

## 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

Date of 6 month review: July 23.06.2018

#### Guidance

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.

If you need any further assistance in completing this response please contact the Officer that supported the review

#### 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.**

Recommendation Accepted

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.

### **6 month update**

The Deputy Leader and Portfolio holder for Resources and Reputation is kept aware of all income generation activities. Furthermore, periodic reports on commercialisation activities are reported to the Corporate Programme Board.

### **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.**

Recommendation Accepted

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.

### **6 month update**

The intranet contains details of 37 successful staff suggestions that have been submitted so far and accepted by management.

Work is still progressing for the online route for members of the public.

### **Recommendation 3**

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

Recommendation Accepted

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.

#### **6 month update**

The council values customer feedback and surveys have been conducted throughout the year – the most recent one being a trade waste survey, for which results are being collated. The Sales and Marketing Manager is putting a number of system improvements in place to collect data e.g. within waste services, leisure and Bonington theatre, which can then be used to market council services to existing and new customers.

#### **Recommendation 4**

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

Recommendation Accepted

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.

#### **6 month update**

All fees and charges were reviewed as part of the most recent budget process, however a more focussed review, (including comparison with benchmarking data) is being worked on for each service area. Initial work has identified two areas where new charges can be introduced: (1) Section 106 administration fees (2) street naming and numbering. The work on the Corporate Charging Policy is progressing.

## **Recommendation 5**

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

Recommendation Partly Accepted

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.

### **6 month update**

Officers within Community Development, Economic Development and PASC have all successfully bid for external funding in recent months with grants being received from bodies such as HLF (Gedling Country Park interpretation project) , N2 LEP (Arnold market and Carlton Square), WREN (Arnot Hill Park play area).

## **Recommendation 6**

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

Recommendation Accepted

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.

### **6 month update**

The 'Dynamic council' programme and associated training continues and best practice is always taken into account when assessing business cases. Examples are also fed back from Cabinet Members to officers where appropriate.