



**COMMERCIALISATION SCRUTINY PANEL**

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To: Councillors Baines (Chair), Boldrin, Bolton, Charles, Hamilton and Ranson (For attention)

All other members of the Council  
(For information)

You are requested to attend the meeting of the Commercialisation Scrutiny Panel to be held in Forest Room - John Storer House, Wards End, Loughborough on Thursday, 28th November 2019 at 6.00 pm for the following business.

Chief Executive

Southfields  
Loughborough

20th November 2019

**AGENDA**

1. APOLOGIES
2. SCOPE DOCUMENT 3 - 5  
To agree updated Scope Document.
3. UPDATE REGARDING MTFs AND CORPORATE PLAN  
Update by the Strategic Director of Corporate Services.

4. INFORMATION FROM OTHER COUNCILS

To include information obtained by panel members, witnesses invited to attend and case studies from guidance documents, if applicable.

5. LGIU LEARNING AND DEVELOPMENT SEMINAR

Feedback from the LGiU Learning and Development Seminar 'Developing an Commercially Aware Organisational Structure' attended by Councillor Bolton.

6. STAFF CONSULTATION FEEDBACK

6 - 7

Responses provided by members of the Council's Staff Forum regarding ideas for generating income.

7. EXEMPT INFORMATION

It is recommended that members of the public be excluded from the meeting during the consideration of the following item on the grounds that it would involve the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 and it is considered that the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

8. FEEDBACK FROM ASHFIELD DISTRICT COUNCIL

Exempt Report of Councillor Boldrin providing feedback from his meeting with Ashfield District Council.

9. TIMETABLE FOR REVIEW

To note future meetings of the Panel and the timescale for the Review.

Meetings will be held at 6pm as follows:

Thursday 23rd January 2020

Thursday 5th March 2020

Panel membership:

Councillors Baines (Chair), Boldrin, Bolton, Charles, Hamilton, and Ranson



**SCRUTINY REVIEW: SCOPE Commercialisation**

**REVIEW TITLE: How the Council can generate commercial income**

**SCOPE OF ITEM / TERMS OF REFERENCE**

The Panel will:

- consider if there are any areas for improvement or change in the Council’s existing commercialisation strategy, and whether other policies require updating, and how they relate to national policy framework.
- put forward recommendations for future strategy.
- undertake informal factfinding research to establish what income generating activities are already in place at the Council and compare with information gathered from other similar types of Councils locally and nationally.

**REASON FOR SCRUTINY**

Charnwood Borough Council has identified significant challenges within the MTFs and as some future income is highly uncertain, a need has been identified for potential new sources of revenue and to make recommendations as appropriate.

The Panel topic was suggested at the meeting of the Scrutiny Commission on 3th June 2019 and agreed to be taken forward as an informal Panel at its meeting on 4th August 2019. On 14th October 2019 it was resolved by the Commission to change the type of panel to a formal panel.

**MEMBERSHIP OF THE GROUP**

Councillor Baines (Chair)  
Councillors Boldrin, Bolton, Charles, Hamilton, Ranson,

**WHAT WILL BE INCLUDED**

All non-statutory activity that generates income.

**WHAT WILL BE EXCLUDED**

All statutory activity that generates income.

**KEY TASKS** \*\* including consideration of efficiency savings

- Evaluate existing Council commercialisation initiatives and procedures
- Make recommendations on future strategy
- Review other Local Authority commercialisation programmes to learn best practice
- Provide input into the Council's Commercialisation Strategy
- Interviewing witnesses and Council officers

**STAKEHOLDERS, OUTSIDE AGENCIES, OTHER ORGANISATIONS \***

Other Local Authorities  
 Local Government Association  
 Strategic Director Charnwood Borough Council  
 Relevant Borough Council departments  
 Residents

**EQUALITY IMPLICATIONS**

Is an impact needs assessment required? – not required

**LINKS/OVERLAPS TO OTHER REVIEWS**

Digital Transformation Panel

**RESOURCE REQUIREMENTS**

Support from Democratic Services

**REPORT REQUIREMENTS (Officer information)****REVIEW COMMENCEMENT DATE****COMPLETION DATE FOR DRAFT REPORT**

March 2020

\* Key tasks and stakeholders may be subject to change as the review progresses.

**PROGRESS OF PANEL WORK**

<b>MEETING DATE</b>	<b>PROGRESS TO DATE</b>
5th November 2019 (informal)	Scope updated Discussion of Council's existing commercialization strategy Review of research to be undertaken
Thursday 28th November 2019	
Thursday 23rd January 2019	

Thursday 5th March 2020	

<b>REPORT SUBMITTED TO SCRUTINY COMMISSION</b>	
The Panel should aim to complete its work and submit its report to the Scrutiny Commission meeting on 6th April 2020.	

## COMMERCIALISATION SCRUTINY PANEL

28TH NOVEMBER 2019

### Report of Democratic Services

#### ITEM 6 STAFF CONSULTATION FEEDBACK

##### Purpose of Report

To provide the Panel with the responses from the staff consultation.

##### Background

At its informal meeting held on 5th November 2019 the Panel requested that staff from Charnwood Borough Council be consulted to obtain suggestions for how the Council may generate commercial income and to feed back responses at its next meeting on 28th November 2019. It was agreed that officers would investigate if this was possible within the short timeframe and consider approaching the Staff Forum at one of its meetings. As the Staff Forum would not be meeting until the New Year it was decided that an email would be circulated seeking suggestions.

4 responses were obtained (from 15 Staff Forum members) and have been collated here anonymously for the Panel.

##### Staff Consultation Responses

###### Suggestion 1:

*“My idea is to co-invest with private developers for office development projects that will boost the local economy*

*With the long term decline of town centre retail nationally we need to be more creative in how we use potential development sites around Loughborough and the rest of Charnwood e.g. former Limehurst Depot*

*Experience has shown that there is little point in investing in more retail, but high quality modern office developments would help bring footfall into the town centre and help boost the local economy. We could do this by co-investing with private developers to regenerate key sites.*

*In an ideal world we would be looking at attracting large companies or Government relocation offices into the local area. For smaller development sites we should be looking at smart working hubs that would attract smaller businesses. Travel plans would need to be carefully considered but the right developments would improve demand for public transport and build capacity.*

*If we don't look to co-invest with private developers, they will continually look to develop easy options that don't boost the local economy, like more student flats on the Lemyngton Street Office development.”*

### Suggestion 2:

*“My suggestion would be to consider how ideas contribute to the Council’s objectives as well as generate income. Making use of the housing development company to potentially speed up the delivery of housing as well as generate income would be an example.”*

### Suggestion 3:

*“Garage sites –*

*Sell off some of these sites as many of the sites are in a poor condition and are either not been let and are empty or used to store contents from void properties. The revenue generated from garages is small about £10 per week, compared to the on-going cost of repairs such as new garage doors £500 plus. In addition many of the garage roofs are in a poor state and made from corrugated asbestos sheets where are costly to replace and have to be deposed of as hazardous waste.*

*Planned maintenance*

*At the moment planned maintenance works is out sourced to an external contractor. Cost savings could potentially made if this service was brought back in-house, this would give the Council greater control over quality, costs and time scales and provide better value for money.”*

### Suggestion 4:

*“I’d like to see the Council offer more services for residents such as an energy supply from a sustainable source or what about collecting out of date stock from local supermarkets and having a Council run market stall? The Council could keep the money from the sales and the tenants and residents get more products available at a lower cost.*

*In terms of housing what about investing in a B&B to provide temporary accommodation to homeless applicants but that could also be used for paying guests? With Charnwood being close to the University and other locations there is the demand.”*

### Next Steps

A Commercialisation project is being set up shortly within the Council and staff engagement will form part of that project.

In addition, ‘commercialisation’ will be added to the next agenda for the Staff Forum and a senior officer will attend the meeting to discuss.