The Institute of Directors in Dorset presents a full day conference

Differing Standpoints - Converging Views

Addressing the tensions between the public and private sectors

Wednesday 5 December 2012

Bournemouth University, Kimmeridge House (KG01)
Talbot Campus, Fern Barrow, Poole, BH12 5BB
9.00am to 5.30pm

The Institute of Directors in Dorset is hosting a full day conference to bring our members and their guests an astonishing line up of key note speakers. The aim of this conference is to address the tensions between the public and private sectors and work together to discuss and implement a route of change for Dorset.

In proud association with
SESSION ONE

9.30am Welcome by Professor John Vinney, Vice Chancellor Bournemouth University
Professor John Vinney became Vice-Chancellor at Bournemouth University in August 2010 and since his appointment has launched a new vision for BU and more recently defined and implemented BU's new Strategic Plan 2012-2018. Professor Vinney is an engineering graduate with a 1st class degree in mechanical engineering and a PhD in engineering design. He is a Chartered Engineer and a Fellow of the Institution of Mechanical Engineers. Prior to joining the higher education sector he gained several years’ experience in high technology companies ranging from shipbuilding to satellite design.

9.40am Higher Education and linking with business. Matthew Bennett, Pro Vice Chancellor BU
Matthew joined Bournemouth University in 2002 and prior to his appointment as Pro Vice Chancellor held the position of Dean of the School of Applied Sciences. In his role of Pro Vice-Chancellor, Matthew holds a portfolio covering research, knowledge exchange and internationalisation and has recently taken over additional responsibility for regional engagement and development. His presentation will consider how Higher Education can work effectively with business and commerce and he will give examples from some of the work being undertaken by Bournemouth University.

10.00am The Public Sector – is it at the cutting edge or a large blunt instrument? Tobias Elwood MP
After a career in the Armed Forces and completing an MBA, Tobias was elected as Member of Parliament for Bournemouth East in May 2005. In October 2011 Tobias was appointed Parliamentary Private Secretary to the Minister for Europe The Rt. Hon David Lidington MP in the Foreign and Commonwealth Office. Tobias will tell how it works from the inside! Is Government like “Yes Minister” or “In the thick of it” or is it a finely honed, slick and smooth running organisation. He will discuss the way in which the public sector is re-thinking its role and its moves to modernise service delivery in a more bespoke fashion rather than a one size fits all, top-down approach.

10.30am Profit and Ethics - Welcome to Bonus City! Mike Rushworth MD Vitacress Salads and M3LEP
Mike joined Vitacress to manage their vertically integrated operations and supply chain, supplying top of the range fresh prepared salads to the retail market. In 2010 he took over the new role of Managing Director of Vitacress’ UK business unit based near Andover in Hampshire. Mike is a member of the M3 LEP Board and is a firm believer in excellence in the boardroom. Today Mike will discuss the relationship between Profit and Ethics: Problems with no answers. Alternative solutions with equal drawbacks. Courses of action that result in job losses or putting staff under strain. Why sometimes do people and organisations appear not to place a value on trust? Are our values sufficient to keep us on track and challenge us as senior leaders? Actions are right or wrong but by who’s measure and from who’s perspective? Is an action right because we just know it’s right or because we think it had the right end result? In every decision – every new area of business – we should ask, “does this add to or take away from trust?” That is the key question.

11am Break for 20 minutes - refreshments in lobby

SESSION TWO

11.20am Economic Co-operation in practice . Sally Lynskey and Mike Smith Director, Business Solent
Sally has been Chief Executive of Business Solent and Business Southampton since it launched in 2006. Mike is a Board Member of Business Solent and Chairs its Southern Area Board. Sally has been at the forefront of creating business networks across sectors for many years and along with her board colleague Mike, she will be outlining examples of co-operation with public bodies in the Solent area at both a micro and macro level and discussing some of the successes and the frustrations encountered.

11.50am Getting efficiency into public sector service delivery.
Rob Varley, Operations and Services Director, Met Office
Rob leads the end-to-end process for delivery of weather services for Government, industry and commercial customers and the public in the UK and throughout the world. Rob is a Chartered Meteorologist of the Royal Meteorological Society and an IoD Chartered Director, recently awarded Director of the Year in the Public Sector. Rob will speak about the way in which the Met Office has moved to modernise service delivery in a more bespoke fashion rather than a one size fits all, top-down approach.

12.20pm Co-operation major projects. Robert Holt, Managing Director, Carillion Local Government Services
Director of Education in Carillion plc in May of this year. He was educated at Leeds Metropolitan University and has worked in the past at a high level dealing with Local Authorities involved in major joint initiatives. Robert will be dissecting the issues that have been raised as a result of collaboration and will be giving pointers as to the way in which co-operation on major projects can be enhanced and some of the adversarial aspects moved towards a partnership arrangement.

12.50pm Break for Lunch - served upstairs
### SESSION THREE

**1.45pm Enterprise and the IOD - how it can contribute to Partnerships of Purpose.**

**Leslie Spiers, MD Boardroom Dynamics Ltd and Dorset IOD Committee Member**

Leslie is Non-Executive Chairman of the Board of Mercator Media Ltd and Nebula Systems (UK) Ltd. He has completed term assignments as chairman of companies in the agricultural, construction, recruitment, leisure and automotive sectors. Leslie will consider three areas where more effective co-operation with the public sector can be of benefit to enterprise and to wealth creation. Firstly he will examine the way in which enterprise and in particular the entrepreneur is perceived and understood (or misunderstood) as the case may be, and the way in which enterprise is portrayed as a career option. Secondly he will deal with some new models of structuring enterprise that allows for a much greater degree of engagement and flexibility and helps to reduce the rate of attrition for Start-ups with the development of a comprehensive support programme and rapid access to mentoring services. His final theme will be that of the wider use of properly trained NED’s in the public sector together with a move to really reduce the burden of red tape.

**2.15pm The third sector and not for profit – where does this fit in? Nicola Youern, CEO YOU**

Nicola has over fifteen years experience at the helm of YOU, a leading charity providing individual support, personalised care and legal advice services to over 12,000 people every year in the south of England. Under Nicola’s leadership, YOU has grown to a business of £12m in turnover and employs some 450 staff. She has graduated from the National School of Government’s Top Management Programme and was recently voted The News Business Personality of the Year as well as winning the prestigious Marks and Spencer Sieff Award for her work with business in the South East. YOU has been a Sunday Times Top 100 Employer for three years in a row and, this year, made it to number 27 in the Sunday Times Best 100 Public and Charities Companies to work for list. Nicola will speak with passion and enthusiasm about the positive role to be played by the Third Sector. She will address the question of funding, governance and how to manage an organisation that has strict guidelines from the Charities Commission yet has to pay its way. She will look at the evolving role of charities, community interest companies and other not for profit entities and how they contribute to economic success and social cohesion.

**2.45pm The Skills Gap - bridging it to meet the real needs of the economy,**

**Lawrence Vincent Principal, Bournemouth and Poole College**

Lawrence Vincent is the Principal and Chief Executive of The Bournemouth and Poole College, and works with the best staff and students in the college sector. This presentation puts the record straight about what colleges really do, before exploring how the austere times we are now living in is forcing the sector to rethink its mission and priorities. The catalyst for this change is the Government’s Skills Strategy. This will be explored and a counter-proposal put forward that would, if implemented, have transformed the skills system. It will conclude with two case studies from Bournemouth and Poole College that represent a blueprint for how colleges and businesses can work together for mutual benefit in the future.

**3.15pm Break for 15 minutes - refreshments in lobby**

### SESSION FOUR

**3.30pm Seeing that its done rather than doing it, Debbie Ward, CEO, Dorset County Council**

Debbie has a 30 year track record of service improvement and transformation across local authority services from professional roots in Environmental Health to housing and most lately in social care. We all know how much easier the other sector has it, how unbalanced the risk and rewards are, who is to blame and how we could do better. We regularly hear examples of where there are failures in the public sector, in the private sector and indeed where the two are, or should be working together. We see “sharp practice”, “slow decision making”, “Political” or “profit motive” all identified as we collude with the myth that one is good and the other bad. Does it have to be that way? Shouldn’t we be able to achieve greater benefits working together and isn’t the biggest lesson we all need to learn is the basic management truth that information is all and if we can foster a positive and informed culture between the sectors we can achieve far more.

**4.15pm Summary, Warren Munson IOD Dorset Chairman**

Warren Munson is a qualified chartered certified accountant and chartered tax advisor. Before qualification he worked for a number of south coast independent accountancy practices. In 1999 he joined national firm Grant Thornton as a tax consultant, progressing through to senior tax manager. After just five years he was given the chance to become the firm’s youngest partner. Instead, he formed Inspire as an advisory practice that provided owner managers, entrepreneurs and £500,000-plus turnover companies with a relationship-based tax and accountancy service. Warren is in his second year as Chairman of the Dorset branch of the Institute of Directors, and has been a driving force for the branch’s revised strategy of growth and engagement.

**4.30pm Informal networking**
About The Institute of Directors

Our aim is to support our members as they grow and develop their organisations. We have created a portfolio of membership benefits which are designed to provide you with the knowledge, tools and advice to help you be more productive, competitive and profitable. Benefits included as part of the annual membership fee include business information, advice and research, access to professional one-to-one advice, places to meet and do business and the chance to network across the UK both on and offline.

- Meeting space at 13 locations across the UK & one in Paris
- Four one-to-one sessions with a business expert each year
- 25 business research sessions each year
- 25 calls to our business tax line each year
- 25 calls to our business legal advice line each year
- Access to our extensive online business support resource
- Access to airport lounges across the UK
- Access to our exclusive LinkedIn group with over 7,000 IoD members
- Monthly online newsletters
- Subscription to Director magazine
- Advert on our business directory
- Networking events across the UK

Find out more today about your local branch. Call the Dorset Branch Co-ordinator on 01202 802 863.

BOOK YOUR PLACE - BEFORE 21st NOVEMBER 2012

Full Day Ticket, including refreshments and lunch: £65.00 + VAT = £78.00
Please complete the booking form that accompanies this flyer and return

Via email to: IoD.Southwest@iod.com or
Via post to: IoD South West, Orchard Street Business Centre, 14 Orchard Street, Bristol BS1 5EH

Once your booking is processed you will receive your ticket via email, with full details of parking* and refreshments for the day.

* There is no parking available on campus
Please call 01202 802 863 if you have any questions.