

INCOME GENERATION SUB-COMMITTEE

9th June 2021

Present: Councillor Steve Mackay in the Chair
Councillors Mitchell, Riaz (Vice-Chairman),
Stafford and Stephen

Officers: Mark Baldwin, Head of Finance
Shane Flynn, Corporate Director – Finance
and Resources

1 Appointment of Substitutes

None.

2 Declarations of Interest

None.

3 Public Participation

None.

4 Minutes

RESOLVED: That the minutes of the meeting held on 11th March 2021 be approved as a correct record and signed by the Chair.

5 Annual / Quarter 4 Performance Report For 2020/21

The Committee considered the annual and quarter 4 performance report. The Corporate Director – Finance and Resources presented the report and highlighted the main points. Officers responded to questions from Members on detailed aspects of the report.

The Corporate Director advised that a revised Commercial Strategy and Income Generation Strategy were being drawn up and would be produced for the July meeting. In the ensuing discussion, the Corporate Director advised that the former will make reference to the potential for a mixed tenure housing development.

There was a discussion about the potential uses of the worn-out five-a-side pitches adjacent to Perdiswell Leisure Centre. Members suggested that there remains an opportunity for a Futsal centre on this site rather than a straightforward replacement of the current pitches. The Corporate Director explained that a report was scheduled for Policy and Resources Committee. This could be presented to Sub-Committee members by way of an informal briefing or a special meeting.

RESOLVED: That the Sub-Committee notes the Council's annual and quarter 4 performance for 2020/21.

6 **Bereavement Services**

The Sub-Committee received a report on progress made by Bereavement Services in enhancing the service provided to customers. The Head of Finance presented the main report and summarised the main points, in particular:

- The Covid-19 pandemic has had a significant effect on the Service, causing an increase in the number of funerals and also restricting the number of mourners able to attend.
- The Bereavement Service responded by the reducing the length of funeral services from 45 to 30 minutes and lowering the charges accordingly.
- The crematorium at Fladbury continues to attract customers who were previously likely to use Astwood.
- A new Business Development Manager was appointed in Bereavement Services in February 2020 with the aim of enhancing the Service's offer.
- Previously information on the Council's bereavement services was held on the City Council's website. A new standalone website has now been launched.
- Memorial income has grown in recent years and it is hoped that new developments in this area will continue that trend.

RESOLVED: That the Sub-Committee note the progress made by Bereavement Services in enhancing the service provided to customers.

7 **Any Other Business**

Councillor Stephen asked whether Officers could investigate the feasibility of establishing sites for publicly accessible electric car charging points using energy from solar panels. This could be an income generation opportunity. Other Members questioned whether the risk outweighed the investment potential. Reference was also made to wider technological advances and how this would sit with the development of an Energy Strategy by the Council through the Environment Committee. In conclusion the Chair invited Councillor Stephen to undertake further investigation work before committing Officers to undertake a feasibility study.

Duration of the meeting: 7.00p.m. – 8.00p.m.

Chair at the meeting on
28th July 2021