

**CABINET – 28 JANUARY 2014**  
**SERVICE & RESOURCE PLANNING – 2014/15 TO 2017/18**  
**Report by the Income Generation Cabinet Advisory Group**

The Income Generation Cabinet Advisory Group formed in July 2013 to explore options for increasing income generation in order to feed into the service & resource planning process. The group has focussed on reviewing the scope for increasing existing charges, investigating discretionary services that could be charged for where charges are not currently levied and identifying skills or services that could be offered out. In addition the group updated the corporate charging policy, which was approved by Cabinet at its meeting on 17 December 2013.

With input from other councillors, officers and members of the public, the group has identified a number of ideas for income generation and channels of enquiry to pursue. The group proposes a number of recommendations to Cabinet, as set out below, as a result of the work so far.

The group identified a number of areas for income generation. Some of these have already been put forward as savings proposals by directorates through the service & resource planning process as this work was taking place concurrently. Annex 1 lists the proposed areas to explore as potential sources of income generation. A budget reference identified next to a proposal does not mean that it is not an area to look at as there may be scope for further income generation over and above what has already been identified. More work is needed to explore some of the suggestions put forward and the group is looking to continue its work ahead of the next planning round.

**The Income Generation Cabinet Advisory Group recommends Cabinet to:**

- a. Write a letter to government asking it to remove restrictions on the ability of local authorities to generate income where legislation currently prevents local authorities from doing so. For example: charging commercial organisations for fire precaution advice where this does not impinge on best practice; allowing advertising on highway electronic message boards; charging for the provision of commercial useful data to private companies.
- b. Pursue the use of crowdfunding for non-statutory projects;
- c. Respond to a letter from the Secretary of State for Communities and Local Government asking local councils to de-clutter the highway from signs by asking the Secretary of State for central government funding towards the costs of de-cluttering the highway;
- d. Write a letter to government and / or local MPs asking them to enable the statutory instrument enacted by Part 6 of the Traffic Management Act, allowing local authorities to enforce penalties for moving traffic offences;
- e. Consider a change in the philosophy of the Council to support the trading of specialist services in those areas where the Council has a recognised strength to other public and private sector organisations;

- f. Give approval in principle to the creation of an online donations facility as outlined in Annex 2;
- g. Allow the CAG to pursue advertising on the Council's public website and through other media, including inviting representatives from Hampshire County Council to discuss the progress they have made in this area;
- h. Agree to the continuation of the Income Generation Cabinet Advisory Group to carry on further work ahead of the 2015/16 service & resource planning round.

**Cllr Arash Fatemian**

Chairman of the Income Generation Cabinet Advisory Group