

Managing Demand: Building Future Public Services

Summary

Members will hear from Dr Henry Kippin, Director of Collaborate, about the report (attached as **Appendix A**) published in February by RSA 2020 Public Services.

Purpose

This report provides background information for the discussion with Dr Kippin, including a biography and suggested questions topics.

Recommendation

Members are asked to note the presentation and raise issues from a local government perspective.

Action

As directed by the Councillors' Forum.

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Background

1. Henry Kipping is co-author of the recently published 'Managing Demand' – examining the potential of demand management to address the challenges facing public services and communities.
2. This forms the second part of a two stage project in a partnership between the LGA, RSA, the Economic and Social Research Council (ESRC), iMPower and Collaborate.
3. The first stage; 'Beyond Nudge' argued that local authorities should seek to reduce levels of demand by radically redefining their relationships with citizens, communities and services.
4. This second report; 'Managing Demand' builds on this core argument. It looks more closely at the potential of demand management to address the challenges facing public services and communities. It traces the 'state of the art' from emerging science through to system change and most importantly to a shifting set of relationships between citizens, the state and public services. The report also reviews the financial case for demand management, from emerging evidence from small-scale interventions to early findings from 'whole place' approaches. While the evidence base is nascent, Managing Demand argues that the financial case is strong enough for local authorities to prioritise demand management.
5. The session at Councillors' forum will provide an opportunity to discuss issues and members may want to ask questions in the following areas:
 - 5.1. How important is demand management to local government?
 - 5.2. How does demand management fit into the public sector reform agenda; the switch to early intervention/prevention; and the public sector deficit reduction strategy?
 - 5.3. What strategies are there for managing demand?
 - 5.4. What savings are possible?
 - 5.5. What is the new relationship with the citizen?

Biography

Dr Henry Kippin has a background in developing innovative public service policy and practice, and has written and consulted widely in UK and international public policy. Henry was previously a partner at the RSA 2020 Public Services Hub, an advisor to Accenture's Public Services for the Future programme, and is a visiting research fellow at Queen Mary, University of London. His most recent book is 'Public Services: a new reform agenda', published in 2013 by Bloomsbury Press.



Between 2008-2010 Dr Kippin was manager of the influential cross-party Commission on 2020 Public Services. Before this he worked as head of research for international development consultancy AfDevInfo, and has worked in various policy and research roles including at the Social Market Foundation, the Lisbon Council, the Political Economy Research Centre and the South Yorkshire Key Fund for the Social Economy. He has lectured in politics and development studies at the University of Sheffield, and presented his research to a wide range of audiences across the UK, Europe, Africa and Asia. He has an MA and PhD from the University of Sheffield.

Henry has led independent research and policy development for a wide range of organisations including the International Institute for Democracy and Electoral Assistance, the UN University and the European Centre for Government Transformation, and has written for a diverse range of media publications including the Guardian, World Politics Review, New Statesman and the Review of African Political Economy. He has acted as a strategic advisor on a recent independent government review, an international presidential campaign and for an international foreign affairs ministry.