

## Public Finance Policy Briefing: Commercialism in Local Government

11<sup>th</sup> June 2019 Central Hall, Westminster London

This one day policy briefing is presented free to all elected members, chief executives and senior public finance professionals and explores commercialism in local government.

Chaired by:

Opening addresses - **Jon Watkins, Editor Public Finance Magazine**

Mid-Morning – **Sean Hearsay, CEO Localis**

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09.30 - 10.00	<b>Arrival and Refreshments</b>
10.00 – 10.20	<u>Opening Keynote Address</u> <b>Meg Hillier MP - Chair Public Accounts Committee</b> The scene is set of the programme for the day with a critical look at the successes, failures and risks of commercial public service provision.
10.20 – 11.00	<b>Commercialism: Positive Risk Management</b> <b>Alix Bedford - Zurich Municipal</b> A wider view of the risks associated with property investment and commercialism generally and how the risks can be managed and translated into a positive force for good.
11.00 – 11.15	<b>Refreshments &amp; Networking</b>
11.15 – 12.45 (Mid-morning speakers)	<b>Investing: Achieving a social impact</b> <b>Genevieve Maitland Hudson – Director of Learning and Influence, Social Investment Business</b>
11.15 – 12.45	<b>Property: The Eastleigh Experience</b> <b>Nick Tustian - Chief Executive, Eastleigh Borough Council</b> A practical case study from a local authority on the benefits and challenges around property investment.
11.15 – 12.45	<b>The Impact of Commercialism in Local Government</b> <b>Doug Forbes – Chair of the Competition Joint Committee</b> The results from a two year period of research into commercialism is revealed and discussed along with proposals on how the forward challenges can be met.

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11.15 – 12.45

**Town Centre Assets: Making the most of the Estate**

**Paul O'Brien – CEO APSE**

The potential key role for local authority assets in the need to revitalise town centres is explored.

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12.45 – 13.15

Closing Keynote Address

**The MHCLG Perspective: Where the Boundaries Are?**

**Melanie Dawes - Permanent Secretary MHCLG**

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13.15 – 14.00

**Lunch & Networking**

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