

## **INCOME GENERATION SUB-COMMITTEE**

**9th October 2018**

**Present:** Councillor Patricia Agar in the Chair  
Councillors Hodges, Johnson (for Councillor Mitchell), Knight (Vice-Chairman) and Stanley

**Officers:** Mark Baldwin, Head of Finance

### **50 Declarations of Interest**

None.

### **51 Public Participation**

None.

### **52 Minutes**

With reference to minute 44, Members were advised that proposals for Fees and Charges for 2019/20 would be considered at the January 2019 meeting.

**RESOLVED: That the minutes of the meeting held on 10<sup>th</sup> July 2018 be approved as a correct record and signed by the Chairman.**

### **53 Income Generation Project Update**

The Sub-Committee received a report on income achieved by the Council in 2018/19 to the end of August. The Head of Finance presented the report and explained that income for the period was greater than the budget. The main areas of growth were off-street Car Parking and Bereavement. The report also provided information on a number of projects currently in hand which involved income generation.

The Head of Finance answered questions from Members on detailed aspects of the report. In conclusion, the Chairman stated that the findings were welcomed but it was recognised that there was still work to be done and that there was scope to explore opportunities, subject to available resources.

**RESOLVED: That the Sub-Committee note the project updates and current programme of work.**

### **54 Income Generation Strategy**

The Sub-Committee received a report on a proposed Income Generation Strategy, which had been designed to complement the Commercial Strategy approved by Council in February 2018. The Head of Finance presented the report and answered questions from Members on detailed aspects of the Strategy. In summary, the Strategy aligned income generation activities with the City Plan and the Council's wider strategic objectives. It identified proposed sources of income, set targets for income recovery levels and proposed specific tasks to achieve those targets.

In the ensuing discussion, Members expressed support for the Strategy, which addressed many issues raised by the Sub-Committee previously. Some proof reading comments were highlighted and Officers agreed to pick these up.

**RESOLVED: That the Sub-Committee adopt the Income Generation Strategy as the framework for delivering against approved income generation targets in the Medium Term Financial Plan.**

**55 Referral Report From Policy and Resources Committee 30th July 2018 - Rowing Boats on the River Severn**

At the meeting on 30<sup>th</sup> July 2018, the Policy and Resources Committee had considered a request from the Chairman, Councillor Stephen, relating to the reintroduction of rowing boats on the River Severn. The Committee agreed to endorse the proposal in the report, and agreed to refer the item to this Sub-Committee and to allocate up to £30,000 from the City Plan Fund to undertake feasibility work.

The Head of Finance explained that it was proposed to fund the Feasibility Study from the Income Generation Fund, rather than the City Plan Fund as it would form part of the wider Riverside Park development, which would incorporate the work of the Income Generation Task & Finish Group. The Study would:

- Examine the viability of a secure and suitable pontoon at south quay
- Engage with relevant stakeholders and identify key issues, including existing licences and contractual arrangements relating to existing users
- Review other sites for comparative approaches (e.g. Stourport)
- Assess costs and income of any proposals
- Ensure that any proposed scheme is compatible with the Riverside Park development and Masterplan.

In the ensuing discussion, Members commented that the Study should cover all pleasure craft on the River Severn, not just rowing boats, in view of the findings of the Task and Finish Group, which made reference to boating opportunities on the river. Members agreed that this piece of work should be undertaken as part of the Task and Finish Group's action plan.

**RESOLVED: That the Sub-Committee agree to commission a Feasibility Study, to incorporate all pleasure craft on the River Severn.**

**56 Report of the Riverside Income Generation Task and Finish Group**

The Sub-Committee considered the report and findings of the Riverside Task and Finish Group, which was established to explore opportunities to increase income from the river and the riverside. The Head of Finance presented the report and answered questions from Members.

In the ensuing discussion, the following main points were made:

- The City Centre Masterplan and other major projects should not prevent short-term opportunities from being explored.

- With regard to the Severn Café, the development potential of this facility was highlighted and the view was expressed that improvement proposals should be considered as a priority. The Chairman stated that she would like to see the opinion of relevant Officers and this should be brought back to a future meeting together with views of Environment Committee.
- Members agreed that the Task and Finish Group's report and findings should be referred to the Environment Committee and requested that Committee to consider giving the Severn Café priority as part of its consideration of Riverside Improvements.

**RESOLVED: That the Sub-Committee agree to:**

- 1. accept the report of the Riverside Income Generation Task and Finish Group and approve the related action plan; and**
- 2. refer the Task and Finish Group's report and findings to Environment Committee.**

**57 Any Other Business**

None.

**58 Item Involving the Disclosure of Exempt Information**

**RESOLVED: That under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of information as defined in schedule 12A of the Act.**

**59 Report of the Riverside Income Generation Task and Finish Group - Confidential Appendix**

The Sub-Committee considered a map which plots the land ownership along the course of the river and highlights the areas owned by the City Council, which had been provided at Appendix 1 to the report in respect of minute number 56. The map also identified those activities and arrangements that already exist and provide a source of income. This included commercially sensitive information relating to third parties and was therefore not for publication.

**Duration of the meeting: 7.00p.m. – 8.25p.m.**

Chairman at the meeting on  
15th January 2019

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