

## How would you vote?



## Do you think revenue maximisation is the key to unlocking sustainable legacies in local government?

As the fiscal climate continues to challenge future spending and operational delivery, Giles Reid, Sales Director at Capita local government discusses the trends from an opinion poll about creating sustainable legacies in local government, run by Capita at the Chartered Institute of Public Finance and Accountancy (CIPFA) annual conference 2015.



Giles Reid  
Sales Director at  
Capita local government

Two months on from the UK general election and coinciding with Chancellors summer budget – announcing planned cuts to welfare and deeper spending challenges for local authorities – a focus at this year's CIPFA conference was aptly around the creation of sustainable legacies for local government.

The reality for delegates; exploring the future for delivering services effectively and efficiently but crucially, becoming commercially

minded as fiscal constraints continue to place pressure on budgets.

As a partner for public sector finance delivery, our opinion poll gauged views on how this could be achieved, from those that are challenged with delivering it.

Visitors to Capita's stand were asked 'What are your priorities in investing for a sustainable legacy?' and selected their priority from one of the three options:

1 Shared services with standardised processes and software

2 Software to enhance digital processes and reduce costs

3 Processes and commercial models to maximise revenue



With 47% of the votes, 'processes and commercial models to maximise revenue' was ranked the highest priority.

This is a consistent trend with our own public sector partners. Many have made excellent progress in making services leaner and more efficient. But spending challenges aren't going away and the public sector is looking to offset future cuts and protect core service lines by generating their own revenue.

Shorter term, routine projects can provide immediate revenue. For example, reviewing council tax discount entitlements, processes and software to improve housing benefit fraud and error and grant funding are all relatively low risk routes which also create better value for the taxpayer.

Organisations are also thinking of longer term strategies to income generation – something that is becoming even more prevalent and successful with our public sector partnerships. Profit making joint ventures, shared service delivery hubs, holistic software platforms and supporting the public sector to commercialise their assets are just a few examples of how organisations are benefitting.





## Can you have one without the other?

The importance of software and digital and, shared services and standardisation of processes was certainly not overlooked, taking priority for 31% and 22% of responders.

Many commented that option 3 - while the priority - was also an ambition, which can't always be achieved in isolation. For some, this meant software and digital processes (option 2) becoming the initial enabler to reducing cost, allowing an infrastructure for shared services and standardised processes (option 1) to ultimately drive more commercial models that will maximise revenue.

Depending on how far along the journey organisations are, will ultimately affect their priorities for creating sustainable legacies. For example, many organisations are re-assessing their finance software to ensure it has the capability to meet the future needs of the business. Shared service delivery models also continue to grow, both inter-public sector and with the private sector partners, where scale and standardisation is helping to drive down costs.

Seemingly, the creation of sustainable legacies is a journey that organisations aspire to take, with revenue maximisation on the finish line.



Find out more on how we can support the creation of a sustainable legacy:

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