



**Policy, Finance and
Development
Committee**

**Tuesday, 05
December 2023**

**Matter for Information
and Decision**

Report Title: Update on the Council's Income Generating Projects

**Report Author(s): Deborah Proctor (Interim Finance Manager)
Bev Bull (Head of Finance / Acting Chief Finance Officer -
S151)**

Purpose of Report:	<p>To provide Committee with an update on income generation projects identified in the 2023/24 budget, being the Community Lottery and new approach to Events Management.</p> <p>To provide Committee with an update on income generation projects identified as part of the 24/25 budget process, being advertising and sponsorship, maximising income from our buildings including Brocks Hill, repurposing of unused assets (public facilities).</p> <p>To gain Committee approval for the new Advertising and Sponsorship Policy.</p>
Report Summary:	<p>The report provides an update on the following income generation projects:</p> <ul style="list-style-type: none">• Community Lottery Update• New Approach to Events Management• Advertising and Sponsorship• Maximising income from our buildings• Repurposing unused Assets for Income Generation <p>The report presents a new Advertising and Sponsorship Policy for Committee approval.</p>
Recommendation(s):	<p>That the Committee:</p> <ol style="list-style-type: none">1. Note the contents of the report;2. Approves the new Advertising and Sponsorship Policy (Appendix 2); and3. Approves the new fees and charges for Advertising and Sponsorship for 2023/24 (Appendix 3).
Senior Leadership, Head of Service, Manager, Officer and Other Contact(s):	<p>Sal Khan (Interim Strategic Director) (0116) 257 2690 sal.khan@oadby-wigston.gov.uk</p> <p>Bev Bull (Head of Finance / Acting Chief Finance Officer - S151) (0116) 257 2649 bev.bull@oadby-wigston.gov.uk</p> <p>Deborah Proctor (Interim Finance Manager) (0116) 257 2823 deborah.proctor@oadby-wigston.gov.uk</p>

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Corporate Objectives:	Our Council (SO1)
Vision and Values:	"Our Borough - The Place To Be" (Vision) Resourceful & Resilient (V4)
Report Implications:-	
Legal:	There are no implications directly arising from this report.
Financial:	The implications are as set out in this report.
Corporate Risk Management:	Decreasing Financial Resources / Increasing Financial Pressures (CR1) Reputation Damage (CR4) Effective Utilisation of Assets / Buildings (CR5)
Equalities and Equalities Assessment (EA):	There are no implications directly arising from this report. EA not applicable
Human Rights:	There are no implications directly arising from this report.
Health and Safety:	There are no implications directly arising from this report.
Statutory Officers' Comments:-	
Head of Paid Service:	The report is satisfactory.
Chief Finance Officer:	The report is satisfactory.
Monitoring Officer:	The report is satisfactory.
Consultees:	None
Background Papers:	None
Appendices:	<ol style="list-style-type: none"> 1. Community Lottery Update 2. Advertising & Sponsorship Policy 3. Fees and Charges 2024/25 for Advertising and Sponsorship

1. Background

- 1.1 Following on from a similar exercise to identify new income generating ideas that contributed to the 2023/24 budget setting exercise, CMT, with the support of SLT, have undertaken a new examination of potential income generating projects to help with 2024/25 budget setting.
- 1.2 This report provides a summary on the development of the new income generating projects:

Section 3 - New Approach to Events Management
Section 4 - New Advertising and Sponsorship policy
Section 5 - Maximising income from our buildings
Section 6 - Repurposing Unused Assets for Income Generation - Update

2. Community Lottery – Update

2.1 The Community Lottery was launched in August 2023, and it is forecast to raise £15K against a budget of £20K for 2023/24. The reduced level of income is due to only having a part year impact in this first year, not a full year. As of November 28, ticket sales of £23K have resulted in £6.8K being paid to Council Central Fund directly plus an additional £2.3K through receiving 10% on all sales. An additional £2.3k has also been generated for other community groups who have registered. A detailed analysis of the ticket sale allocation is included at Appendix 1.

3. New Approach to Events Management

3.1 The 2023/24 budget includes an £8K budget for event management following this area being identified as an income generation project during the budget process for 2023/24. To date £1.8K has been generated by hosting a funfair on Sandhurst Street in Oadby.

3.2 Effective events management would involve the hire of the parks, open spaces including car parks and amphitheatres. These spaces can be hired by a reputable fairground provider, groups organising picnics, outside art, concerts, multicultural events etc.

3.3 For larger events, there may be a need for multi-agency involvement. Events management on this level would require an experienced events planning officer to manage and coordinate it. If required, an initial costing could be provided as an Invest to Save project.

4. Maximising Income from our Assets

4.1 There are a number of ways of using the corporate assets to maximise income. The assets team are in the process of reviewing all the assets to develop a better way forward

4.2 The Civic Suite at our Brocks Hill Council Offices is a uniquely versatile and accommodating space, well-suited to cater to a wide array of both corporate and community events, made more attractive and marketable through investment in its modern audio-visual-technology (AVT) package. By opening its doors to external groups, we can tap into a broader events market, diversify our income sources, and increase our overall income generation.

4.3 The long-term success of any income generation from this source relies upon having regular hires. Regular hire of the conference rooms at the Civic Suite would benefit from the well-placed café for the provision of lunches and refreshments. The council would benefit since the café transfers a proportion of their income to the council as a term of their occupancy.

4.4 Hiring out the Civic Suite or any facility on weekends and, or long days from 8am to 10pm would require additional planning: additional cleaning and caretaking facilities. At present, the cleaning is provided in-house (an employee in the Housing Department) and this provision would not allow for scaling up.

4.5 There have been a number of soft hire-out of the Civic Suite and these are continuing to take place, providing opportunities to get feedback on the facilities and the management of the facilities and inform a pricing strategy. A small income budget of £3K has been incorporated in to the 2024/25 budget. This will be revised as the project develops.

Other assets being considered for maximisation are pavilions, sports centres. The hire costs of these facilities has been increased by £5 per hour. A booking system is required for these facilities. This is under development by the ICT team.

5. **New Advertising and Sponsorship policy**

5.1 The Council has many assets that could potentially offer income to the council through either advertising and/or sponsorship.

5.2 The differences between advertising and sponsorship:

Advertising - Most commonly, this would see the council garner income by allowing a business or organisation to advertise using one of its assets whether that be a screen, building, event or similar. For example, the council owns screens in all three town centres for which businesses and other organisations could be charged to advertise.

Sponsorship - Most commonly, this would see the council make a saving on something it already delivers by having that service sponsored. For example, the council may already display four large planters in a town centre during summer at its own cost. If these were to be sponsored it would create a saving by reducing the council's costs of providing.

5.3 The advertising and sponsorship project will pursue the following:

- Advertising on the Town Centre digital screens, the Council's intranet, email subscription service
- Sponsorship of events and assets

5.4 A new advertising and sponsorship policy is attached in Appendix 2 for Committee to review and approve. The policy, once approved, can run from January 2024.

5.5 This new advertising and sponsorship policy outlines which type of adverts may be accepted by the council. It outlines a fresh approach to advertising and sponsorship by defining rules and codes of decency, honesty and truthfulness and rejects a host of types of adverts that may seek to bring dishonour to the council. Similarly, the sponsorship part of the policy outlines the nature and content of the sponsorship so as not to conflict nor compromise the strong identity of the council nor to bring dishonour to the council.

5.6 This policy will allow the council to advertise on billboards in the town centre, sell space on refuse lorries, garden beds, dog bins etc. The income will, in turn, reduce the net costs of running the services.

5.7 The fees and charges relating to the advertising and sponsorship policy are at Appendix 3 for Committee to review and approve. Subject to approval, these benchmarked prices can be included in the council's list of fees and charges so that the new advertising and sponsorship policy can be used, and income brought in without delay.

6. **Repurposing Unused Assets for Income Generation – Update**

6.1 There has been some interest in repurposing 3 public facilities that are closed at present. One is located within a park, the other 2 are in car parks. Financial support may be required for these proposals to be progressed in the form of capital funding and UKSPF funding (if eligible). The proposals are being evaluated to identify funding options and the viability of the schemes in terms of risks and rewards to the Council. Once the proposals have been fully evaluated a further update will be made to committee.

- A **football club** has shown interest in the public facility within a park for use as a café, shop, and storage area to include weekend use.

- A **self-serve laundry service** would make use of one car park location, the launderette being added on as an extension after the public facilities were upgraded for family, accessible and baby-changing facilities. This would be a 24-hour facility with smart entry options and offering cash and cash-less operation. The operator would fund and complete all enhancements within 3 months.
- A third operator has shown interest in maintaining the public facilities whilst operating a **kiosk selling hot Asian food and beverages**.