

INCOME GENERATION SUB-COMMITTEE

10th July 2018

Present: Councillor Patricia Agar in the Chair
Councillors Hodges, Knight (Vice-Chairman) and Stanley

Officers Shane Flynn – Corporate Director – Finance & Resources
Mark Baldwin - Head of Finance

37 Appointment of Substitutes

None.

38 Declarations of Interest

None.

39 Public Participation

None.

40 Minutes

RESOLVED: That the minutes of the meeting held on 28th February 2018 be approved as a correct record and signed by the Chairman.

41 Year End Performance Scorecard

The Head of Finance presented the Year End Performance Scorecard. His report outlined key projects and activities as well as a comparison of Income Streams 2016/17 – 2018/19.

Along with the Corporate Director – Finance and Resources, he answered Members' questions. It was thought to be a positive move that the Riverside development to increase income generation included moorings at South Quay and the Café at the North Quay; both of which had been incorporated into the City Plan. The planned installation Solar Panels at St Martins Gate were also welcomed as a positive move.

The Guildhall income from room hire and events has increased and a stand alone website went live this month. Members' expressed their appreciation to the in-house team who produced the website.

It was felt that high profile events such as boxing and the gin festival did a lot to promote the Guildhall as a venue for many other occasions, such as birthdays, anniversaries and even paranormal evenings. The Corporate Director – Finance and Resources noted that as the Joint Museums Service was now being hosted by the City Council there were more opportunities to share resources and develop other ideas.

RESOLVED: That the Sub-Committee note the Scorecard.

42 Income Generation Update

The Head of Finance presented his report to the Sub-Committee. The income achieved in the first quarter of the financial year exceeded the budget and the main areas of growth were Car Parking and Bereavement.

The Guildhall income for 2017/18 was £62,000, showing a 5% increase on the previous year. The last six months has seen an increase in the number of events held and the number of future bookings. The stand alone Guildhall website has been launched and the Guildhall team have launched a brochure that can be adapted for different sectors such as commercial events, private parties and weddings. There is a Wedding Fair planned for 7th October. So far 35 local businesses have signed up to take part. The Museums Service will also take a table to promote The Commandery as another wedding venue which could be used in conjunction with the Guildhall. It was questioned whether some kind of coffee bar could be set up in the North Wing of the Guildhall. The Corporate Director - Finance and Resources said this could be considered and added to the list of ideas for income generation at the Guildhall.

The council's Trade Waste service is introducing a recycling service which is planned to go live in August. This will initially be rolled out to existing customers and then followed by a marketing campaign to generate new business.

Garden Waste – the number of customer accounts continues to increase. Currently there are 6,300 accounts. This will continue to be marketed by leaflet drops and social media.

Solar Power – the installation of solar panels on the roof of St Martin's Gate Car Park is scheduled to be completed by November.

The work programme of the Income Generation Co-ordinator will continue to develop and evolve.

RESOLVED: That the Sub-Committee notes the project updates and current programme of work.

43 Worcester City Lottery

The Corporate Director – Finance and Resources presented his report regarding a Worcester City Lottery. He explained that the Lottery was about income for the City, rather than the Council. Unlike the National Lottery, players of local lotteries can specify the charity or local cause that their subscription goes to. Local organisations that could register and benefit could include clubs, societies and charities – e.g Scouts, Guides dramas groups etc. This would also ensure that the proceeds stay in the City.

The lottery would be run by an External Lottery Manager (ELM). There are a number of such providers but the most well established is Gatherwell. A review of Gatherwell and the other providers in the market will be undertaken with a view to appointing an ELM through the Council's procurement process.

The Corporate Director then logged on to Portsmouth's City Lottery site and demonstrated how their site works. Before buying tickets it is necessary to register, supplying personal details to ensure under 16s cannot subscribe.

A large number of local good causes include a community orchard, a local multiple sclerosis society and Portsmouth deaf association. The Subscriber can nominate which good cause their money goes to or alternatively the money can go into a general pool which is distributed to organisations.

The Lottery would be established through an external provider, this in effect means buying into an existing lottery manager's products and established expertise and represents a low-cost, low-risk means of generating additional income for local causes, many of which would contribute to the outcomes of the City Plan.

Gambling Responsibly – society lotteries differ from gaming lotteries in that the primary objective is charitable giving. Lotteries are considered to be a 'low risk' form of gambling.

The Corporate Director – Finance and Resources went on to answer Member's questions relating to what criteria each good cause had to meet in order to be included, as well as organisations we would not permit applications from.

Members' were fully supportive of this idea.

RESOLVED: That the Sub-Committee approve the establishment of a Worcester City Lottery and delegates authority to the Corporate Director – Finance and Resources in consultation with the Chair and Vice-Chair of the Committee to appoint an External Lottery Manager.

44 Fees and Charges - Bereavement Services

The Head of Finance presented his report of new fees and charges in Bereavement Services. He explained that following the procurement of a new music system for the Crematorium at Astwood it became apparent that new services could now be offered. This includes Webcast Service Live – which would mean those who were unable to attend the crematorium in person could watch the service on-line, as well as other services. These are all charged at the supplier's recommended retail price and are in line with other neighbouring Council's charging policies.

As a result of these changes two services that had previously been supplied free are now subject to a charge. There was a discussion regarding whether these new fees should be charged.

The Head of Finance noted that The Council is incurring the cost of the software and that the charges are not in themselves sufficient to recover these costs but

contribute towards them. In addition the services which were previously free of charge are now enhanced to a greater standard. However, Members felt further information was needed regarding this.

RESOLVED: That consideration of these charges is undertaken during the budget setting process for 2019/20 and that a further report is received by the Committee in due course.

45 Enhancements to Tennis Provision and Cripplegate Park

The Corporate Director – Finance and Resources presented his report regarding enhancements to tennis provision and Cripplegate Park.

Earlier this year the Environment Committee approved a proposal to develop tennis in the city to take advantage of an opportunity created by works at Cripplegate Park. The proposal requires match funding from the Council to contribute to an overall pot of £200,000.

It is proposed that this will consist of:

- £50,000 from the County Council – compensation for use of the tennis courts during recent flood alleviation works.
- £50,000 grant from the Lawn Tennis Association
- £50,000 interest free loan from the Lawn Tennis Association.
- £50,000 match funding from the Council, to be funded from the Income Generation Fund.

The loan element would be repaid over the lifetime of the courts which will be defined as 10 years.

The Corporate Director answered Members' questions.

RESOLVED: That the Sub-Committee approve an allocation of £50,000 from the income Generation Fund to support the development of tennis in Worcester City.

46 Any Other Business

None.

47 Item Involving the Disclosure of Exempt Information

RESOLVED: That under Section 100A(4) of the Local government Act 1972, the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of information as defined in schedule 12A of the Act.

48 Part II ITEM FOR DISCUSSION AND DECISION IN PRIVATE

49 Update of Leisure Developments

RESOLVED: That the Sub-Committee:

1.1 That the Sub-Committee note the progress on the development of sports facilities and activities that will contribute to the Council's income streams.

1.2 That the Committee approve an allocation from the Income Generation Fund of £25,000 for feasibility work for a futsal facility.

Duration of the meeting: 7 p.m. – 8.45 p.m.

Chairman at the meeting on
9th October 2018

This page is intentionally left blank