



Business Analysis in Council Services

**Asking the right questions to
future proof services**

Andy Mudd, APSE Associate

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Purpose

Are you reviewing the performance of a service or team to demonstrate opportunities for change? Maybe you are looking to find efficiencies, increase performance or growth, or maybe merge or close services.

Taking a methodical approach, which builds upon robust evidence, can help to improve decision-making and shape sustainable solutions. This course will work through the process, from assessing the context to analysing, interpreting and presenting data in a meaningful way. On this basis, you will be able to make recommendations, as the foundation for change.

Who should attend?

Managers, officers and elected members who are involved in analysing the performance, efficiency and effectiveness of services, for the purposes of growth or change, will find this to be of use. This is not an IT or data science course.

Learning Outcomes:

1. Appreciate the role business analysis in a council service
2. Identify the key drivers of change and critical success factors
3. Understand different types of data how they can be used.
4. Construct a methodical approach to improve decision making
5. Develop a solutions-focused mindset
6. Appraise the impact of questioning techniques
7. Evaluate the process from a stakeholder perspective
8. Focus on outcomes for customers and service users
9. Appreciate the role of benchmarking in driving efficiencies and improvement
10. Consider the role of recommendations in managing change

Agenda

Join 15 minutes before the start for Registration and Tech Check

	Welcome and introductions
Unit 1	Introducing Business Analysis Core concepts and approaches to evidence-based practice
Unit 2	The Analytics Process Plan-do-review-check
Unit 3	Performance Benchmarking Tools to assist you – turning intelligence to insight
Unit 4	Implementation and Change Stakeholder management and action planning

Trainer Profile

Andy Mudd

Andy is a highly experienced and respected public service professional with well-developed analytical skills, having worked with authorities throughout the UK across many different service areas. He has particular expertise in commercialisation and has helped councils throughout the UK to develop successful income generating strategies. With a unique blend of experience as an elected member, an officer, a consultant in local government and experienced Board member, Andy led APSE Solutions for over two decades before leaving to set up his own consultancy. He now works for APSE on an associate basis.



In-house packages – tailored training to meet your needs.

Any of our courses can be customised to meet the needs of your team, service or authority. The package includes:

- A pre-course consultation so we can tailor the course to meet your needs.
- Trainee Needs Analysis.
- Customisation of the slide pack.
- Delivery of the course on a mutually convenient date and time to meet your authority's needs and working patterns.
- Analysis of trainee feedback, which we share with you.
- Trainer feedback, if required.
- Post-course materials on password-protected hidden webpage.

If delivered online, the course is suitable for up to 15 participants and over two half-days or one full day, via Microsoft Teams

If delivered onsite, it is suitable for up to 20 participants. Trainer travel, subsistence and accommodation is charged at cost.



About APSE Training

APSE (Association for Public Service Excellence) is a not-for-profit local government think tank, working with over 300 councils throughout the UK, promoting excellence in public services.

APSE is the foremost specialist in local authority front line services, hosting a network for front line service providers in areas such as waste and refuse collection, parks and environmental services, leisure, school meals, cleaning, housing, and building maintenance.

APSE Training aims to provide inspiring and impactful lifelong learning and development opportunities, nurturing talent and enabling growth. A broad range of courses are available via the APSE website and as bespoke in-house courses.

APSE Training is compliant with APSE's Quality Assurance processes under ISO 9001, ISO 14001, ISO 27001 and GDPR. We are also a Platinum Carbon Literate Organisation, which demonstrates our commitment to raising awareness of the climate crisis.



The team is ready to help.

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