

## Launch of the PSA

The PSA was officially launched by Professor David Eastwood, Vice-Chancellor of the University of Birmingham and Sir Albert Bore, Leader of Birmingham City Council at an event on July 10<sup>th</sup> in the Barber Institute at the University of Birmingham.



The event brought together colleagues from the City Council and the University who have been collaborating on work to establish the PSA in the city.

Speaking at the launch, Sir Albert Bore, Leader of Birmingham City Council, said: *"The council's greatest asset has always been its workforce, and that must remain the case if we are to serve citizens as effectively as we can."*

***"The Public Services Academy is a collaboration which will give us the best chance of ensuring that we have the most talented public sector employees possible, leading the way nationally in everything we do."***

Dr Helen Dickinson Director of the new academy commented: *"The future shape of public services has been the subject of fierce debate in the last few years. Professionals are being asked to deliver more flexible, personalised services in a period where resources are scarce."*

*We hope the academy will provide a new model to allow professionals to work with our academic experts in developing better public services for the city."*

*Ultimately we want Birmingham to be an example of best practice in this area so we can use the model we develop to help public services across the UK."*

