

A single strategy?

Is a single strategy for London possible and can it ever be achieved? **John David** gives his thoughts.

The challenges continue within every local authority across the country to deliver good quality services with ever diminishing finances.

The Chancellor George Osborne recently pointed out that he is currently 20% of the way into his cuts, and in the coming years will be seeking to create further cuts within Transport – more than previously forecast.

Naturally, our industry is reacting to these measures, through constantly trying to seek better ways of doing things, trying to do more for less, outsourcing, shared services, best practices (e.g. HMEP) e.t.c. – which are all positive and needed.

In the midst of recent cuts in local authorities, one of the key areas that has suffered job losses has been within Policy and Strategy. In our experience, we have discovered that many of the key strategies in the above mentioned areas are now either no longer in existence, or many years out of date – i.e. authorities are still trying to deliver the same levels of service they were doing 5 or 10 years ago – but with perhaps 30 – 50% less staff. However, this does not seem to be reflected in the way we are all working.

Add to this the London local authorities for an example have 33 different ways of doing pretty much the same thing – delivering Parking Services, Lighting, Transportation e.t.c with 33 potential strategies.

Replicate this across the country, and you have 468 local authorities all looking at doing the same thing but in 468 different ways.....does this really make sense?

Single Strategy.

There really has never been a more important time for us to work together to one base document that will help unite all the key areas.



Using our share and support campaign, Amnick in partnership with Surveyor and TEC magazines, is creating a unique journey towards designing a simple 10 page high level base strategy document in the following sectors (which will be available free to local authorities);

- Parking
- Highways and Transportation
- Street Lighting
- Passenger Transport

This base strategy will have the inputs from:

- All participants from each of the sectors (via media articles such as this and direct email)
- Consultation with all the local authorities to get their input via questionnaire
- Specially appointed Heads

of Strategy officers to lead on this work and pull together the draft base document (volunteers requested)

- All relevant industry bodies to input their thoughts and comments (e.g. CIHT, ICE, BPA, ILP, TfL, DfT and other appropriate government bodies)
- The users of these services
- Setting up of a formal executive board to approve the fitness for purpose of these documents

Once approved by the executive board, the documents will be available to download for free by local authorities.

In addition to the base 10 page document will be a selection of mini-bolt on strategies, covering areas like:

- Customer Care
- Best IT
- Environment
- Commercialisation of services

These mini-bolt on's will be the output of specialised focus groups made up from public and private sector.

The benefits of single strategy

If we can unify better across the country by working to the same base document, and by also working with the share and support campaign, we can harness many of the following benefits;


- Working more closely with others we could share/procure together more
- Savings and efficiencies
- Share our knowledge and create solutions together
- Improve further on best practice
- Create a better more integrated approach to Transportation as a whole
- Improve service delivery standards
- Improve Customer Care

These central documents will then be kept up to date by Amnick (supported by industry colleagues) in a Wikipedia style approach, so local authorities, if they do not have their own strategy/policy documents, they can immediately use our version.

Again the purpose is to create the base information, allowing local authorities the freedom to add further level of details in each area they wish to – or they can ask Amnick to create a more customised version.

If you would like to support this project by helping with some research, leading on work streams, being part of the panel or executive board, please contact John David at johndavid@amnick.com or 07886837410 www.aseth.co.uk

And for the share and support website please go to www.uktsc.co.uk



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