

Responses to Scrutiny Review Recommendations

Report to Overview Committee

Title of the review: Income Generation
Date review completed: 17.07.2017
Date Presented to Cabinet: 12.10.2017
Portfolio Holder: Councillor M Payne
Chair of the review group: Councillor M Lawrence
Officer supporting the review: Helen Lee
Response due to the Overview Committee (28 days): 20.11.2017

<p>Guidance</p> <p>The final report and recommendations from the above review have been considered by Cabinet and a written response to the recommendations from the responsible Cabinet Member to the Overview Committee is required within twenty eight days of the date the review was presented to Cabinet.</p> <p>If you need any further assistance in completing this response please contact the Officer that supported the review</p>

Recommendation 1

The Portfolio of one Cabinet Member is amended to include specific responsibilities and accountability for income generation. In addition there needs to be Member involvement in any initiatives that affect the way services are delivered.

To be completed after the report has been presented to Cabinet

(Please tick) Recommendation Accepted Partly accepted Do not accept

This is agreed and the Deputy Leader and Portfolio holder for Resources and Reputation will be given specific responsibilities for income generation. Also, as part of the 'Dynamic Council' programme, all activity associated with Commercialisation is being reported through the Corporate Programme Board which has the Leader, Deputy Leader, and opposition Leader as Board members.

Recommendation 2

Establishing an online route for staff and members of the public to raise suggestions. This should include a mechanism to feed back on their viability.

Part 1 – to be completed after the report has been presented to Cabinet

(Please tick) Recommendation Accepted Partly Accepted Do not accept

Officers are already encouraged to submit any relevant ideas via the Staff suggestion scheme on the intranet. This option could be extended to members of the public through the use of a simple form on the Gedling website.

Recommendation 3

Maintain a focus on customer experience; customer loyalty has to be maintained.

Part 1 – to be completed after the report has been presented to Cabinet

(Please tick) Recommendation Accepted Partly Accepted Do not accept

The Council prides itself on providing excellent services for the customer, however this can always be improved upon. A Customer Focus Group has been created as part of the 'Dynamic Council' programme, and a new Sales and Marketing Manager has been appointed to ensure that we have a focus on the customer experience and loyalty when interacting with the Council.

Recommendation 4

A comprehensive review of fees and charges across the authority is undertaken.

Part 1 – to be completed after the report has been presented to Cabinet

(Please tick) Recommendation Accepted Partly Accepted Do not accept

Officers review the fees and charges on an annual basis as part of the budget setting process. As part of the 'Dynamic Council' programme, a Fees and Charges Group has been established to review all existing fees and charges through benchmarking with our neighbours and competitors, and to assess opportunities for new charges. As part of this review, a Corporate Charging Policy will be developed that considers both concessions and discounts.

Recommendation 5

Ensure that the authority has expertise to successfully seek out and bid for external funding.

Part 1 – to be completed after the report has been presented to Cabinet

(Please tick) Recommendation Accepted Partly Accepted Do not accept

The Council does not employ a dedicated 'Grants officer' to undertake this work due to budget reductions, however officers across the Council do successfully engage with external funding partners to access external funding.

Recommendation 6

Examples of best practice from other local authorities continues to be studied to make sure that all potential opportunities are considered.

Part 1 – to be completed after the report has been presented to Cabinet

(Please tick) Recommendation Accepted Partly Accepted Do not accept

During the year all senior officers across the Council have received training in commercialisation and the development of suitable business cases. This new way of thinking will become embedded as the 'Dynamic Council' programme is delivered and new opportunities present themselves. Cabinet members also continue to engage with local, regional and national organisations, as well as other councils to ensure they are aware of examples of best practice.