CIPFA

Andrew Burns is a former President of the Institute of Public Finance and Accountancy (CIPFA), having served as President in 2017/18. The Institute has over 14,000 members who work throughout the public services, in national audit agencies, in major accountancy firms and in other public bodies where public money needs to be effectively and efficiently managed. As the President he visited a number of countries encouraging sound public financial management. He was also a former Chairman of the Consultative Committee of Accountancy Bodies (CCAB).

Andrew has taken up the role as Associate Director at CIPFA, where his key role is to further develop strong links between CIPFA and local government treasurers' societies and the sector more generally. He is also a trustee of the Centre for Public Scrutiny (CfPS) which is the leading national organisation promoting and supporting excellence in governance and scrutiny across public services.

Abdool Kara

Executive Leader, National Audit Office

Abdool Kara joined the NAO in February 2017 as Executive Leader, Local Services. He is responsible for the NAO's value for money portfolio shadowing the Ministry of Housing, Communities and Local Government, the Department of Health and Social Care, the Department for Education, and the Department for Business, Energy and Industrial Strategy.

Prior to joining the NAO Abdool had 25 years' experience in the local government sector, including working for four different councils up to and including chief executive level, and seven years at the Audit Commission on both value for money and inspection. He also had a stint at the Cabinet Office advising on public service improvement.

He is currently a strategic advisor to both the Economic and Social Research Council and the Welsh Centre for Public Policy, and is a member of the 'Folio' Board of Notting Hill Genesis Housing Association.



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Government Events

11:30 -11:50

Danny Mather

Head of Corporate Finance, Warrington Borough Council

Danny is a CIPFA qualified accountant and Head of Corporate Finance at Warrington Borough Council responsible for all aspects of the Council's Corporate Finance Function and Commercial Agenda.

Danny is an expert in treasury management, capital accounting, project management and governance and risk he has recently led on a number of cutting edge commercial projects. Which included large scale property investment, £700m loans programme with Housing Associations, a £150m Council bond issue which was the first in a generation, Redwood Bank the first Council owned bank formed in the last 100 years.

Danny is a member of the LGA Commercialisation Group, Deputy Chair of the CIPFA Treasury Management Advisory Panel. He speaks at professional conferences and writes articles for professional publications on finance and commercialisation issues. He has co-authored the CIPFA publication "The Practicalities of Prudence: Key Principles of Due Diligence for Local Authorities".

Danny leads on the Council's green energy programme and has recently lead on the Purchase and construction of two new solar farms in York and Hull. The purchase of a 50% stake in Together Energy and the formation of the Public Sector Social Impact Fund.



Government Events

11:50-12:10

Dan Tubb

Commercial Manager, Eastleigh Borough Council



Government Events

12:10-12:30

Sean Russo

Commercial Relationship Manager, Essex County Council

Sean describes himself as a Public Sector trouble-shooter and has worked for Essex County Council since 2007. During this time, he has worked in several services including Transport & Highways, Member/Corporate Enquiries, Corporate Risk, and Traded Education Services. Sean joined the Commercial Traded Team in 2017 and has since worked to upskill the organisation's commercial thinking through training programmes and project support; in addition, he also delivers commercial projects directly to maximise new and existing income generating opportunities for Essex. Sean has also provided external training, such as delivering Essex's highly successful Business Accelerator Programme, to a number of other public sector bodies. The programme regularly receives positive feedback, such as "we are now in a far stronger position to deliver our mission, drive forward income generation, share commercial knowledge and apply tools and techniques often considered 'private sector thinking' into daily operations. Furthermore, colleagues who took part are now motivated, collaborating/sharing best practice, and applying commerciality with a conscience in the public sector."



Government Events

Government Events

13:50-14:10

Sue Liburd, MBE

Award-winning Business Leader, Human Capital Innovation Consultant and Business Mentor

Leveraging her diverse experience gained in the public and private sector, Sue creates positive impacts across a range of business genre for some of the world's leading Corporations, UK Charities and Government departments. She has an impressive track record as a board level confidante, and non-executive director, helping senior decision makers to develop their strategic intuition and reshape their organisations for the future. Sue sparks fresh thinking, the envisioning of new possibilities and influences thinking at the highest levels. Following a career in the NHS, Armed Forces and a number of senior executive roles in well-known Corporations in the UK; Sue has delivered change and transformation services across continents, within global brands. These include: Inmarsat, IBM, BNP Paribas, Prudential, Sainsbury's, British Red Cross, Ministry of Defence, Home Office, Olympic Delivery Authority and British Airways. She was recognised in New Year Honours 2016 with an MBE for her services to Business, Charity and Voluntary organisations. With a master's degree in human resource management, advanced diploma in high performance coaching, postgraduate diploma in management, certifications in behavioural psychology and health & wellbeing. Sue seeks to have a profound influence on the way the world does business spearheading initiatives where diversity of thinking in the workplace is recognised as a driver for business success.



Government Events

14:10 – 14:40

James Lupton

Partner, DWF

James is a senior projects and infrastructure lawyer, with over 15 years' experience in advising both public and private sector bodies on commercial arrangements, outsourcings, joint ventures, the procurement and delivery of major infrastructure projects and the legal issues that arise in concluding such transactions.

His extensive experience advising on a number of market leading infrastructure projects in waste, housing, schools, police, highways, health, pensions and the nuclear sector, focuses on delivering long term solutions which promote mutually beneficial relationships and commercial results.

He provides advice on a variety of complex commercial arrangements, outsourcing and joint ventures, as well as on significant infrastructure projects across the transport, housing, education, health and nuclear sectors.



Government Events

15:20-15:40

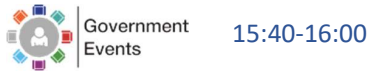
Councillor Peter Fleming

Improvement and Innovation Board, LGA

Peter is leader of Sevenoaks District Council, Chair of the Local Government Association's Improvement & Innovation Board and also a national spokesperson for the association. He recently co-chaired the LGiU's Homelessness Commission.

Multi award winning Sevenoaks District Council is the first council to become self-sufficient from direct government funding, runs a balanced 10 year rolling budget, keeps services in-house and uses property to support services to and the priorities of its residents.

Often outspoken, rarely boring, Peter is a localist and a strong advocate that innovation, with a revolutionary zeal, rather than evolution is the only hope for the future of local public services and that there is no better time than now to instigate significant change.



15:40-16:00

Jonathan Werran

Chief Executive, Localis

Jonathan has extensive experience in communications and journalism. After five years as a reporter, commentator and features editor for The Municipal Journal, in 2015 he became the first strategic communications officer for the District Councils' Network.

Prior to The MJ, he edited an online government property and public estate magazine and helped run communications and marketing for anti-poverty charity Elizabeth Finn Care. He began his career in online publishing for the public service professional and developed the 'Wired-Gov' service for the better digital repackaging and redistribution of central government press releases before founding a small business to government consultancy which among other services helped pioneer the first UK public sector reverse auction.



Delegate List

Ashford Borough Council, *Commercial Development & Regeneration Manager*
Basildon Borough Council, *Acting Head of Finance and Commercial Services*
Basildon Borough Council, *Commercial Officer*
Bevan Brittan LLP, *Partner*
BLACKPOOL COUNCIL, *Growth & Prosperity Programme Director*
Cambridge City Council, *Commercial Operations Manager*
Cambridgeshire County Council, *Senior Transformation Advisor (Commercial)*
Camden Council, *Finance Business Partner*
City of Wolverhampton Council, *Commercial Business Partner*
City of York Council, *Business Engagement and Implementation Manager*
City of York Council, *and ICT Programme Manager*
Cotswold District Council, *Head of Finance*
Doncaster Council, *Policy, Insight and Change Manager*
Doncaster Council, *Contracting Senior Engineer*
Ealing Council, *Commercial Development Officer*
East Riding of Yorkshire Council, *Finance Manager*
East Riding of Yorkshire Council, *Development Project Officer*
East Riding of Yorkshire Council, *Culture & Information Services*
Essex County Council, *Commercial Relationship Manager*
Hambleton District Council, *Director of Finance & Commercial*
Hampshire County Council, *Strategic Manager – Commercial*
Harrow Council, *Principle Lawyer and Service Manager*
Hertfordshire County Council, *Assistant Director – Finance & Business Support (Environment & Infrastructure and Children’s Services)*
Hertfordshire County Council, *Fianance Manager*
Hertfordshire County Council, *Commercial Accountant*
HM Land Registry, *Head of Strategic Finance*
HM Land Registry, *Head of Financial Planning*
Home Office, *Deputy Director Trader Provider Free and Port Infrastructure / Stakeholder Engagement*
Isle of Wight Council, *Business Centre Manager*
Islington Council, *Interim Service Director Public Realm*
Islington Council, *Active Travel Manager*
Islington Council, *Head of Street Environment Services*
Kirklees Council, *Head of Commercial Services*
Leicester City Council, *Senior Project Manager*
Local Government Association, *Adviser – Commercialisation*
London Borough of Tower Hamlets, *Training and Buisness Development Officer*
London Borough of Waltham Forest, *Director Commercial Estate & Investment (Interim) Economic Growth and Housing Delivery*
Manchester City Council, *Head of Programme Management Office & Commercial Governance & Directorate Support*
North Hertfordshire District Council, *Commercial Officer*
North Hertfordshire District Council, *Commercial Manager*
North Hertfordshire District Council, *Commercial Support Officer*
North Norfolk District Council, *Cabinet Member - Councillor*
North Norfolk District Council, *Head of Finance and Asset Management*
North Norfolk District Council, *Head of Legal*
Northiam Parish Council, *CHAIRMAN*
Office for National Statistics, *Local Government Production Manager*
Orbis, **Surrey County Council**, *Lead Commercial Manager*
Orbis, **Surrey County Council**, *Account Manager, Commercial*



Government Events

Oxford City Council, *Finance Business Partner*
Oxfordshire County Council, *Commercial lead for Property, Investment and Facilities Management*
Portsmouth City Council, *Commercial Team Manager*
Publica Group, *Director of Finance*
Reigate & Banstead Borough Council, *Head of Corporate Policy*
Reigate & Banstead Borough Council, *Head of Legal*
Rhondda Cynon Taf County Borough Council, *Head of Procurement*
Sedgemoor District Council, *Strategic Director*
Sevenoaks District Council, *Adviser - Commercialisation*
Slough Borough Council, *Asset Manager*
South Cambridgeshire District Council, *Head of Finance*
South Cambridgeshire District Council, *Councillor*
South Gloucestershire Council, *Head of Financial Services (S151 Officer)*
South Gloucestershire Council, *Director of Resources & Business Change*
South Oxfordshire District Council, *Head of Regeneration and Development*
Southend-on-Sea Borough Council, *Executive Director (Finance & Resources)*
Tendring District Council, *Head of Governance*
The Coal Authority, *Head Of Innovation*
Thurrock Council, *Strategic Lead*
Torbay Council, *Chief Finance Officer*
Trafford Council, *Senior Accountant*
WAO, *Performance Auditor*
Warwickshire County Council, *Strategy & Commissioning Manager (Commercialism)*
West Midlands Children's Services, *PROGRAMME MANAGER*
West Midlands Fire Service, *data and governance manager*
West Midlands Fire Service, *Information Governance Lead*
Westminster City Council, *Strategic Finance Manager "Commercial"*
Winchester City Council, *Estates Manager*
Winchester City Council, *Finance Manager*
Wokingham Council, *Deputy Chief Executive/Director of Corporate Services/S151 Officer*
Wokingham Council, *Head of Finance/Deputy S151 Officer*



Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

We wish you a safe journey home.

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