

**EXECUTIVE RESPONSE TO RECOMMENDATIONS OF SCRUTINY REVIEW**

<b>Title of Review:</b>	Review of Income Generation		
<b>Timescale of Review:</b>	September 2017 – January 2019.	<b>Post-Monitoring Period:</b>	12 months commencing March 2019. Interim report due September 2019.
<b>Date agreed by Scrutiny:</b>	February 2019.	<b>Date agreed by Executive:</b>	March 2019.

<b>PERFORM Code</b>	<b>Recommendation</b>	<b>Desired Outcome</b>	<b>Target Date</b>	<b>Lead Officer</b>	<b>Resources</b>	<b>Service Response</b>	<b>Executive Response</b>
GSc17-19 1.1	That a feasibility study is considered in relation to the replication of The Tangent 'model' at other sites within the District, for both the generation of additional rental income and provision of additional support to the SME sector.	Additional provision for the SME sector within the District resulting in increased NNDR, employment and training opportunities.	March 2020	Joint Head of Property & Commercial Services	Officer time.  Potential to deliver via Transformation Plan 2018.	Timescales look achievable. The Council may have to purchase land, which is not a barrier but an added cost.	Recommendation Approved.
GSc17-19 1.2	That a feasibility study is considered in relation to the development of a dedicated conference/civic function facility, for the generation of additional income (both rental and return on investment).	Additional income from rental income, civic events and return on investment. Improved community facilities	March 2020	Joint Head of Property & Commercial Services	Officer time.  Potential to deliver via Transformation Plan 2018.	We have two sites, The Arc and The Tangent. The suggestion would be to review these sites first.	Recommendation Approved.
GSc17-19 1.3	That the Transformation Governance Group give due consideration to the schemes suggested by Leisure and others in relation to potential Leisure developments/ investments at Pleasley Vale and the	Increased income generation; further; improvements to health and wellbeing offer to residents	March 2020	Joint Head of Partnerships & Transformation/ Leisure Operations Manager	Officer time.  Potential to deliver via Transformation Plan 2018.	Officers acknowledge Members ideas for development and will take this on board when developing plans for submission to	Recommendation Approved.

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	surrounding area, which have been put forward as an option for delivery in the revised Transformation Programme.	and customers; increased tourism footfall and overnight stays.				the Transformation Governance Group.	
GSc17-19 1.4	That the feasibility of a permanent Business Improvement/Engagement post be considered to further secure the future growth of the PVOAC site, in line with other Business Improvement posts within Leisure Services.	Increased income generation to ensure site remains self-financing and further sustainability to the future of the site.	March 2020	Joint Head of Partnerships & Transformation/ Leisure Operations Manager	Officer time  Leisure staffing budget – could be self-financing from increased business generated.	Officers acknowledge Members ideas for development and will take this on board when developing plans for submission to the Transformation Governance Group, in conjunction with recommendation 1.3.	Recommendation Approved.
GSc17-19 1.5	That the feasibility of a permanent post for Extreme Wheels covering business improvement and volunteering be considered, pending analysis of the achievements via the temporary post.	Maintaining increased income and engagement levels, further expanding the profile of the service.	March 2020	Joint Head of Partnerships & Transformation/ Leisure Operations Manager	Officer time  Requires mainstream staffing budget or extension of grant funding.	Current funding is secured to the start of Sept 2019. The process for securing continuation funding will start in June 2019 to	Recommendation Approved.

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						ensure current programmes have a smooth transition in their current form.	
GSc17-19 1.6	That a Corporate Marketing Strategy is produced to reflect a revised approach to marketing the commercial services of the Council.	Improved coordination to marketing of Council services, leading to increased income generation.	March 2020	Communications, Marketing & Design Manager	Officer time	We do not have a Marketing Strategy currently, more a Media Pack that outlines what we have available in terms of placing adverts, sponsorship opportunities and hiring rooms. We also have an Advertising and Sponsorship Policy and both these documents need updating to reflect the new Transformation Programme.	Recommendation Approved.
GSc17-19 1.7	That the feasibility of the initiative proposed with the Transformation Plan 2018 for a 'Services Pack', being	Increased income generation, improved	March 2020	Joint Head of Corporate Governance & Monitoring	Officer time	Awaiting outcome of Services Review through Transformation	Recommendation Approved.

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	taken forward as a priority – to include Parishes/VCS organisations; residents and businesses.	coordination to marketing of Council services.		Officer/ Communications, Marketing & Design Manager		Governance Group, before any work can commence on this.	
GSc17-19 1.8	That Executive considers a more targeted approach is taken to the marketing of our services, with the creation of an additional resource – a Commercial/Marketing Officer, with a specific remit for co-ordinating income generation via services to residents/businesses.	Increased income generation, improved coordination to marketing of Council services.	March 2020	Joint Head of Partnerships & Transformation/ Joint Head of Corporate Governance	Officer time, feasibility study/business case for post, staffing budget (explore self-financing options)	Members' comments have been taken on board. Given the current initiative in the Transformation Plan 2018 to complete a programme of service reviews, a preferred option would be to review existing resources in the first instance. This may result in a new post but may also lead to revised delivery from existing resources.	Recommendation Approved.

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GSc17-19 1.9	That Budget Scrutiny Committee give due consideration to future revisions to the Treasury Management Strategy (as required by the Budget & Policy Framework) and ensure that the new Corporate Investment Strategy is sufficient to allow the Authority to generate the required return on investments.	That the Strategies adopted by the Authority remain fit for purpose and compliant.	May 2019 onwards	Head of Finance & Resources/ Scrutiny & Elections Officer	Officer/ Member time	Agreed. The Strategies will be considered by the Committee on an annual basis unless changes are required more frequently.	Recommendation Approved.
GSc17-19 1.10	That the Transformation Governance Group considers the initiative within the Transformation Plan 2018, to develop the overnight stay offer within the District, as a priority for further feasibility/development planning.	Increased capacity for overnight stays, increased tourism footfall, potential income generation if progressed as an investment opportunity.	March 2020	Joint Head of Property & Commercial Services	Officer time.  Potential to deliver via Transformation Plan 2018.	Identification of an end user/operator should be the first stage in the process. Without an operator the overnight stay offer will be difficult to deliver. This may be something that can be considered as part of Leisure's facility at Pleasley Vale.	Recommendation Approved.

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GSc17-19 1.11	That the Transformation Governance Group considers the initiatives from Housing & Community Safety and Others in relation to Private Rents and residential property within the Transformation Plan 2018, as a matter of priority for feasibility and implementation.	Increased income generation, improved quality of private rented sector.	March 2020	Joint Head of Housing & Community Safety	Officer time.  Potential to deliver via Transformation Plan 2018.	The aim is to develop sites that are considered unsuitable for open market sale, ensuring development of underused land and an increase in properties for the private rented sector. This would require the creation of a wholly owned company. This could also incorporate purchase of individual properties via auction to add to the private rented stock created via the company.	Recommendation Approved.