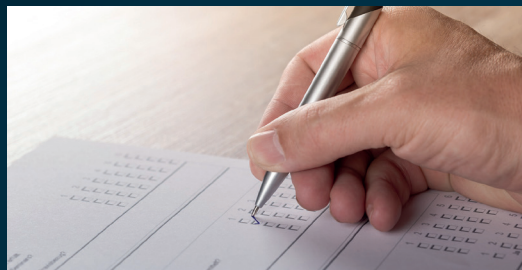


Understanding Commercialisation Workshop

Barony Consulting Group
Performance Through Innovation

This seminar will consider the issues which require to be addressed if Councils are to move to a more commercial footing. It is designed for managers and staff involved in commercialisation programmes. It is aimed at officers involved in the commissioning, award or management of contracts so they understand the key issues involved commercial initiatives.



* An excellent day! Vast amount of information on a wide range of topics. 'Really know the subject area to a great depth. Impressive breadth of areas covered'.

* This course was really useful, and I have already utilised information from it to assist in the formation of the Council's Commercial Strategy', Louise Branford White, S151 Officer, Hambleton District Council

WHO SHOULD ATTEND ?

The course is designed for Deputy and Assistant CEOs, Directors, commissioners, commercial and legal advisors, finance, risk managers, commissioners, HR partners and workforce development, improvement and transformation strategy managers

Introduction:

With many councils declaring themselves to be 'Entrepreneurial', this workshop considers the impact of embracing Commercialisation in a public service. The financial settlement just announced will allow councils to increase Ctax but not to the full levels required to fund their statutory requirements particularly around Social Care.

The Issues:

With continued financial constraints and an increasingly uncertain outlook post general election and Brexit, many councils are anticipating a future without Support Grant but replaced by 75% Business Rate Retention, funding increasing public sector pay rises, the Homelessness Reduction Act, the introduction of Phase 2 of the Care Act and the Housing and Planning Act.

Some of the key issues to be considered are:

- Does your organisation have an understanding of commercialisation and its impact on culture and staff?
- Would your staff have confidence in operating on a level playing field?
- An understanding of the options and operating models regarding Alternative Delivery Models such as Community Interest Companies, LATCos and forming trusts and cooperatives?
- The importance of revenue generation and productivity growth;
- What powers and governance structures are appropriate?
- Is there a process in place in which to encourage, develop, initiate and consider emerging areas for commercialisation?
- What can and can't be commercialised?
- How will you initiate interest?
- What are the commercial constraints and operational methods in running a commercial professional practice?

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PROGRAMME

9.30 Introduction to Course

9.45 Delegate Introductions;

Why you are here, and what you hope to achieve from today;

10.00 What is it and why Commercialisation?

Commercialisation and trading

Public sector reform

Legislative and fiscal pressure

Revenue Generation

Social Marketing

Charging methods

Citizen demand

Larger than Commissioning?

10.30 How to Commercialise?

Commissioning Strategy

Legislative Impact

First steps - Distilling Functions and Services

Pressures on productivity

Barriers to innovation

Trading Accounts

11.00 Coffee

11.15 What are the legal issues ?

Powers to Trade – a bit of law

Creating a commissioned market.

Commissioner/provider split,

Market management,

Range of entities in provider market, ALMO, LATCo, EBO, op/Mutual, hard privatisation.

Contractual relationships, PBR, Outcomes, Outputs, Risk transfer etc

Developer role

Impact

Range of governance options

Successful governance

Roles of Directors

Avoiding conflict of interest

Asset utilisation

12.30 Lunch

13.30 Using Existing Council Powers (Trading, charging, delegating and co-operating)

What are they?

When can they be used?

Public sector bodies working together. Joint council arrangements, Agency, Delegation, Trading council. Governance by Lead authority, joint committee, joint board etc.

Investment – Prudential Borrowing

Risk

Flexibilities

Exercise – describe 2 services and ask groups to make recommendation and why?

14.30 Establishing a Commercial Professional Practice

Leadership

Marketing and Branding Trading accounts and MIS

Operational Management

Commercial Professional Practice – the numbers

Risk and reward

Terms and Conditions of Service

Fees and charging rates

Output and outcome based contracting

Outline Business Case

Business Plan

15.00 Afternoon Tea

15.15 Workshop

- What makes a service apt for establishment as a commercial professional practice?

- Criteria by which to establish viability.

16.00 Plenary

16.15 Close

This will be undertaken as a facilitated session with the above issues and the presenters will act as critical friends.

It will be delivered by suitable experts covering legal, management, leadership and finance. The governance advice will be delivered by specialist presenters and speaker

Barony Consulting Group Limited - BOOKING YOUR PLACE

Please send booking forms by email to:

Conference Organiser, Barony Consulting Group Limited,
71-75 Shelton Street,
Covent Garden,
London, WC2H 9JQ
Tel: 0208 8191563 / 07922 574457

Email: conferences@baronyconsulting.com

We will confirm receipt immediately and send separate joining instructions to you a week beforehand. If you don't receive confirmation, please ring us to make sure a spam filter hasn't consumed your email. E&OE

BOOKING FORM

Commercialisation Workshop

Delegate details:- Please use BLOCK CAPITALS

1st Delegate

Mr/Mrs/Ms/Dr _____

First name (For badge purposes): _____

Last Name: _____

Job Title: _____

Special Dietary requirements (if any): _____

E Mail: _____ (To enable us to confirm your booking as efficiently as possible)

2nd Delegate

Mr/Mrs/Ms/Dr _____

First name (For badge purposes): _____

Last Name: _____

Job Title: _____

Special Dietary requirements (if any): _____

E Mail: _____ (To enable us to confirm your booking as efficiently as possible)

To enable us to confirm your booking as efficiently as possible please supply us with your full address and contact details

Please use BLOCK CAPITALS

Mr/Mrs/Ms/Dr _____

First Name: _____

Last name: _____

Job Title: _____

Organisation: _____

Address: _____

Post Code: _____

Telephone: _____

Email: _____

Invoice/Payment details

NB: Please note that a booking form is required in advance of the event. Barony Consulting Group Limited reserves the right to refuse admission if a booking form is not received. If you are sending a purchase order kindly attach a copy of this booking form.

Delegate Fee(s) = £425.00 per delegate plus VAT

= £510 X No. of Delegates = £ _____

Please send an invoice to me for the above amount being my remittance for the workshop.

Purchase order number: _____

DATE SELECTED: _____

LOCATION SELECTED: _____

Barony Consulting Group Limited

Address: 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ

Tel: 0208 8191563

Email: director@baronyconsulting.com

E&OE

www.baronyconsulting.com



Fees, Terms and Conditions

The fee covers the digitally-downloadable course materials provided by Barony Consulting Group Limited, (excepting the Guide to Procuring Public Services), lunch and refreshments. A VAT invoice and joining instructions will be emailed to you, as will details of the venue, including a venue map.

Cancellations: 21 days before the event - Free / 20 -14 days before the event - 50% + VAT / 13 days or less before the event - 100% + VAT

Important note - This booking form constitutes a legally binding contract. Barony Consulting Group Limited may, at its discretion, change any or all of the content, timing of the programme, the speakers, the date, or the venue. In the unlikely event of the programme being cancelled, Barony Consulting Group Limited's liability will be confined to refunding any fees paid, with any other liability disclaimed.