

REPORT TO: SCRUTINY RESOURCES COMMITTEE
Date of Meeting: Scrutiny Resources Committee – 28th January 2015
Report of: Cllr Bialyk, Chair of the Income Generating Measures Task and Finish Group and Champion for Commercialisation
Title: Income Generating Measures – final report and recommendations

Is this a Key Decision?

No

Is this an Executive or Council Function?

Council

1. What is the report about?

This report outlines the conclusion of the Task and Finish Group's investigations into this topic and provides a selection of ideas highlighted and discussed by the Group and relevant officers as plausible, having potential and being capable of practical implementation with consideration to available resources and the level of anticipated revenue which could be generated. Ideas were taken from the Commercialisation Board and Council Staff were also approached. Full details of the selected ideas appear at point 8 under the heading "Report Details".

2. Recommendations:

That the Scrutiny Resources Committee:-

- a) have the opportunity to consider and comment upon the ideas submitted by the Group;
- b) approve the selection of income generating ideas detailed within this report with a view to business cases being submitted for consideration by this Committee;
- c) decide upon a timescale for the provision of those business cases to the Committee;
- d) review progression either at a point in time agreed by this Committee under recommendation (c) or 6 months from the date of this report, whichever the sooner.

3. Reasons for the recommendation:

- i. To enable this Committee to consider new ways in which the Council may generate significant further income.
- ii. To evaluate whether the ideas highlighted by the Task and Finish Group merit the provision of business cases for consideration by this Committee.
- iii. To monitor the progress and timescales of the provision of business cases and ideas taken forward.
- iv. To generate further income and revenue for the Council.
- v. To reduce the impact upon the Council and its delivery of services given ever decreasing budgets and the reduction in available funding.

4. What are the resource implications including non financial resources:

None at present but there may be in future depending upon subsequent approval or implementation of business cases.

5. Section 151 Officer comments:

This report currently raises no issues for the Section 151 officer to consider at present.

6. What are the legal aspects?

None at present.

7. Monitoring officer Comments

This report currently raises no issues for the Monitoring officer to consider.

8. Report Details:

Following the Annual Scrutiny Work Programme meeting in July 2014, income generating measures were highlighted as a priority area for Scrutiny Task and Finish Group investigation. It was recognised that the Council needed to continually consider new ways in which it could generate fresh income in view of ever decreasing budgets and the continual reduction in available funding for local authorities.

Membership of this Group consisted of:-

Cllr Bialyk (Chair and Champion for Commercialisation)

Cllr Edwards	Cllr Baldwin	(No Liberal Democrat Nominations)
Cllr Sheldon	Cllr Mottram	
Cllr Lyons	Cllr Winterbottom	
Cllr Pearson		

The Scope of the Group was to:-

- review and identify what income generating measures the Council already has in place.
- identify aspects that the Group would not wish to consider to avoid duplication of work.
- obtain a broad sense of the types of areas which could generate further income with consideration to the available resources.

The Group met on 5 occasions and discussed ideas from the last meeting of the Commercialisation Board. Priorities were identified following presentations to the Group by the relevant officers.

Information was requested from Portfolio Holders and the Senior Management Team to find out what income generating ideas were planned or already underway.

All Council Staff were asked to contribute their ideas to the Group and a wide range of suggestions were considered from which a few were selected as having potential.

The following areas were identified by the Group as having the potential to provide further sustainable income for the Council and the Group would recommend to this Committee that business cases should be prepared and provided in respect of:-

- A. A Solar Photovoltaic site on Council owned land.
- B. A dedicated member of staff to bid for external funding.
- C. Use of St Nicholas Priory for weddings and maximising the use of RAMM for corporate events.
- D. Selling external advertising on the outside of car parks in a prominent place.
- E. Exeter has a number of parks and open spaces which are not utilised to their maximum potential. The Council could look into:-
 - holding events (eg concerts) in parks
 - licensed ice cream vendors in parks
 - open air cinemas
 - weddings
 - more car parks
 - more paid facilities in parks
- F. Museum – voluntary donations for entry.

9 What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, Economy safety and the environment?

Not applicable.

Cllr Bialyk, Champion for Commercialisation

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:

None

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