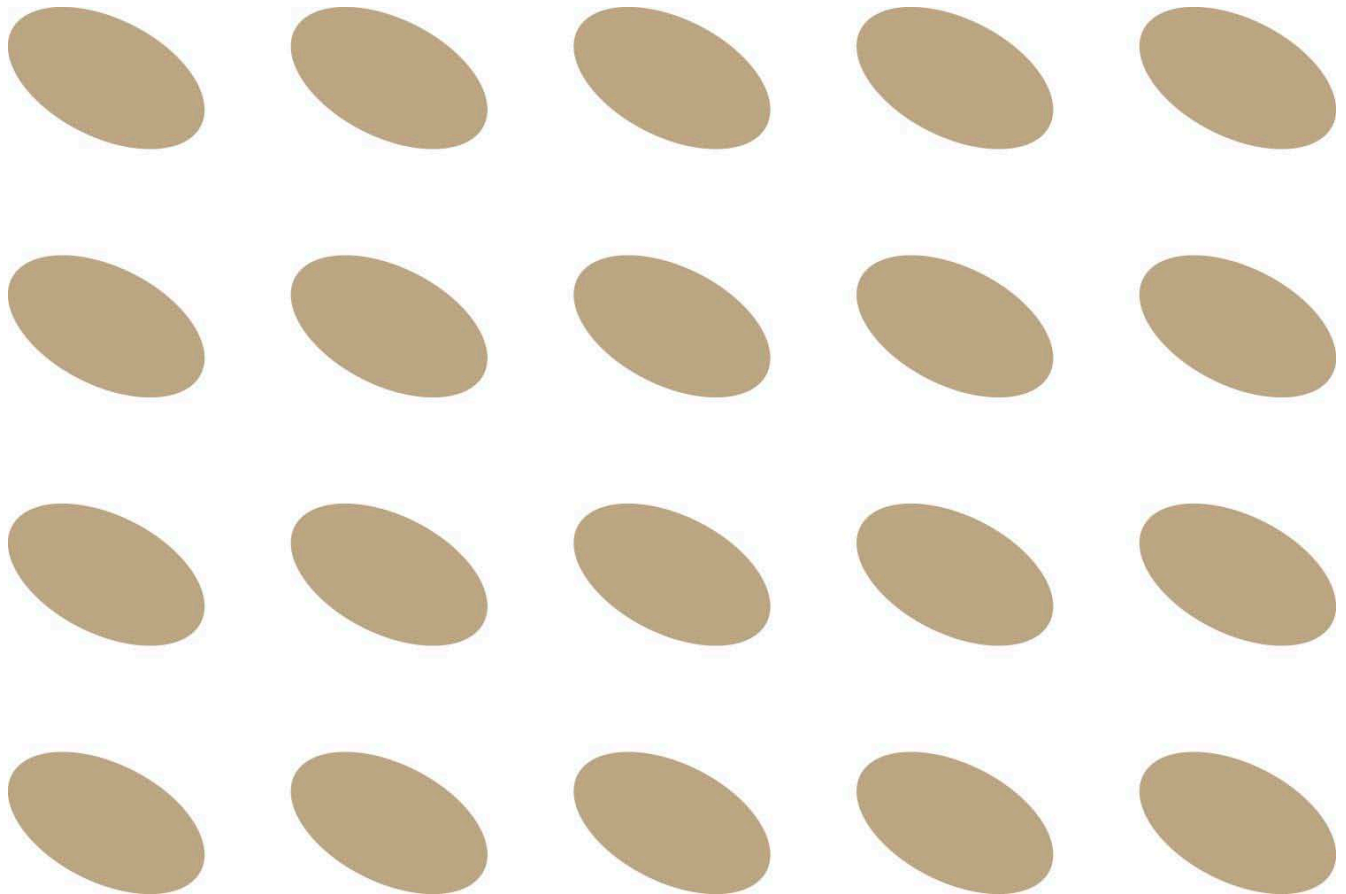


# Charging & Trading Master Class

23 March 2010, Rochdale



# Charging and Trading Master Class

## Introduction

APSE, in conjunction with Eversheds, is pleased to offer a revised Master Class in Charging and Trading. This Masterclass has been updated to take into account the additional financial pressures that councils are currently facing.

Places on these events will be strictly limited as they will be highly interactive, working sessions which will examine all relevant aspects of charging and trading and give greater practical guidance on how to go about it.

The sessions will cover:

- Public services and the need to maximise efficiency – making the link
- The law relevant to charging and trading
- Other powers and their relevance
- Charging and trading opportunities in the wider context
- Strategy and risk – making the pound go further

## Who will benefit?

These sessions will be relevant to those involved in delivering front line services across the authority, together with in-house lawyers, accountants, policy officers, elected members and trade union officials.

## Trainers

The sessions will be delivered by Judith Barnes from Eversheds LLP and Andy Mudd from APSE.

## Judith Barnes – Eversheds LLP

Judith worked for five local authorities before joining Eversheds, latterly as Borough Secretary and Solicitor for Greenwich Council and before that Head of Legal Services for LB Lewisham.

Judith now leads an Eversheds team dealing with governance, best value, general legal advice and consultancy services for local authorities. She regularly supports Councils on constitutional matters, governance, powers and public law decision-making. She has advised a number of local authorities on major regeneration proposals including providing advice on vires, best consideration, appropriation, the Prudential Finance

Regime, involvement in companies and LLPs, governance, evaluation of potential bidders and requirements for consents.

Judith has also been involved in leading workshops for local authorities on the options for managing their assets and on charging and trading (including for Greenwich Council and Doncaster MBC). Judith was also involved in setting up a trading company for Nottinghamshire County Council and others in place of a joint committee and Greenwich Council on trading companies.

Judith has participated in many service reviews and feasibility studies to determine the future of services in the context of Best Value and charging and trading. She has also advised upon shared service delivery.

### **Andy Mudd - APSE**

Andy Mudd is Principal Consultant for APSE Best Value Consultancy. He has worked with a number of authorities to explore opportunities to maximise trading and charging activity. This has included market analysis, business case production and detailed business planning. The Best Value Consultancy operates across the full range of Council services and Andy has wide experience of different service environments.

Before taking over APSE's consultancy Andy was a Principal Adviser for APSE with responsibility for the Central, Southern and South West Regions. He also looked after the catering, cleaning, grounds maintenance and best value advisory groups. During this time he carried out research on Housing Stock Transfer, the New Millennium Service Provider and Green Waste as well as writing many briefing notes.

Before joining APSE Andy played a role in the development of Best Value through leading Bradford's Best Value pilot and representing the pilot authorities as an elected member on the then DETR's Best Value Steering Group. He holds a Masters degree in social policy from the LSE and has worked in housing, social work and youth work.

### **What's included?**

Course fees include delegates' documentation and course material including case studies, suggested practices and appropriate toolkits and templates, lunch and refreshments. Please note that the fee does not include hotel accommodation. Hotel information is available from the APSE secretariat on request, all enquiries and bookings to be made directly to the hotel of your choice.

## Continuing Professional Development Points Accreditation

Delegates who attend the course will be able to earn CPD Points towards their certification areas.

### Duration

1 day event: Start time: **9.30 am** Finish time: **4.30 pm**

## Programme

(There will be a 15 minute break included during the morning and afternoon sessions)

09.00-09.30	Registration
09.30-10.30	Introduction and background to the event- <i>APSE</i> <ul style="list-style-type: none"><li>• Economic climate for public services</li><li>• The wider strategy</li></ul>
10.30-11.00	What are the Powers to Charge and Trade - <i>Eversheds</i>
11.00-13.00	Charging and Trading opportunities <ul style="list-style-type: none"><li>- the wider context for local authorities</li><li>- Income generation and sustainability</li></ul> <p>Discussion workshop Public services and the need to maximising efficiency</p>
13.00-14.00	LUNCH
14.00-16.15	Making the pound go further Charging and trading in your overall strategy Risk analysis  Practical Case study examples - <i>Eversheds / APSE</i>
16.15	Certificates and evaluations - <i>Eversheds / APSE</i>
16.30	Close

**(Note - the programme is flexible and may be amended in the light of the particular interests of participants at the event)**

For official use:

Del No: .....  
Date: .....  
Database: Y / N  
Confirmation: Y / N

# Charging and Trading Master Class - Booking information form

Contact Name: \_\_\_\_\_

Employer \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Post Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please state if you have any special requirements (dietary/access/information in alternate formats):

.....

**Booking information: APSE will take bookings up to 24 hrs prior to the course, subject to availability. You are however advised to book early to secure your place and avoid disappointment.**

Delegate Name	Job Title	Email address

Please select date / venue (Please ✓ as appropriate)

Charging and Trading Master Class  23 March 2010, Rochdale

Please note: places on the sessions will be strictly limited to a first come first served basis. Provisional reservations for places are not accepted on this form.

### Payment Information

APSE members rate:	1 delegate: £219 + VAT per delegate per course 3+ delegates: £189 + VAT per delegate per course (Discount only applies to delegates attending same date.)
Non members rate:	£384 + VAT per delegate per course (limited to one per course)

**If you would like to be invoiced, please quote your purchase order number (if appropriate):**

### Booking Confirmation

APSE issues a written confirmation for all delegate bookings received. If you have not received your confirmation letter within 10 working days of sending your booking form then please contact APSE on 0161 772 1810.

### Cancellation Charges

Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to enquiries@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 10 working days before the event or for non-attendance. Booking transfers will only be acceptable, if there is availability on another date for the same course, and will incur a 20% administration fee. In the unlikely event of cancellation by the organiser, 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.

Please return completed form to:

APSE – 2<sup>nd</sup> Floor Washbrook House, Lancastrian Office Centre, 32 Talbot Road,

Old Trafford, Manchester, M32 0FP. Tel 0161 772 1810 – Fax 0161 772 1811 - Email: [enquiries@apse.org.uk](mailto:enquiries@apse.org.uk) - Web: [www.apse.org.uk](http://www.apse.org.uk)

