To continue to provide excellent services, local councils need to be efficient, cost-effective and ensure reliable cash flow. In this environment, local councils have to consider commercial approaches as part of their strategy – facilitated by the greater freedoms granted to them by the General Power of Competence.

By thinking in a more commercial way and seeing their residents as consumers, local authorities will be able to provide the most effective services for their local residents.

Optimising Income Generation will enable local authorities to maximise income for their organisation. Delegates will fully understand the practical and legal implications of developing new income streams, such as innovative charging and trading practice, to enable the provision of better services.

<table>
<thead>
<tr>
<th>Registration Rates:</th>
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<tbody>
<tr>
<td>Central Government</td>
<td>Delegate Price: £495.00</td>
</tr>
<tr>
<td>Local Government / NHS / Emergency Services / Education / Charity</td>
<td>Delegate Price: £445.00</td>
</tr>
<tr>
<td>Private Sector</td>
<td>Delegate Price: £495.00</td>
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</tbody>
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Assess the different methods for raising revenue

Better understand the legal aspects of local authorities charging and trading services

Successfully generate more income for your authority, by using the General Power of Competence

Engender a business acumen culture within your local authority

Gain a commercial mindset to generate more income for your local authority
Chris Knell
Finance Improvement Partner

Christopher is an experienced accountant who had led a number of Finance and Commercial projects for leading Public and Voluntary Sector organisations. He currently serves as Treasurer at Headway East London and Business Partner for Finance Training and Improvement at Westminster City Council.

His extensive commercial experience includes several years as Vice Chair of the Institute of Directors, Young Directors Forum. In 2012 he represented the UK at the G20 Summit in Mexico, where the Young Entrepreneurs Alliance made a number of recommendations to World Leaders such as the role of regulation and taxation as barriers to enterprise.

A social entrepreneur, published author and fellow of the Royal Society of Arts; Christopher’s early career featured on BBC TV London news, BBC Radio 4 and the Sunday Times to promote new ways of thinking about the voluntary sector.