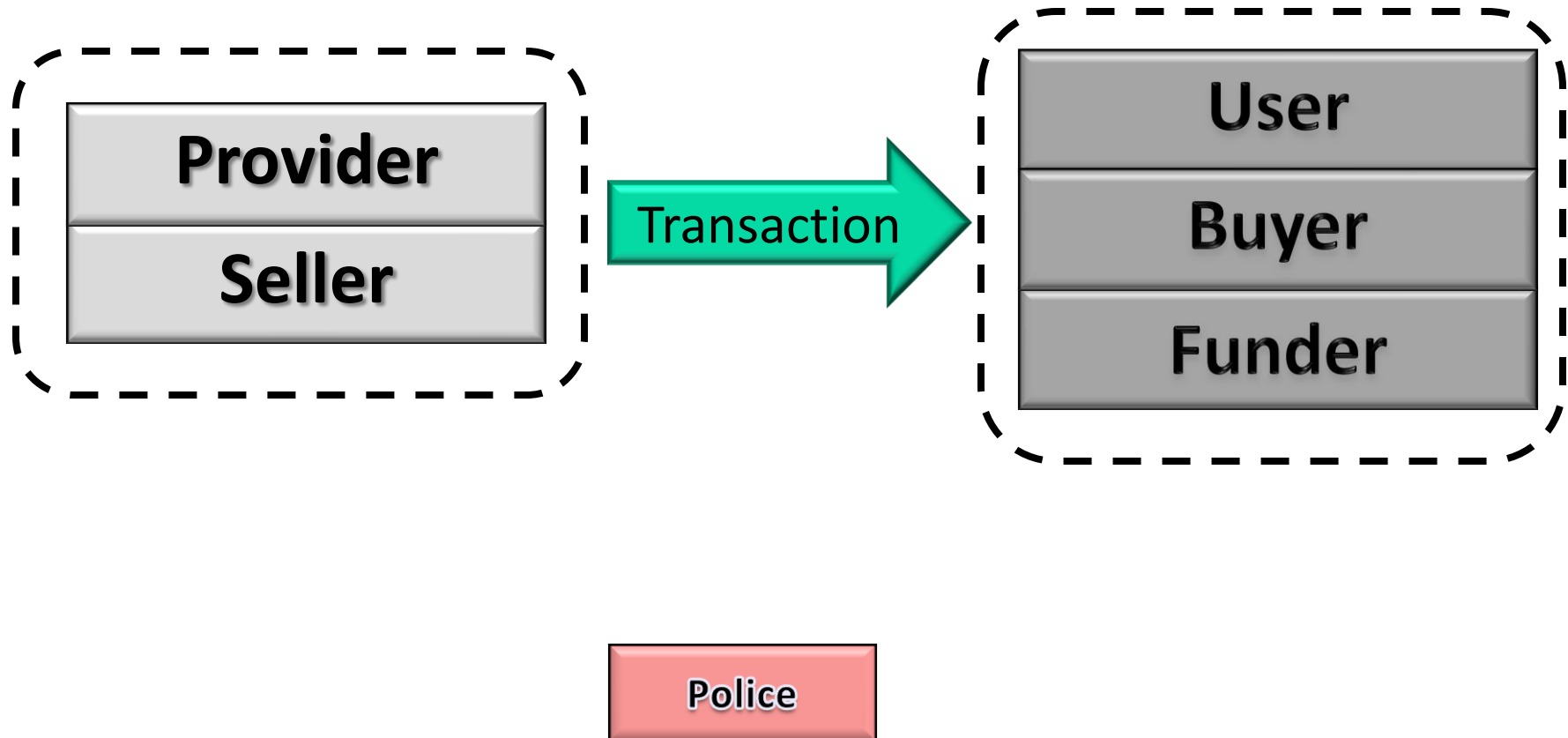


MSC Insight

Some Conditions That Affect Service Improvements in Local Authorities Vs Private Sector

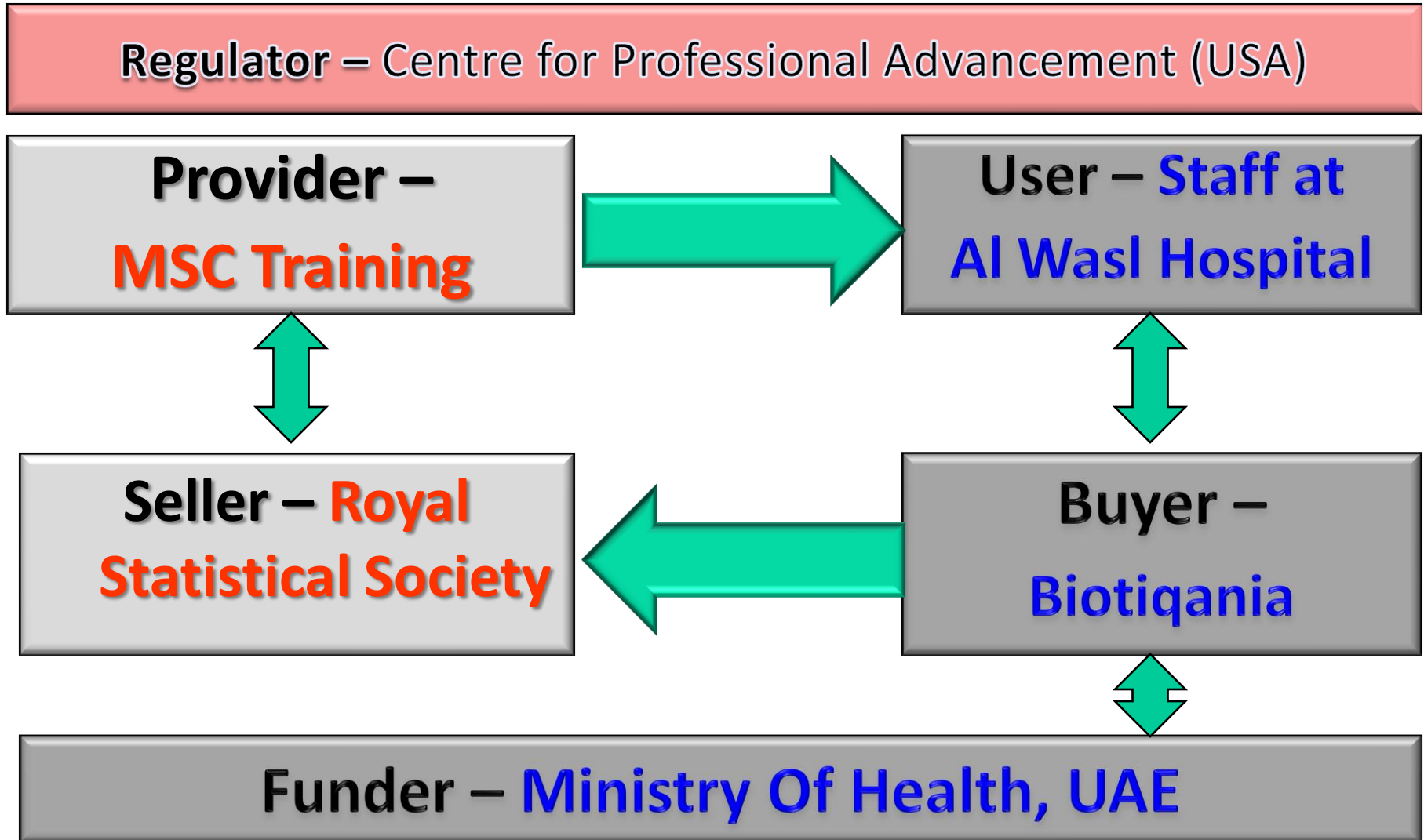
An Ideal Free Market Service Transaction...

... is one that occurs between just two people or companies with minimal regulation



Private Sector is Not Always Ideal...

... as we found out last year in Dubai!



In the Public Sector, Roles are More Distinct

Visual Aids provision in Bath & North East Somerset Council

Regulator – CSCI, Audit Commission, Govt Guidance

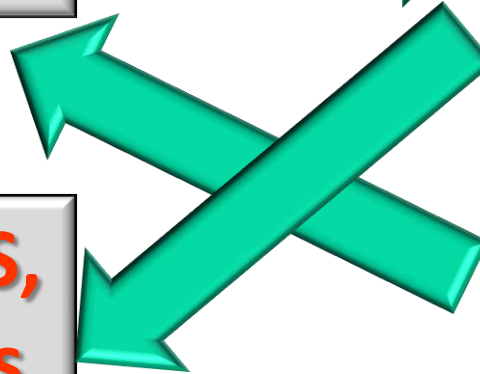
Provider –
Vision Bath

User – **Visually Impaired Citizens**

Referrer – **B&NES, RUH, Opticians**

Commissioner –
B&NES

Funder – **Taxpayers, Direct Charges, Biz Rates**



Note no link between the service user & service commissioner!

Direction of transactions can be different

Conditions Are Different in The Public Sector?

Roles	Who are they?	Conditions & Implications
Regulators	CSCI, OFSTED, Audit Comm	More guidelines, policies, procedures. Usually driven by top down directives. More transparency & openness.
Users	Individuals, Families, Communities, Businesses.	Councils can't choose Users. Users can't choose Councils. Essential services? Marginalised in society? Only when needed. Personalisation trends.
Providers	Councils, Voluntary, Private	Quality management. Conflicting bottom lines. Charities are cheap options? Training requirements. Different staffing issues?
Commissioners	User Budgets, Councils, PCTs	Personalisation trends. Government directives. Service Level Agreements. Less autonomy? Direct Payments.
Referrers	Councils, CABs, Schools Hospitals	Same as the purchaser. Others direct users to Council. Different channels? Hard to join Price & Service. Poorer CRM? "Free" services.
Funders	Taxpayers, Biz Rates, Charges.	More predictable income. Enables Long term planning. Profit not a priority. Less transparent VFM. Are rarely the users?
<i>People</i>	<i>Recruitment, Retention, Incentives, Leadership</i>	<i>Public servants. Organisational change harder? Bottom Line less definable. More silo mentalities? More jobs are professions? More secure jobs?</i>

The Bottom Line

Visible Measures of Success e.g. Sales, Profit, #Clients

Identify Drivers of Success
(not always visible) e.g. Price, Quality, Efficiency, Service

Improve Your Processes
So they are capable of meeting specified performance levels

Use Strategy
To set priorities in these boxes

Specify Performance Levels
Which can be targets, ranges, and/or limits for each Driver

Analyse Your Capability
Are your processes capable of meeting specified levels?

Analyse Data
To do the tasks in these boxes

Calculate Performance Rules
i.e. decision rules that tell you if you are performing or not

Measure Your Performance
& decide if performance is OK or if there is a problem

Meet The Needs of Citizens & Communities (Defined by AC/CPA 06/CSR 07)

