

Advertising, Sponsorship and Events**RIO Project Recommendation**

The opportunities explored in this business case are:

- The co-ordination of corporate advertising and sponsorship across the Council.
- Creation of a centralised advertising function.
- Exploitation of a range of Council owned assets and products to generate income (including publications, buildings, street furniture, vehicles, roundabouts and websites).

Projected additional income

	2011/12 Year 1	2012/13 Year 2	2013/14 Year 3	Total
Gross projected income (£)	£131,100	£177,800	£181,550	£490,451
Investment costs (£)	-£73,500	- £45,000	-£45,000	-£163,500
Net projected income (£) *	£57,600	£132,800	£136,550	£326,951

OCE Response to Recommendations

The co-ordination of corporate advertising and sponsorship across the Council: The Council already generates some income from sponsorship and advertising. However, there is clearly a value in a more co-ordinated approach in order to offer potential advertisers a comprehensive suite of opportunities and maximise revenue potential. There are also more opportunities to protect and manage the brand of the Council through a co-ordinated approach.

OCE Recommendation: To support the concept of a corporate advertising and sponsorship policy

Creation of a centralised advertising function: Whilst it is recognised that specialist skills are required to effectively develop and market potential media, the viability of a dedicated resource exclusively for Central Bedfordshire Council is unclear. Given the initial investment requirements (combining both revenue and capital of more than £73,500) a partnership approach could be more realistic. The Council has initiated a strategic communications group, engaging Communication Leads from other Bedfordshire local authorities and public sector organisations. It is proposed that the business case and proposition for development of a dedicated advertising resource be explored through this group in order to share the investment, minimise risk and maximise potential return on the initiatives.

OCE Recommendation: To pursue a partnership approach through the Bedfordshire Strategic Communications Group.

Exploiting Council owned assets for income generation: The proposal suggests use of a wide range of assets for advertising purposes, including News Central, and roundabout sponsorship. Given that there are pre-existing income targets for these assets, it is important that double counting is avoided. Furthermore, the Department for Communities and Local Government are currently considering feedback to a consultation on Local Government Communications which could limit the ability of authorities to generate revenue through advertising.

OCE Recommendation: To actively pursue advertising opportunities in the context of the outcome of the CLG consultation on the new Code of Practice on Local Govt Communications. Such opportunities to be developed through a partnership approach with other Bedfordshire authorities and public sector agencies

Corporate (Debt Reduction) Business Case

RIO Project Recommendation

There are two scenarios that have been prepared. One is a health check and cash collection service the other is a robust proposal if the requirement for cash is considered to be more urgent.

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The first scenario would involve data analysis and interviews by PwC to understand the current Income and Debt Management arrangements. We would then compare the current approach to best practice and prepare a report highlighting our findings and recommendations along with an estimate of the potential debtor reduction, efficiency saving and bad debt reduction available by implementing a best practice approach to Income and Debt Management. Indicative fees for the Health-check: £20k to £25k (excluding Expenses and VAT).

The second scenario would involve the following activities:

1. Off-site recovery of delinquent debts (greater than 60 days past due).
2. On-site training and coordination of both internal and external collections activity.
3. On-site process improvement work to deliver long term sustainability

Assuming that the work delivers the short term cash generation objective (a 30% reduction in overdues), the cost to the Council would be £220,000.

The table below demonstrates the adoption of the full suite of services to be provided by PwC.

	2010/11 Pre- Implementation	2011/12 Year 1	2012/13 Year 2	2013/14 Year 3	Total
Gross projected income (£)		£100,000	£100,000	£250,000	£450,000
Investment costs (£)		£220,000	£0	£0	£220,000
Net projected income (£)	£0	-£120,000	£100,000	£250,000	£230,000

Response to Recommendations

Customer and Shared Services: Pursue the first option of additional consultation to review procedures. A concern has been raised as to the assumptions over the level of working capital savings that are indicated in the recommendation. It is unrealistic to assume that these will be accrued at 5%. Additional focus is being put on the income procedures as part of the SAP recovery programme.

Registration Business Case

RIO Project Recommendation

This business case explores areas including:

- Increase the prices of performing ceremonies to include a higher price on Friday.
- Charging for ceremony rehearsals. Some other authorities provide this service and should be considered by the service and introduced where suitable and after consultation.
- Introducing alteration fees for weddings and civil ceremonies
- Increasing the charge for Approved premises licenses and renewals
- Selling memorabilia
- Change of name deed

Projected additional income

	2011/12 Year 1	2012/13 Year 2	2013/14 Year 3	Total
Gross projected income (£)	£89,716	£89,716	£89,716	£269,148
Investment costs (£)	1467	1467	1467	4401
Net projected income (£)	£88,249	£88,249	£88,249	£264,747
From Service proposals	£47,650	£47,650	£47,650	£142,950
From RIO	£88,249	£88,249	£88,249	£264,747
Corrected RIO benefit – accounting for service proposals	£40,599	£40,599	£40,599	£121,797

Customer and Shared Services Response to Recommendations

Customer and Shared Services Recommendation: Pursue but concern has been raised as to the benchmarking Authorities included in the calculations. Recalculation using the Eastern Region benchmarking group revises the RIO benefits as below.

Inclusion of other Authorities with significantly different Register Office venues, which would justify a higher fee.

General Register Office guidance states that fees should not exceed the full cost of delivering the service

Approved Premises license charges were reviewed in 2009/10 in line with Member Group recommendations and a sliding scale introduced. Benchmarking figures are not clear as to methodology used in other Authorities

RIO added value	£2,150	£2,150	£2,150	£6,450
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