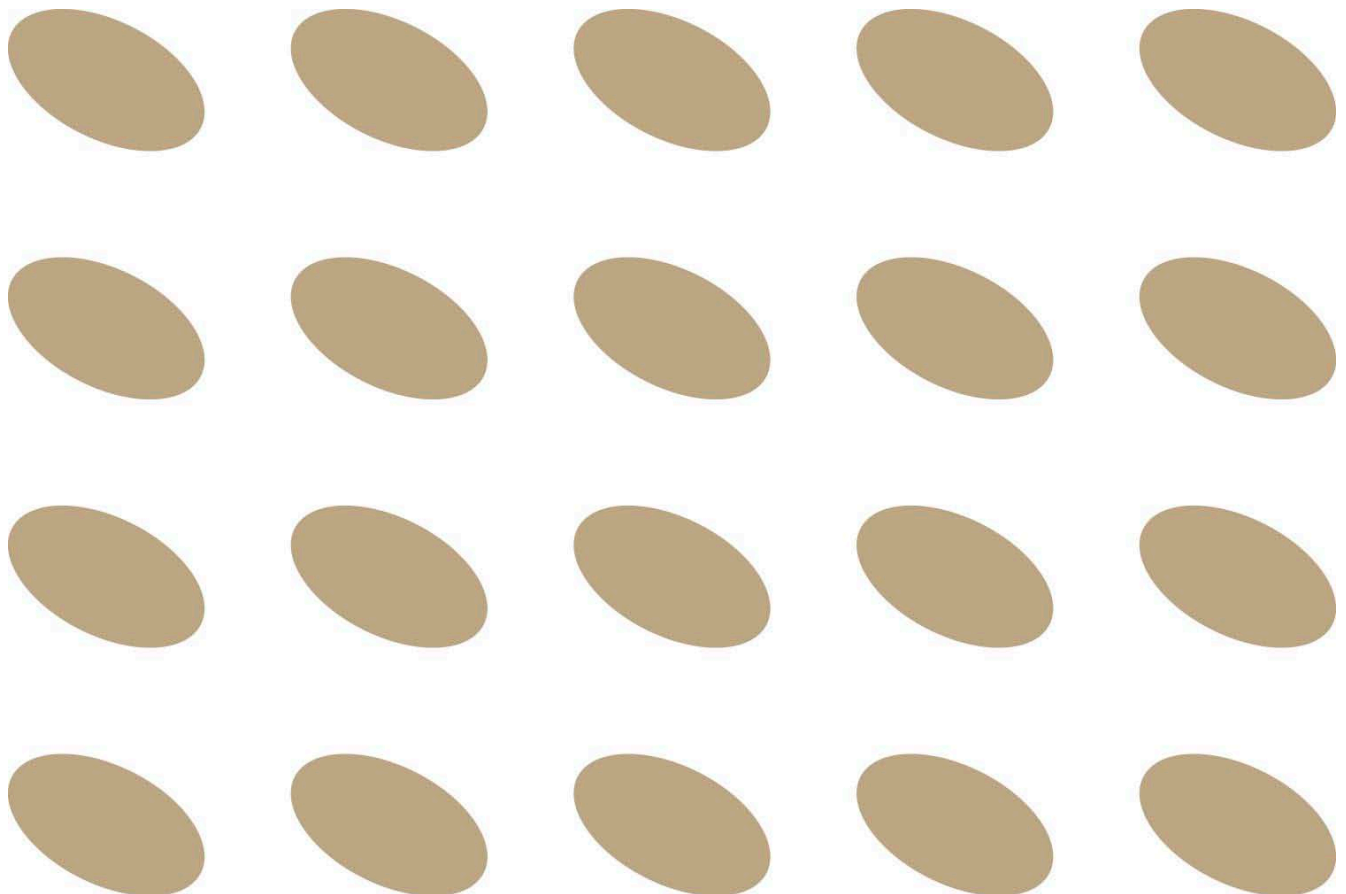


# **Using scorecards to improve public services** *- and ensure value for money*

16 November 2011, Central London



# Using scorecards to improve public services

## Introduction

APSE, in conjunction with Max Moullin, is pleased to offer authorities a further opportunity to attend a Masterclass on “using scorecards to improve services and ensure value for money”.

The Balanced Scorecard has been used with success by organisations in all sectors to improve and monitor performance. However it needs to be adapted to the values and culture of public services to get the best out of it.

The Public Sector Scorecard is a framework for organisations who wish to take ownership of their own performance management within a culture of continuous improvement (not blame). It will help them achieve the outcomes that matter to their service users and other stakeholders, including central government.

Places on these events will be strictly limited as they will be highly interactive, working sessions which will examine the use of public sector scorecard as an approach to performance management, and give greater practical guidance on how to go about it.

The sessions will cover:

- Background to the balanced scorecard and the public sector scorecard
- How the scorecards works in practice
- The 7 key stages including strategy mapping
- Outcomes, processes and capability
- Lean and systems-based approaches
- Developing a scorecard for your service

## Who will benefit?

These sessions will be relevant to those involved in delivering a performance management culture and ethos across the authority including senior managers, elected members and trade union officials.

## Trainers

The sessions will be delivered by Max Moullin from Sheffield Business School and Jan Kennedy from APSE.

## **Max Moullin**

Max Moullin is a principal lecturer at Sheffield Business School and Director of its Quality and Performance Research Unit. He is author of the book *Delivering Excellence in Health and Social Care* and a Fellow of both the Chartered Quality Institute and the Operational Research Society.

He is an experienced workshop facilitator who has run similar workshops for the Department of Work and Pensions, the National School of Government and the Operational Research Society. He is a **member of the steering groups of the Healthcare Advisory Forum** and the British Quality Foundation's Local Government and Communities Special Interest Group.

Prior to joining the University, Max worked in the Departments of Transport, Environment and Health before becoming senior section leader in British Coal's Operational Research Executive.

His research interests include the Public Sector Scorecard, a performance management framework for the public and third sectors which he has developed based on the Balanced Scorecard.

## **Jan Kennedy**

Jan Kennedy is the Principal Trainer for APSE and has responsibility for Lifelong Learning and Development. Jan has a background in training and development, firstly as an executive training officer in central government where she gained her CIPD in Training and Development. She moved to local government in 1999 where she joined Liverpool City Council as a member of the corporate training team.

Jan has experience of managing and delivering a wide range of training and development including Liverpool's One Stop Shop training programme. Prior to joining APSE Jan managed the Lifelong Learning Employability curriculum in Adult and Community Education. Jan holds a Certificate in Post 16 Education and a CLAIT Advanced in ICT. She is also qualified in Level A and level B in psychometric testing.

Since joining APSE Jan regularly delivers training on a range of topics including Project Management, Leadership, Marketing, Customer Care, Negotiation skills and Service Level Agreements. Jan also co-delivers on the current Masterclasses on Construction Design and Management Regulations and the Carbon Reduction Commitment.

Jan can be contacted at e-mail address at: [jkennedy@apse.org.uk](mailto:jkennedy@apse.org.uk) or by telephoning her on either 0161-772-1810(Office) or 07764-252-107 (Mobile)

## What's included?

Course fees include delegates' documentation and course material including copies of slides and case studies, lunch and refreshments.

## Duration

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

## Venue

SOE - Society of Engineers, 22 Greencoat Place London, SW1P 1PR

## Programme

09.00-09.30	Registration
09.30-10.45	Introduction and background to the event <ul style="list-style-type: none"><li>• Public sector performance management</li><li>• Eleven essentials of performance measurement</li></ul>
10.45 -11.00	Coffee/tea break
11.00-12.30	The Public Sector Scorecard and the Balanced Scorecard <ul style="list-style-type: none"><li>• outcomes, processes and capability</li><li>• the seven key stages</li><li>• strategy mapping</li></ul>
112.30 13.30	LUNCH
13.30 -15.00	Discussion workshop <ul style="list-style-type: none"><li>• Improving processes: lean and systems-based approaches</li><li>• Issues in measuring and managing performance in local authorities</li></ul>
15.00 – 15.15	Coffee/tea break
15.15 – 16.15	Making it work for your service
16.15 – 16.30	Certificates and evaluations Close

For official use:  
 Del No: .....  
 Date: .....  
 Database: Y / N  
 Confirmation: Y / N

# Using scorecards to improve public service - 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

16 November 2011, Central London

*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: 3+ delegates:	£219 + VAT per delegate per course £189 + VAT per delegate per course (Discount only applies to delegates attending same date.)
*Special NHS rate	per delegate	£239 + VAT
Non members rate:	per delegate	£384 + VAT per delegate per course

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

**Booking confirmation:** APSE issues a written confirmation letter to the 'contact name' for all delegate bookings received. We **will not** send confirmation to each delegate named on the booking form, unless this has been requested in writing. Should the 'contact name' not receive a confirmation letter by post within 10 working days of sending the booking form, then please contact APSE on telephone: 0161 772 1810.

**Cancellation charges:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to [jclough@apse.org.uk](mailto:jclough@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 £75 administration fee. No refunds can be given for cancellations received less than 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 £75 administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. APSE regrets we cannot accept any liability for associated transport or hotel costs in the event of course cancellations made by us.

The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

\*NHS rate applies only to this APSE event

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: [jclough@apse.org.uk](mailto:jclough@apse.org.uk) - Web: [www.apse.org.uk](http://www.apse.org.uk)

