

*"Very informative, excellent group of expert speakers"*

*Steve Avis, Management Accountant, MoD – previous SMi delegate*



# Outsourcing for the Public Sector

13th & 14th November 2002, The Hatton, London

## Benefits of Attending:

- **MAXIMISE** strategic relationships
- **COMPETE** in a competitive and volatile environment
- **UNDERSTAND** critical success factors
- **LEARN** how to manage the whole deal lifecycle
- **NEGOTIATE** opinions and goals to ensure successful delivery
- **ACHIEVE** successful contract management

A unique opportunity to learn from leading industry experts including:

- **Paul McCormick**, Education Officer – PFI & Premises Manager, **Sheffield City Council**
- **Mike Walsh**, PFI & Forward Planning Manager, **Richmond upon Thames Borough Council**
- **Duane Passman**, Project Director, **Barking, Havering and Redbridge Hospitals NHS Trust**
- **Mike Bird**, Divisional Manager, Highways, **Walsall Metropolitan Borough Council**
- **Jeremy Brittenden**, Senior Solicitor, **Lovells**
- **Bob Aylott**, Principal of Outsourcing, **Orbys**
- **Peter Smith**, Director of Smart Sourcing, **Shreeveport & President of CIPS (Chartered Institute of Purchasing and Supply)**
- **Brian Hadfield**, Managing Director, **Unisys**

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8.30 Registration & Coffee

**Chairman's Opening Remarks**

9.00 **Martyn Hart**, Chairman, **The National Outsourcing Association**

**A CURRENT OUTLOOK**

9.10 **Introduction**

- Outsourcing overview
- What is happening in the market?
- Process approach to outsourcing
- The NOA's 9 steps to heaven

**Martyn Hart**, Chairman, **The National Outsourcing Association**

**THE COUNCIL OF THE FUTURE – PROVIDER OR ENABLER**

9.40 **Sheffield – a case in point**

- Overview
- The tradition of the public service
- Was change inevitable or just the easy option?
- Outsourcing: the Council perspective
- Implications of moving to an enabler route
- Contractual comfort zones: myth or reality

**Paul McCormick**, Education Officer – PFI & Premises Manager, **Sheffield City Council**

**FORGING THE PARTNERSHIP**

10.20 **A perspective on the Richmond primary schools PFI**

- Winning over the stakeholder base
- Tailoring the output specification
- Working with the bidders
- Stakeholders and evaluation
- Performance and payment
- Extending the boundaries

**Mike Walsh**, PFI & Forward Planning Manager, **Richmond upon Thames Borough Council**

11.00 Morning Coffee

**AN ALTERNATIVE TO OUTSOURCING – THE NHS RETENTION OF EMPLOYMENT MODEL**

11.20 **The NHS perspective**

- Background to retention of employment in the NHS
- The policy framework
- Commercial and legal issues
- Operational issues

**Duane Passman**, Project Director, **Barking, Havering & Redbridge Hospitals NHS Trust**

**PAYROLL OUTSOURCING FOR THE PUBLIC SECTOR**

12.00 **Overview**

- Why is payroll outsourcing an important issue?
- The impact on people
- Why outsource your payroll – the business benefits
- ...And why not?
- Practical how to 'tips', including service level agreements, strategic relationships and insourcing
- Relevant case study examples

**Ken Pullar**, Director of Payroll Services, **RebusHR**

12.40 Lunch

**WALSALL MBC'S STREET LIGHTING PFI SCHEME**

1.40 **An overview of the case study**

- The choice behind the outsourcing decision
- Dealing with change
- Particular lessons learnt
- Further developments
- Working in partnership with the private sector

**Mike Bird**, Divisional Manager, Highways, **Walsall Metropolitan Borough Council**

**WHAT DRIVES THE OUTSOURCING DECISION**

2.20 **Why IT systems deserve to be outsourced**

- Strategic considerations
- Business case considerations
- How to reduce the risk of changes in technology
- How could we improve service levels with the help of outsourcing?
- Operating in a competitive and volatile environment
- Applying effectiveness, productivity, scale and cost management

**Brian Hadfield**, Managing Director, **Unisys**

**PFI IT SERVICES**

3.00 **Improving services**

- Moving from PFI to PPP
- Contracting for innovative transformation
- Payment structure to assure delivery and risk transfer
- Managing the whole deal lifecycle

**Bob Aylott**, Principal of Outsourcing, **Orbys**

3.40 Afternoon Tea

**IN HOUSE VS OUTSOURCING COSTS**

4.00 **Determining the best approach**

- In-house capabilities
- The pros and cons to outsourcing
- Cost containment and limited risk
- Standards and best practices
- Capabilities and understanding of both options

**Tony Rawlinson**, Head of Business Development, **Siemens**

**CASE STUDY: OUTSOURCING CALL HANDLING**

4.40 **How Hull City Council transformed its service to customers with its pioneering Hull Connect project**

- Project aims
- Choosing a call centre partner
- Hull City Council's relationship with Kingston Incontact
- Implementing CRM software
- Training customer service staff
- Use of web-based A-Z and spatial databases
- Integrating the front and back office
- Pilot project for the cleansing department
- Roll out programme incorporating front line services
- Customer feedback
- Lessons learnt

**Phil Ryan**, Business Development Director, **Kingston Incontact**

5.20 **Chairman's Closing Remarks & Day One of the Conference**

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8.30 Re-registration & Coffee

9.00 **Chairman's Opening Remarks**  
 Paul Mountain, Partner, **Martineau and Johnson**

**USING OUTSOURCING TO CHANGE THE PARADIGM**

9.10 **Outsourcing – what it takes**

- Drivers and aspirations - the importance of clarity
- Aligning objectives - how to get the best out of your outsourcer
- Closing the service, expectation & budget gap
- Governance - what it takes to be successful
- Innovation - making it happen
- Scope - do you outsource end to end processes (BPO) or just IT?

**Les Mara**, Executive Director, Outsourcing, **Cap Gemini Ernst & Young**

**MAKING OUTSOURCING WORK**

9.40 **Key factors for success**

- Critical success factors
  - Understanding strategic intent
  - Governance: who owns the decision?
  - Consistency, competency, continuity and contract
- Ismail Amla**, Vice President and Head of Business Process Outsourcing, **Computer Sciences Corporation (CSC)**

**OUTSOURCING A FLEXIBLE OPTION FOR THE FUTURE?**

10.20 **Background and insight**

- Key factors in the outsourcing decision
  - What are the benefits and risks?
  - Future development for outsourcing
  - The future – key issues for suppliers and buyers
- Peter Smith**, Director of Smart Sourcing, **Shreeveport & President of CIPS (Chartered Institute of Purchasing and Supply)**

11.00 Morning Coffee

**PARTNERSHIP MANAGEMENT**

11.20 **The balance between conflicting views, opinions and goals to ensure successful delivery**

- Successful contract management
- Professional meditation
- Social and ethical responsibility
- Social versus commercial cost benefit analysis
- Transparent communication
- Change management

**Kim Newman**, Director, **PML (Programme Management)**

**STRATEGIC SOURCING**

12.00 **A changing market**

- Re-shaping the internal team will become a priority in 2002-2003
  - 2002 the record year for signing poor long term deals
  - The IT and Business Process Services transition in the market
- Adrian Quayle**, Vice President Strategic Sourcing EMEA, **Gartner**

12.40 Lunch

**AFTERNOON SESSION**

**Jeremy Brittenden**, Senior Solicitor, **Lovells**  
**Guy Palmer**, Senior Manager, **PwC – Consulting (soon to be IBM Consulting Services)**

**BUSINESS OUTSOURCE MANAGEMENT**

**Overview of the afternoon**

*An interactive workshop aimed at helping delegates understand and gain the maximum benefit from the process of outsourcing. The workshop will take delegates through the key considerations and decision-making processes, from inception through to termination and draw their attention to key issues. The workshop aims to offer practical advice, as well as touching on the legal and commercial framework affecting outsourcing.*

*Because of the practical and interactive nature of the workshop, questions may be asked at any time.*

2.00 **Introduction**

- Objectives of Workshop

2.10 **Planning**

- Opportunity identification
- Defining your needs
- Assembling the team
- Developing your strategy
  - Value for money
  - Risk transfer

3.20 Afternoon Tea

3.40 **Procurement**

- Contract documentation
- Building in flexibility for change
- Performance
- Running an effective tender process

4.20 **Implementation**

- Managing implementation
- Managing the external provider
- Termination

5.00 **Icebergs (and how to navigate around them)**

5.30 **Close of Workshop and Close of Conference**

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13th & 14th November 2002, The Hatton, London

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