



Alistair Townsend
Service Delivery Manager Revenues
& Benefits

Our Ref: /

Your Ref:

Reply To: Alistair Townsend

Direct Line: (01908) 253713

E-mail: Alistair.townsend@milton-keynes.gov.uk

15th December 2015

To whom it may concern

It is a pleasure to provide a reference for Simon Bailey.

Simon joined Milton Keynes Council in February 2012 with a brief to manage the implementation of the Council Tax Reduction (CTR) Scheme, the introduction of Local Welfare Provision and the Council Tax Technical changes. He set up the complex project and not only managed the implementation but was an influential architect in the finished schemes. The CTR project was subsequently audited by our internal audit section and given a green rating; they reported that no areas of weakness could be found.

Simon's project management skills and benefits knowledge also meant played a significant part in the introduction of the benefit cap and social sector size criteria, ensuring both were delivered on time on budget and in manner that mitigated the impacts of these reforms.

With the initial brief successfully completed Simon was retained for a further two years to manage the implementation of other Welfare Reforms, most importantly Universal Credit. He set up and managed a pan authority project working with officers from all sections of the council and external stakeholders such as the CAB, Credit Union, RSLs and parishes.

Simon was required to engage at all levels including the Chief Executive, members, external stakeholders and colleagues and was able to communicate messages effectively regardless of the audience's level of knowledge.

**Milton Keynes Council, Civic Offices, 1 Saxon Gate East,
Central Milton Keynes MK9 3EJ**

Tel: (01908) 691691 Fax: (01908) 252768 Hays DX 31406 Milton Keynes



Technology is a particular area of expertise for Simon and in 2013 he identified the need to use the services of ConnectMK (the authority's PC rental service) in developing our resident's digital skills for Universal Credit. He went on to be the key designer in a tablet and training initiative with Argos as well as setting up a digital champion programme for the authority. These initiatives were subsequently awarded the IRRV's Excellence in Innovation Performance Award in 2015

Simon has knowledge of all things revenues and benefits and was able to assimilate our requirements quickly and professionally which I feel makes him stand out from other freelance professionals on the market. He is a versatile and professional freelancer with significant expertise in the revenues and benefits field which he uses to not only implement projects successfully but also has the ability to make difficult things look simple.

I would highly recommend Simon for any revenues and benefits assignment and I would have no hesitation in using him for any projects in Milton Keynes should the need arise.



Alistair Townsend FIRR, CMgr MCM
Revenues & Benefits Service Delivery Manager
Milton Keynes Council