

REPORT TO: Urban Renewal Policy and Performance Board

DATE: 19 March 2008

REPORTING OFFICER: Strategic Director, Environment

SUBJECT: Topic Group – Raising Additional Revenue From Existing Services – Summary Report

WARDS: Boroughwide

1.0 PURPOSE OF THE REPORT

1.1 To provide an update of the ideas put forward in February 2007 of raising revenue from existing services within the Environment Directorate.

2.0 RECOMMENDATION: That approval is given to Council Officers to conclude the work of this Topic Group following the investigation of revenue-raising ideas.

3.0 SUPPORTING INFORMATION

3.1 Work on furthering this has been undertaken following consideration of the following possible areas of raising revenue which were reported in 2007:

- a) Fuel sales
- b) Sponsorship
- c) Advertising
- d) Refuse Services
- e) Printing Services
- f) Franchising
- g) Car parking charges
- h) Procurement
- i) Biomass
- j) Bridge walks
- k) Copyright charges

3.2 Further investigations were recommended following the presentation of the previous Topic Group report on 22nd February 2007 on the revenue-raising ideas shown and these are updated below:

- a) Biomass – An ‘Invest to Save’ proposal was submitted in July 2007 which outlined power generation ideas. This proposal suggested that the Picow Farm depot could be used as a pilot scheme with an installation of a wood-burning heating system to replace the current energy supply. The set-up costs were particularly high, estimated to be in the region of £100,000, and would take ten years to recoup the possible savings that would

be made. This proposal was not accepted as an acceptable 'Invest to Save' proposal because the payback period was longer than required.

- b) Printing Services – All printing requirements are now being co-ordinated through the Printing section, producing economies of scale as a result. The Printing Section has also been proactively advertising the services they are able to offer to all departments within the Council. Workload has increased, resulting in an average of 300 jobs/month using 600,000 sheets of paper. Average monthly turnover is now approximately £30,000.
- c) Sponsorship – When the current company's contract ends regarding sponsorship opportunities the Council can either look to use a different promotions company or introduce a new role for a dedicated officer within the Council who will investigate sponsorship opportunities. Such opportunities include sponsorship of roundabouts, road signage and facilities in Council ownership (For example; Brindley Theatre, Silver Jubilee Bridge).

3.3 The savings outlined in 3.2, along with the other savings included within the previous Topic Group report on 22nd February 2007, have been fully investigated and incorporated in the 2008/2009 budget. It is therefore considered that the work of the group has been satisfactorily concluded.

4.0 POLICY IMPLICATIONS

4.1 The proposals are in line with Council policy to reduce costs and increase revenue.

5.0 OTHER IMPLICATIONS

5.1 All the proposals are sustainable.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children and Young People in Halton

None applicable

6.2 Employment, Learning and Skills in Halton

None applicable

6.3 A Healthy Halton

None applicable

6.4 A Safer Halton

None applicable

6.5 Halton's Urban Renewal

Revenue raised would enhance the funding available to enable the Council, with key partners, to achieve the key objectives as outlined in The Corporate Plan 2006-2011.

7.0 RISK ANALYSIS

None applicable

8.0 EQUALITY AND DIVERSITY ISSUES

None applicable

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

9.1 There are no background documents under the meaning of this Act.