

Overview of Practical Experience of Public Service Supply Reform in Britain and America

Chunxia Guo^{1,*}

¹*School of Public Affairs and administration, University of Electronic Science and Technology of China, Hezuo Street, Pidu District, Chengdu City, China*

^{*}*2573069492@qq.com*

ABSTRACT

In 2013, my country began the exploration of the government to purchase services from the society, which means that the supply of public services in my country has officially moved towards marketization. In the past few years, my country has carried out a series of pilot projects and attempts, and some areas have achieved initial results, but there are also some problems. Western countries have entered public service reforms since the 1970s. As countries that are in the forefront of public service supply reforms, both the United States and the United Kingdom have carried out long-term explorations and formed unique public service supply models, which have significant impact on my country's public service reforms. A certain reference effect. Based on the existing experience of the United Kingdom and the United States, we can build a diversified public service provider, strengthen the construction of government public service institutions, build a public service index evaluation system, introduce market competition mechanisms, strengthen cross-border collaboration and strengthen cross-sectoral public services Work in several areas of coordination and holistic governance to further improve my country's public service supply reform.

Keywords: *Britain and America, Public Service Supply Reform experience, Overview*

1. INTRODUCTION

Public service is the public affairs service activity that is provided for citizens to meet the common needs. It aims to meet the general interests of the whole community or members of the society[1]. It is public, public and public welfare. Scholars from all over the world have made many research achievements on public services, including rural public service supply[2], the relationship between the government and social organizations[3], and the evaluation of public services[4]. Since the 1970s, western developed countries began to carry out a series of public service reforms in order to adapt to the changes of public service demand and public income and expenditure. It is found that the current public service supply mode in western countries is shifting from market supply to mixed supply and intergovernmental cooperation supply, emphasizing the cooperation between the government and the market.

Since the 1990s, the government has The purchase of services began to be practiced in Beijing, Shanghai, Guangdong, Jiangsu and other places, especially after the "Guiding Opinions on the Government's Purchase of

Services from Social Forces" issued by the General Office of the State Council, governments at all levels in China purchased The scale of public services has experienced rapid growth and has begun to enter the stage of institutionalization and standardized development. As a latecomer in the reform of government procurement of public services, we observe and analyze the characteristics, trends and trends of the public service supply mode in developed countries, according to China's national conditions and the characteristics of public service supply, learn from the experience of developed countries, and explore the characteristics of China The way for the government to purchase public services is an issue that needs to be studied urgently.

2. PRACTICE IN THE UNITED KINGDOM AND THE UNITED STATES

2.1. American experience

U.S. local governments have carried out large-scale public service privatization reforms since the 1980s. The government's practice of providing public services with the help of the private sector has been widely politically

recognized and promoted in practice. The privatization of public services includes outsourcing public services. Two specific forms are given to the profit-making sector and the non-profit sector.

The regulation mode of public service in the United States can be divided into two modes: fiscal and non-financial. Financial regulation can be divided into three main types: First, the subsidy system. Subsidies refer to government-funded subsidies for public service producers and require producers to reduce the price of the services they provide while ensuring that the services are completed with high quality. The specific methods of subsidies include capital subsidies, tax reduction and exemption, and low-interest loans. Second, the voucher system. The voucher system is that the government issues coupons to individuals who are qualified to consume a certain service. The individuals who are eligible to receive the voucher consume the voucher in the public service supply organization designated by the government, and then the government exchanges cash for the voucher in the hands of various organizations. Third, tax incentives. Tax incentives refer to the government's assistance to the departments that produce public goods and services, by reducing taxes and fees, exemptions, deferrals, or credit credits, etc., to stimulate producers to increase production levels.

On the whole, the idea of reforming the supply of public services in the United States is to introduce a market competition mechanism to push part of the public service functions undertaken by the government to the market. The public service operation mechanism guaranteed by macro-control. After 40 years of hard work, the American public service supply mechanism has achieved an organic combination of public mechanism and market mechanism, which is quite different from the government monopoly model in terms of subject, form, operation, and effect.

2.2. British experience

Since the 1880s, the British government has actively promoted the gradual reform of the privatization of public services. It has successively implemented policies such as compulsory bidding and "best value", but it still cannot satisfy more diversified, more inclusive, and fairer services. Appeal. To this end, in July 2011, the Conservative Party government issued the "Open Public Service Reform White Paper", and built a set of new strategies for public service reform including personal services, neighborhood services, and entrusted services around "decentralization and fairness". In accordance with the new reform policy, the Greater London Government has strategically proposed new ideas for the transformation and development of public service delivery methods. This line of thinking has the following characteristics: First, it pays more attention to and emphasizes the cooperation between the government, the

community, the third sector, and citizens to jointly respond to the challenges of the increasing service demand of the London population, and cooperate to expand the supply of public services, so that individuals have more Large service options. The second is to emphasize increasing the financial power and power of local governments or communities in the supply of public services in order to provide better, more targeted, higher-quality, and higher-efficiency public services. The third is to focus on guiding public service cooperation between independent municipalities to jointly deal with cross-border issues in public services. These new strategies and new ideas have pointed out the direction and path for the in-depth adjustment of the public service supply model. Increasing the coordination between government departments and between government and society, and improving the synergy of public service supply are the inevitable requirements of public service supply-side reform, and it is also the main experience of London.

3. CONCLUSION

3.1. Constructing a diversified public service provider

Since the main provider of public services is the government, the public sector plays an important role in it, but private enterprises, non-governmental organizations and individuals can also play a role in the supply of public services. Some public services are provided by the market, which can make up for the lack of government supply. The government should provide some compensation and preferential treatment for the public services provided by the market, such as tax incentives for public services provided. The government can open up more basic areas and allow more market forces to participate in the supply of public services. It can also provide financial support for private provision of public services through direct financial subsidies. The Chinese government can continue to promote outsourcing, continue to strengthen internal and external supervision of outsourcing supply, and ensure the quality of public products and services provided by the market. Through continuous exploration and improvement of the practice of providing public services in the market, a mechanism for multiple entities to participate in the public service supply will be constructed.

3.2. Strengthen the construction of government public service institutions

We will strengthen government public service institutions, focusing on improving the supply of public services in urban communities and rural areas. At present, the dual structure between urban and rural areas and between local residents is a bottleneck restricting the equitable development of cities. How to rely on system and policy innovation to truly eliminate the multiple and

dual structure of public services, and realize the co-construction, sharing and equalization of public services, is the urgent task for the current city to seek fair and inclusive development. At the present stage, the proposal of China's rural revitalization strategy and the strategy of urban-rural integrated development also require the universalization and equalization of the supply of public services, and the total demand for public services is also increasing. Therefore, we should strengthen the construction of government public service institutions. Vertical division of labor and coordination to avoid functional assimilation; In the horizontal aspect, we should overcome the phenomenon that the functions of public administration departments are crossed and the division of labor is too fine. We should integrate and optimize the resources of government public departments as soon as possible, scientifically set up public service departments, and solve the unsound public service institutions and unscientific information management system as soon as possible. Some scholars believe that age will affect the public service reform[5], so efforts should be made to change the unreasonable personnel allocation and other problems.

3.3. Constructing a public service index evaluation system and introducing market competition mechanisms

Local governments in China have not paid much attention to the evaluation of public service quality, nor have they established a normal evaluation mechanism, so it is difficult to guarantee the due service quality. The practice of the UK shows that the establishment of a normal and socialized public service quality assessment system is an important way to ensure the quality of public services and improve public satisfaction. Therefore, in the reform of public service supply in China, the government departments are in urgent need of strengthening the quality consciousness of public service. On the one hand, it is necessary to establish and perfect a scientific and authoritative public service quality evaluation standard system, and pay attention to the satisfaction of residents[6]. On the other hand to establish and perfect the norm, the third party independent evaluation mechanism is given priority to the quality of public services, the maximum absorption of service person to participate in the evaluation process, to objectively evaluate the quality of public service whether standard or commitment to standards, find out the existing problems, and targeted to improve, thereby improving public recognition and satisfaction of the government public service. The market competition mechanism should be introduced in the public sector to break the government monopoly and promote the fulfillment of government responsibilities and the construction of a public service-oriented government. Some scholars believe that the introduction of market mechanism in the public sector is conducive to improving

the supply efficiency of public services[7]. In the reform of public service supply mechanism in the United States, the introduction of market competition mechanism can effectively improve the quality of public service supply, reduce costs and improve government trust, which has a very important reference for China's public service supply.

3.4. Strengthen cross-border collaboration and strengthen cross-departmental coordination and overall governance of public services

Strengthening cross-border collaboration between cities and departments to achieve overall governance is an important measure for the reform and innovation of public services in the UK. Under the current system, there is less cooperation in public services between urban areas (including with neighboring provinces and cities) and related departments in my country's megacities, and there are even problems such as disconnected facilities, imprisoned paintings, and segregated information, which have serious impacts. The scientific configuration of public service facilities, service efficiency and public satisfaction. Therefore, it is necessary to strengthen the cross-border collaboration reform between the megacities and their surrounding provinces and cities: one is to provide services and establish an information sharing mechanism among various departments within the megacities government around the public service supply chain. And the cross-departmental coordination mechanism to maximize the integration of service resources, improve service efficiency, and eliminate the "fragmented" pattern of services. The second is to adapt to the development trend of co-urbanization in the era of high-speed rail and the new requirements of cross-border services for social mobility between urban areas, megacities and neighboring provinces and cities, actively innovate cross-border cooperation mechanisms, and create "transportation, cultural, Cross-border public service areas such as medical care, education, and environmental protection will break through the administrative boundary barriers faced by public services, scientifically allocate service resources, narrow the inter-regional service levels and gaps, and improve the public service capacity and quality of the entire metropolitan area.

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