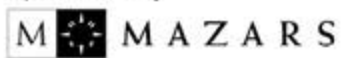


through  
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venerdì 20 settembre 2013

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# The biggest market of them all

# Christopher Knell FRSA MIOD MAAT CPFA

# Business Partner Finance Training and Improvement

# Westminster City Council



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# About the speaker

- 12 years experience in the Public Sector
  - Business Partner Finance Training and Improvement at Westminster City Council
- 8 years experience in the Voluntary Sector
  - Treasurer of Headway East London
  - Fellow of the RSA and co-author of 'The Failure Files'
- 6 years experience in the Private Sector
  - Vice-Chair of the Institute of Directors, Young Directors Forum
  - G20 summit delegate representing the UK and young entrepreneurs

# The biggest market of them all

**Hands up if you are employed by or work for the public sector?**

**Hands up if you provide products to the public sector?**

# The biggest market of them all

## Objectives

- Understand the breadth and scope of the public sector
- Understand how local government supports the business community
- Recognise the opportunities that Shared Service Centres and Business Partners provide for you

# The biggest market of them all

## Objectives

- Understand the breadth and scope of the public sector

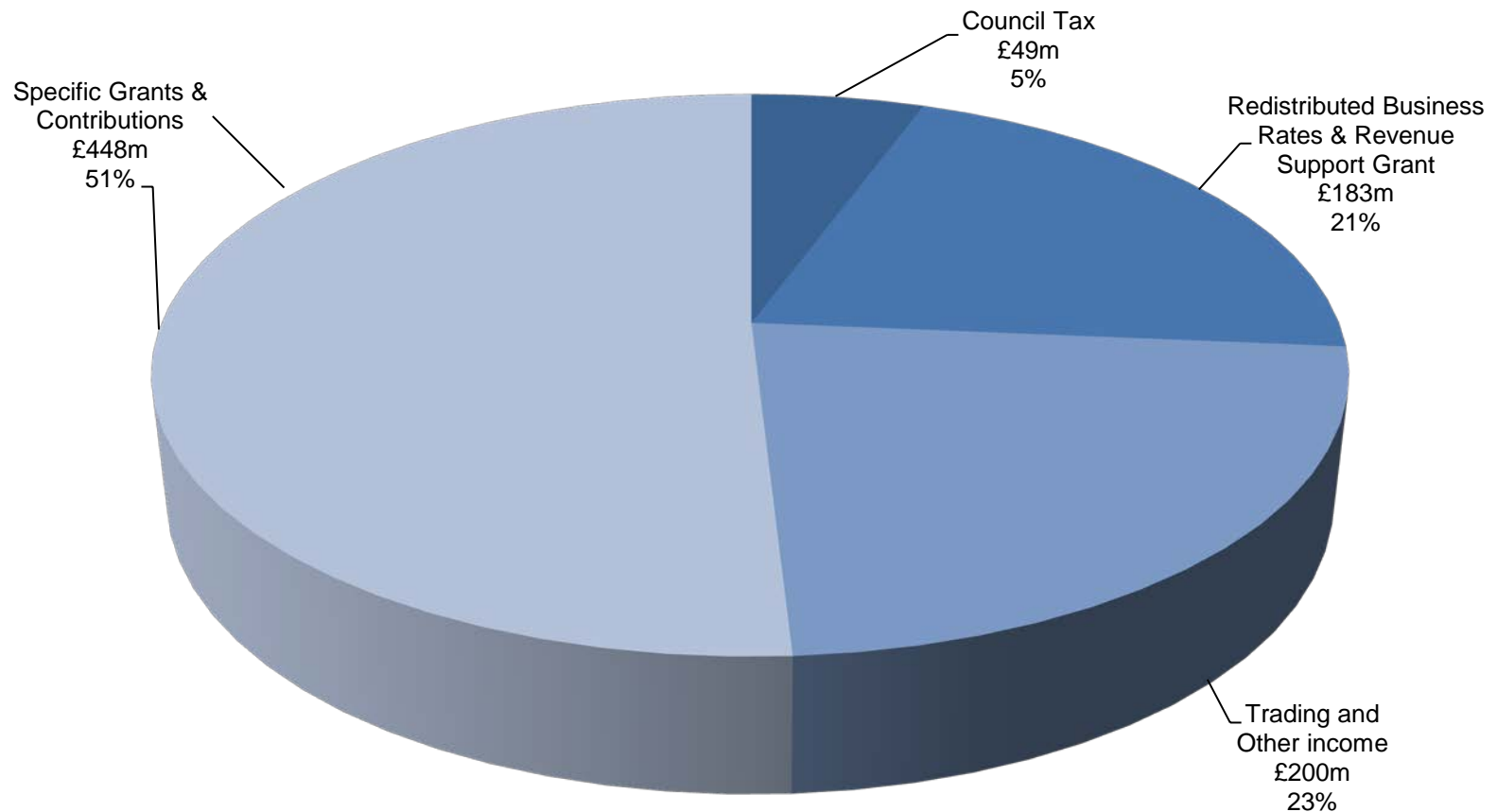


# Breadth and scope of the public sector Westminster



# Breadth and scope of the public sector - Westminster

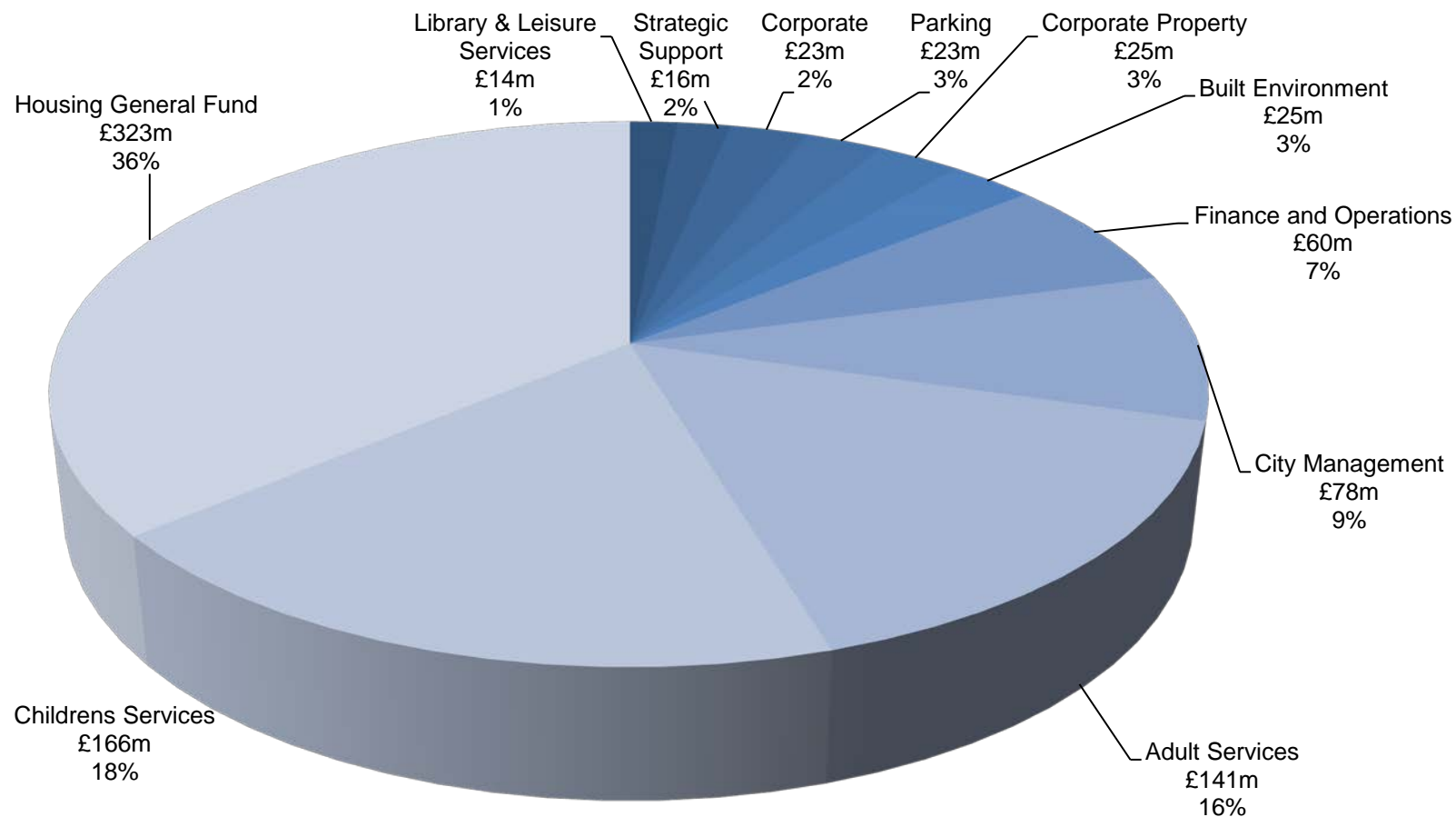
**Total General Fund Income 2012/13 £880m**





# Breadth and scope of the public sector - Westminster

## Total General Fund Expenditure 2012/13 £880m



# Breadth and scope of the public sector - Westminster

**The council has about £2.2billion of assets on its balance sheet Including over £1billion of housing stock.**



Increasing the supply of homes



Tackling high demand and improving housing advice



Improving neighbourhoods and quality of life



Developing our role as a strategic housing authority

# Breadth and scope of the public sector- Greater London

- Westminster covers just 8 ¼ square miles

- Greater London @ 600 square miles +32 London Boroughs



# Breadth and scope of the public sector - United Kingdom

- Westminster covers just 8 ¼ square miles
- United Kingdom  
@ 94,000 square miles  
+ 400 Local Authorities  
+ 500 Health Trusts  
+ 25,000 Schools and education establishments



# Breadth and scope of the public sector

**How much do you think the public sector spent in 2011/12?**

- £695 billion    [http://www.hm-treasury.gov.uk/pespub\\_natstats\\_july2012.htm](http://www.hm-treasury.gov.uk/pespub_natstats_july2012.htm)
- 47.3%                      *(nominal gross domestic product)*
- 48.6%                      *Peak in late 70's*
- 38.8%                      *Trough in late 80's*

# Breadth and scope of the public sector

## What services aren't provided by the public sector?

- *“From Vermin to Vice”*

*Pest control to licensing*

- *“Ultra vires”*

Outside the scope of the public sector  
(Beyond the powers)



# Breadth and scope of the public sector

**Hands up if its not provided by the public sector?**

**Sport?**

2012 Olympics (£2bn of £9.3bn from the public purse)

**Theatre?**

Lincolnshire Council sold off 'Theatre Royal' in 2010

**MOT?**

Nearly 100 Uk council test centres nation wide

**Gambling?**

UK government sells Tote (high street betting shops) to Betfred in 2011

**Art?**

Hackney council selling Henry Moore sculpture worth £20m

**Airport?**

Welsh assembly buys Cardiff airport for £52m in 2013

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# Breadth and scope of the public sector

## How many people are employed by the public sector?

- 5.6 million people are directly employed  
Down from circa 6 million
- Public, Private or Voluntary  
Your people are the most valuable resource you have
- Public sector has an exceptional record for supporting staff development  
15% of finance staff at Westminster are currently studying

# The biggest market of them all

## Objectives

- Do you have a better understanding of the breadth and scope of the public sector?
- Understand how local government supports the business community
- Recognise the opportunities that Shared Service Centres and Business Partners provide for you

# The biggest market of them all

## Objectives

- Understand how local government supports the business community

# Supporting the business community

**Hands up if you have provided goods or services for the public sector?**

- Supporting the business community isn't all about advice
- £695 billion was spent by the public sector in 2011/12
- Private sector suppliers make up a significant proportion of this, from stationery to staffing.

# Supporting the business community

- Key Partners for Westminster City Council
  - Serco (formally Vertex)
  - Enterprise
  - Veolia
  - City West Homes (CWH)
  - Capita
  - Cap Gemini
  - Greenwich Leisure Limited (GLL)
- **STATS TO FOLLOW ON SME's**



# Supporting the business community

The UK government has 4 aims to help the economy to grow:

- To create the most competitive tax system in the G20
- To make the UK the best place in Europe to start, finance and grow a business
- To encourage investment and exports as a route to a more balanced economy
- To create a more educated workforce that is the most flexible in Europe

# Supporting the business community

- <https://www.gov.uk/browse/business>
- [http://www.manchester.gov.uk/info/100002/business\\_support](http://www.manchester.gov.uk/info/100002/business_support)
- <http://www.westminster.gov.uk/services/business/>

**Hands up if you've used one of these websites?**

# Supporting the business community

## Businesses and self-employed

Information about starting up and running a business in the UK, including help if you're self employed or a sole trader.

---

### Business premises and business rates

Includes leases, renting, planning permission and waste

---

### Business tax

Includes Corporation Tax, Self Assessment, Capital Gains Tax and VAT

---

### Expenses and employee benefits

Includes company cars and paying tax on employee benefits

---

### Farming

Health and safety, registering and licensing animals, compliance tools

---

### Food, catering and retail

Labelling and handling food, standards, transporting and more

---

### Funding and debt

Includes bankruptcy, business finance and recovering debt

---

### Generating energy

Funding, regulations and guidance for energy providers and operators

---

### Imports and exports

Includes moving goods in the EU and commodity codes

---

### Licences and licence applications

Applying for licences from your council for events and businesses

**<https://www.gov.uk/browse/business>**



# Supporting the business community

## Business support and licensing

 **MANCHESTER**  
CITY COUNCIL

Home » Business support and licensing

Search

Go

Home

Business support and licensing

Business Rates

Commercial property

Commercial waste and recycling

Growing a business

Land and premises

Licensing

Locating or investing in Manchester

Managing a business

Markets

Starting a business

Taxis and Private hire

Tenders and contracts

Trading standards

A-Z of council services



### Business support and licensing

Manchester, a great city to do business

Enterprise, innovation and attitude are what made Manchester the birthplace of the industrial revolution and the world class city it is now; world class to live, visit, work, study and, critically, to do business.



Starting a business

Do you know what it means to run a business and where to go for start up support?



Managing a business

Need some help with things that affect the day to day running of your business?



Do it online

Pay Business Rates

View your Business Rates account

ADDITIONAL ITEMS

News

Taxi users asked for views on new vehicles

18 February 2013

£12m boost for superconnected city

20 September 2012

Events

Free fundraising training for small charities

16 April 2013

Networking events for start ups and businesses

7 January 2013

[http://www.manchester.gov.uk/info/100002/business\\_support](http://www.manchester.gov.uk/info/100002/business_support)

# Supporting the business community



## City of Westminster

Search the site  
[Go](#)

[Home](#) [Services](#) [Maps](#) [Apply](#) [Tell us](#) [Pay](#) [A-Z](#)

### Council Services

#### Business in Westminster

- 2,012 opportunities for young people
- Advertising Opportunities
- Business Information Points
- Business mentors
- Business News
- Business Rates e-newsletter
- Economic Report
- Funding
- Health and Safety
- Licensing
- Planning an event?
- Planning Permission
- Procurement

## Business in Westminster

This section is for anyone who owns a business in Westminster. You'll find information on how the council is helping local businesses, advice on starting a small or medium-sized business, as well as all the forms you will need. You can also find advice and guidance on health and safety issues, and pay business rates too.

London businesses can access a range of support programmes provided by the London Development Agency, European Union and local boroughs. Most of these programmes will have free of charge elements to help you grow your business economically. [The Source of Funded Support document](#) sets out the main business support programmes available to small businesses in London.

### Business e-newsletter

We send out a [business e-newsletter](#) directly to businesses across Westminster every month.

[Sign up to our newsletter](#) to make sure you're kept up to date with news, information and opportunities from the council.



### Business News

Regular news and information for you and your business from Westminster City Council



### Wheels for your business - when you want them

Whether your company needs one car or 20, every day or every now and then, Westminster Car Club fits the bill. No more relying on private and hire cars or waiting for taxis – just reserve cars near your home and office 24/7 by the hour or day. Open an account today to get instant access to the whole fleet, and start saving with low hourly and weekday rates for business members only.

[View this content](#)

<http://www.westminster.gov.uk/services/business/>

# Supporting the business community

- Business information points in Westminster Libraries
  - Advice, market research, networking and talks
- Padding Development Trust
  - Small grants and loan support, business advisors and coaching
- Portobello Business Centre
  - Support for start-ups and established business looking to expand



# Supporting the business community

- Hub Westminster
  - Business facilities, workshops and networks to support collaboration
- Westminster Business Council
  - Member workshops and networking
- Westminster Enterprise Centre
  - Free confidential business advice

# Supporting the business community

Other business support accessible via Westminster:

- Capital Enterprise
- CENTA Business Services
- London Development Agency
- London Chamber of Commerce
- Prince's Trust Enterprise Programme

# Supporting the business community

**Hands up if you intend to check out your local councils website if you have a business or are interested in starting one?**

# Supporting the business community

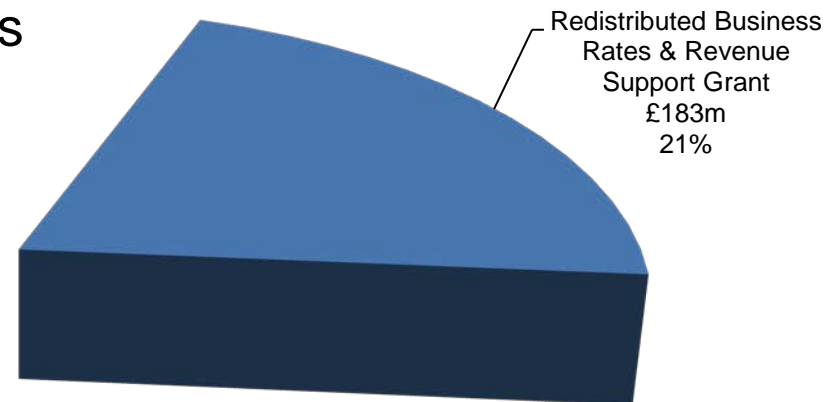
## Business Rates Retention

- Why is local government so active in supporting the business community?
- Council's collect NNDR (business rates) for Central Government
- April 2013: Business Rates Retention
- *“The levy is designed to ensure that the more councils grow their business rates, the more they benefit”*

# Supporting the business community

## Business Rates Retention

- Westminster City Council collects over £2,000m but keeps £183m
- If a council increases their business rates they get to keep more
- Funds which can be spent on the local community



# The biggest market of them all

## Objectives

- Understand the breadth and scope of the public sector
- Do you have a better understand how local government supports the business community?
- Recognise the opportunities that Shared Service Centres and Business Partners provide for you



# The biggest market of them all

## Objectives

- Recognise the opportunities that Shared Service Centres and Business Partners provide for you

# Shared Services & Business Partnering

**Hands up if you work in or employ Shared Service Centres or Business Partners?**



# Shared Services & Business Partnering

- What are Shared Services Centres?

A centralised team with standardised processes including:

- Transaction processing
- Making and receiving payments
- Accounting and financial reporting routines

- What are Business Partners?

Finance professionals who supports and advises business areas:

- Interpreting and explaining financial information
- Supporting and influencing decision making
- Advising on risks, opportunities and mitigations

# Shared Services & Business Partnering

Barbara Moorhouse,  
Chief Operating Officer  
Westminster City Council  
July 2011



Our '*Finance Foundations*' project will introduce a new operating model. It will provide a platform for improving financial management, with more professional and commercial support to managers and new best practice (standardised) processes.

# Shared Services & Business Partnering

## Corporate Finance

Annual accounts  
Strategy

## Finance Business Partners

Support and  
challenge

## Business Units

Budget monitoring  
and forecasting

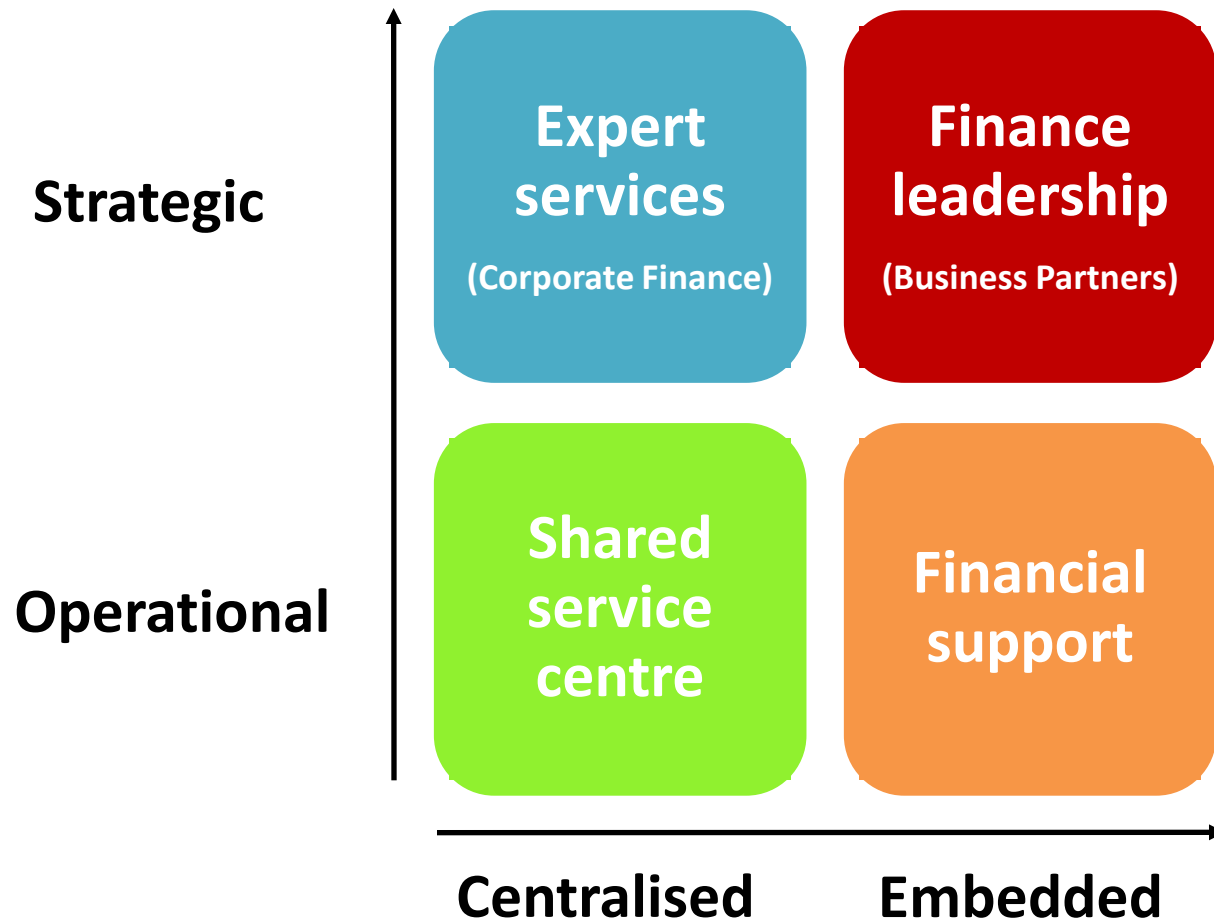
## Business Improvement

Continuous improvement  
Effective communications

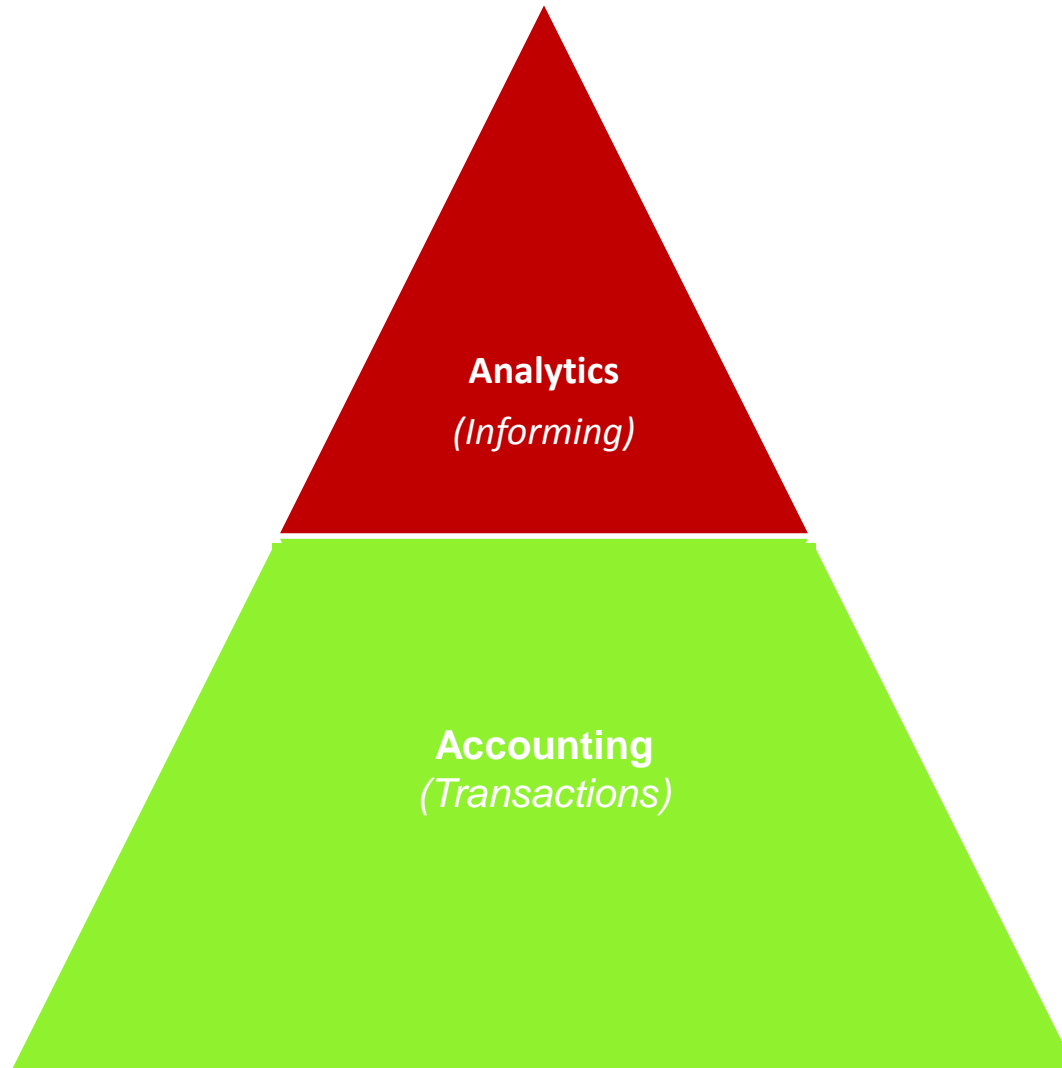
## Shared Service Centre

Transactions processing  
Best practice

# Shared Services & Business Partnering

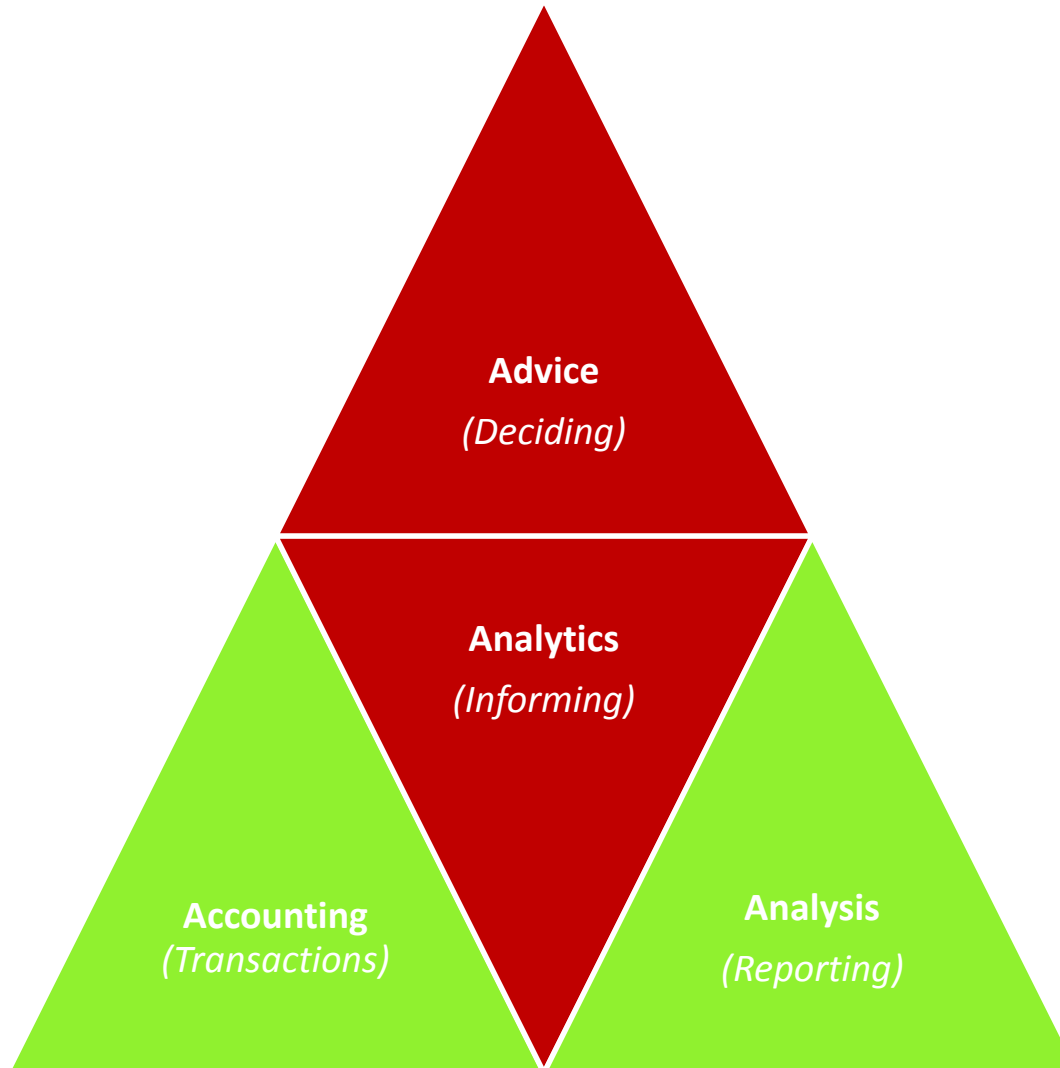


# Shared Services & Business Partnering



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# Shared Services & Business Partnering



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# Shared Services & Business Partnering

Who uses Finance Business Partners?

– It's not new and

- Private Sector
- Public Sector
- Voluntary Sector



# Shared Services & Business Partnering

- Why does this matter to you? As an employer
  - Productivity boost enabling improved service levels or reduced staffing
  - Service resilience from increasing use of generic skills and processes
  - Improved commercial decision making with Business Partnering
- Why does this matter to you? As an employee
  - Consistency and standardisation allow greater productivity
  - Rotation within service areas provides a wider variety of knowledge
  - Personal and career development improved within larger centralised teams

# Shared Services & Business Partnering

What should I you do to find out more?

- Check if your organisation has or is developing Shared Services & Business Partnering
- Ensure your CPD includes the skills you need to get maximum benefit from Shared Services & Business Partnering

- Research SS&BP in more detail:

Deloitte                      *“Finance Business Partnering being one step ahead”*

CIMA                         *“Improving decision making in organisations”*



# The biggest market of them all

## Objectives

- Understand the breadth and scope of the public sector
- Understand how local government supports the business community
- Do you recognise the opportunities that Shared Service Centres and Business Partners provide for you?

# Final questions?