

Successful cities

Promoting economic growth and
sustainable development



One-week study programme
23 to 27 April 2012



PAI is accredited by the
British Accreditation Council
for Independent Further and Higher Education

About the programme

For generations people have moved from rural areas to larger urban settlements. Sometimes this has been rapid, sometimes the process has been more gradual. Often urban development is not shaped by comprehensive plans and growth creates problems that are unforeseen. Along with urban growth, urban challenges and deprivation have affected growing populations. The consequences can be seen in poor health, housing, education, rising crime, unemployment and poverty, with adverse impacts on life quality and expectancy. Critically these challenges can undermine the potential that cities have for economic development. This cycle can further compound social or environmental problems and even cause decline.

This pattern can be managed very differently and growth can be harnessed to benefit both city residents and city businesses. However, this needs a breadth of understanding of all the main issues in play and a capacity for partnership working that makes sure decision makers are communicating and collaborating effectively with each other. It requires a sense of direction that is linked to genuine economic opportunity and for public, private sector and voluntary agencies to work together to capitalise on opportunities for developing successful cities.

This study programme aims to explore the background to urban growth in the UK, which is now one of the most urbanised countries in the world, and to look at how the future is taking shape. Despite the wealth of the UK, the fact is that poverty is concentrated in urban areas, in common with many other countries. However, over the last twenty years there has been a growing understanding that cities can influence

their own futures, providing that politicians and city leaders have the will to do so. This is increasingly being seen as part of national policy to stimulate economic growth and to use that impetus to generate better quality of life as well as attracting the investment needed to sustain economic, social and environmental progress. This approach is all the more relevant given the speed and impact of globalisation which means that even small cities have to understand international influences.

Throughout the programme the focus will be on making the UK experience relevant to participants. This will mean examining issues and encouraging discussion and debate to explore how UK approaches can be changed and adapted so that they are relevant to other countries. At the end of the programme participants will be able to see how cities across the world can achieve their common goals by sharing their common experience.

Who is it for?

The programme is designed primarily for:

- Senior leaders in ministries, agencies, local government (mayors, chief executives, city managers, etc.) and other public bodies working on economic growth and city development
- Those responsible for civil service development and promoting better working across ministries particularly in the areas of health, housing, education, employment, transport and justice
- Senior representatives from outside government who have an interest in economic growth and the factors that can shape economic wellbeing, including spatial land use, labour skills and universities.

How participants will benefit

The study programme will:

- Broaden participants' understanding of the dynamics that have created cities in the UK and elsewhere and how those dynamics continue to influence city growth, within the framework of a global economy
- Provide opportunities for participants to share and discuss issues and problems arising from city growth and development in their own countries
- Increase appreciation of the need for public sector decision makers to work together, at all levels of government, and the need to include other players from the private and non-governmental sectors
- Extend understanding of the value of securing investment to underpin economic growth and how to use public sector capacity to encourage/stimulate economic development
- Expose participants to the need for effective leadership and governance arrangements that can deliver long-term strategic outcomes
- Introduce participants to key current and former experts and practitioners in the fields of urban growth and tackling urban poverty
- Identify aspects of UK city development that can be applied internationally.

What the programme will cover

The programme will consist of briefings, plenary sessions and visits to key organisations and practitioners. The programme will be delivered in London but its scope will be relevant to cities of all sizes. This will mean that economic, social and environmental challenges which confront all cities will be included.

- It will start with establishing the UK and international context in which city growth has taken place and will look at future trends
- It will move on to examining the fundamental importance of economic growth and the elements needed to achieve this, including infrastructure (transport, energy, ICT, water), labour market supply, higher education and marketing
- The programme will then consider ways of tackling social and environmental challenges (including public health, housing, deprivation, crime reduction and waste management)

- Finally the programme will examine city governance and the respective powers of national, regional and local politicians and other key decision makers.

The programme will involve meetings and discussions with those who have responsibility for or who have direct experience of the above. They will be able to outline issues in their respective areas of expertise and to exchange views in work group and plenary settings. Participants will be encouraged to share their thoughts and experiences throughout the programme.

Participants will be provided with a reference list of useful publications and websites and will be sign-posted to other resources that can be used after the programme has ended.

Programme outline

	AM	PM
Day 1	<p>Welcome and introductions</p> <ul style="list-style-type: none"> – The importance of cities <p>Bringing it all together</p> <ul style="list-style-type: none"> – The importance of strategic working in city regions across sectors 	<p>Finance: the oil in the machine</p> <ul style="list-style-type: none"> – Generating finance and using taxation and other revenue streams <p>Round table</p> <ul style="list-style-type: none"> – Participants’ informal presentations on own countries’ experiences
Day 2	<p>Relationships between central and local government</p> <ul style="list-style-type: none"> – <i>Visit to a Government department</i> 	<p>A business perspective</p> <ul style="list-style-type: none"> – What makes cities attractive for investment <p>Developing the labour market</p> <ul style="list-style-type: none"> – The importance of education and skills
Day 3	<ul style="list-style-type: none"> – <i>Visit to a local government (out of London)</i> <p>Working across organisation boundaries</p> <ul style="list-style-type: none"> – How a private and public sector partnership can bring benefit to business and residents 	<p>Shaping the city environment</p> <ul style="list-style-type: none"> – Making and delivering plans for housing, employment and transport – Clean and green – protecting the environment, managing waste <p>Raising the profile</p> <ul style="list-style-type: none"> – Marketing your city <p><i>Return to London</i></p>
Day 4	<p>The public health challenge</p> <ul style="list-style-type: none"> – Reducing health inequalities and improving life changes 	<p>Tackling crime and disorder</p> <ul style="list-style-type: none"> – Policing and the importance of community involvement in creating civil society <p>Team work exercises on health and crime</p>
Day 5	<p>Keeping cities moving</p> <ul style="list-style-type: none"> – Getting the balance right between different modes of mass transport <p>City governance</p> <ul style="list-style-type: none"> – Ensuring accountability – The vision for London 	<p>Review and evaluation of the programme</p> <p>Presentation of certificates of attendance</p>

We reserve the right to change the programme as necessary.

Application form

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Please complete this application form and post, fax or email to:

Clare Walters, Programme Manager
Public Administration International
10 Bayley Street, London WC1B 3HB UK
T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details.
www.public-admin.co.uk

Please print clearly in black ink and in capital letters

Personal details

First name _____

Family name _____

Title (Prof. Dr. Mr. Mrs. Ms. etc.) _____

Nationality _____

Dietary requirements _____

Disabilities _____

Have you participated in a PAI study programme before? _____

If yes, which programme(s)? _____

Dates of programme(s)? _____

Current position

Title of post _____

Employer _____

Address _____

Telephone _____

Fax _____

Email _____

Brief description of your main role and responsibilities _____

Education and professional training

Please provide brief details of your education and professional qualifications and training

Application form

School/college/university _____

Relevant professional qualifications or membership of professional bodies _____

Particular interests

Please indicate which aspects of the programme are of most interest to you _____

Sponsoring organisation

Who will pay your fees? _____

Who will pay your other costs such as travel and living costs? _____

How would you rate your English language capability?

	Spoken	Written
Fluent		
Good working knowledge		
Fair		
Basic		

Do you need a visa to enter the UK? Yes No
Not sure whether I need one

If you are unsure whether you need a visa please check the UK Border Agency Website: www.ukvisas.gov.uk

How did you find out about the programme?

Brochure (by mail) Brochure (by email)
PAI website From colleague/friend

Other _____

Value Added Tax (VAT)

I certify that I am employed by the Government of _____
in furtherance of its sovereign activities (please refer to note on VAT under 'Fees and other costs')

Signature _____
Date _____

We reserve the right to cancel the programme if there are not enough participants to make it viable. In these circumstances, fees already received will be refunded in full.

Language

The programme will be conducted in English. Participants will be expected to have a good working knowledge of the language.

Location and arrival arrangements

The study programme will be based in central London. On request, PAI can assist in finding suitable hotel accommodation and can arrange travel to and from the airport.

Fees and other costs

The fee for this one-week study programme will be £1,860. This includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme¹, and all documentation. UK Valued Added Tax (VAT) will not be charged if applicants can provide written confirmation from their government or its accredited representative that they are employed by their government in furtherance of its sovereign activities. In all other cases, VAT (currently 20%) will be charged in addition to the fee. Payment in full must be received by PAI no later than 23 April 2012. Cheques should be made payable to Public Administration International. Alternatively, PAI is able to invoice individuals or government agencies. Payment by bank transfer is also acceptable.

Airfares, accommodation costs, daily travel (other than on visits scheduled in the programme), meals and living expenses are not included. We suggest that approximately £120 per person per day should be allowed for a modest standard of accommodation, local travel in the UK, meals and other incidental expenses. Participants requiring a higher standard of accommodation (for example a 4 star hotel) will need to allow approximately £175 per person per day.

¹Travel to and from the airport in London and travel on scheduled visits in the programme are provided at cost.

Discount

We offer a 10% discount on the tuition fee if a funding organisation sponsors more than three participants in any one calendar year. Please ensure that when you book your fourth participant (in any one calendar year) you let us know so that we can apply the discount.

Insurance

Participants are advised to arrange travel and health insurance cover before leaving their home country.

Public Administration International (PAI)

PAI specialises in management consultancy and development services for organisations in and associated with the public sector worldwide. We provide advice and support for governments undergoing political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. The promotion of good governance and best practice are our key objectives. This programme is one of a number of specialist UK-based study programmes designed to meet the needs of public services worldwide.

Programme Director

The Programme Director will be Brad Roynon who, for almost ten years, was Chief Executive of Southampton City Council. Southampton is a city in the South of England which has undergone massive change. Central to this was renaissance of the city and using economic development to underpin social change. Prior to that, Brad was Chief Executive in Carmarthenshire in Wales, where driving forward economic improvement was vital after traditional industries had declined. Brad was born and brought up in London and worked there for the National Health Service and for the London Borough of Richmond previously. He has a broad understanding of what makes cities work, especially in drawing together partners from other agencies and organizations in both the private and public sectors, so that aims and objectives are shared and delivered. He has a personal commitment to the challenge of making cities successful.

How to apply

Please complete the attached Public Administration International application form and post, fax or email it to:

Clare Walters
Programme Manager
Public Administration International
10 Bayley Street
London WC1B 3HB
UK
T +44 (0)20 7580 3590
F +44 (0)20 7580 4746
pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details: www.public-admin.co.uk

If you would like to discuss this programme, any of our other international study programmes or our consultancy services, please contact:

Claire Cameron
Director
Public Administration International
T +44 (0)20 7580 3590
pai@public-admin.co.uk

We also have extensive experience of designing tailor-made programmes (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Public Administration
International

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