



efficiency | quality | accountability

Vocal Conference 2006 : Carnoustie

Local Government Modernisation Post 2007

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The National Context

- The Really Comprehensive Spending Review
- Flat Settlements: Limited Real Growth
- Rising Demand: Demography Standards and Expectation
- Electoral Change in Local Government : Corporate Leadership: Area Focus

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The Reform Agenda (1)

Efficient Government

- Cash & Time Releasing Savings: £1.7billion
- Business Process Review & Transformation
- Shared Service Development
- Minimisation of Duplication & Overheads
- Enhanced P.M.M.



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The Reform Agenda (2)

Integrated Service Delivery

- Focus on Outcomes
- Organisation Around the Service User not The Producers
- Ease of Access: Transaction Minimisation
- Shared Customer Information: Information Once and Right
- Re-engineering the Customer Service Chain: CRM

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The Reform Agenda (3)

Landscape Gardening

- Numbers; Capacity; Boundaries; Utility
- Within & Between Sectors
- Organic Evolution -v- Big Bang Restructuring
- Clean Accountability
- Fitness for Purpose

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A Distillation

- Clarity & Control Around Outcomes
- Customer First: Integration
- C.A.M.R.A.: Measurement, Management & Reporting
- Transaction Minimisation : Ease of Access
- Efficiency as a Core Value : Opportunity Cost



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2007 And All That

- Small Number of Single Party Administration : Diversity
- Development of Executive : Scrutiny Models
- M.M Wards : Localisation of Scrutiny and Accountability
- Potentially Greater Legitimacy but... Turnout & Behaviour
- Immediate Pressures : Finance and Reform



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Implication for Leisure and Cultural Services (1) Outcomes

- Prospectus in Outcome Terms : Narrative
- Health and Wellbeing; Quality of Life; Sustainable Communities; Diversity and Respect etc
- Mapping Your Contribution and Potential Partners : Internal and External
- Measuring and Managing Impact

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Implication for Leisure and Cultural Services (2) Efficiency

- Allocative Efficiency : Distribution and Targeting of Subsidy and Investment
- Operational Efficiency : Smart Cards; Integrated Transport; Leisure; Cultural Passes; Cashless Operation; Market Testing
- Economies of Scale; Collaboration and Shared Services



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Implications for Leisure and Cultural Services (3) Rights and Entitlements

- Positive Links to Other Rights : e.g Leisure Time
- Developing Framework of Standards and Expectations
- Consistency and Diversity
- Outcomes and Options : Enabling and Delivery



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Implications for Leisure and Cultural Services (4) CRM/Personalisation

- Capitalising on Experience : Getting Folk In
- Developing Niche Provision Linked to Outcomes : Positioning
- Differentiation of Product : Decentralisation
- Marketing and Market Research

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End Points

- National Agenda very Positive
- Financial Context Challenging
- Organising for Impact : 2007 and Beyond