

CA6 Annex 1 on Income Generation Cabinet Advisory Group Suggestions

Ref	Category	Idea	Relevant Budget Proposal / Comment
1	Advertising	Sponsorship/advertising - Income generated through sponsorship and providing other services, incl. street signage and messages on electronic traffic signs.	Overall this is an area being actively pursued by the Environment and Economy directorate within budget proposal 15EE30 and to which the Cabinet Advisory Group intends to devote further time. Electronic traffic signs can currently only be used legally for traffic-related messages.
2	Advertising	"Philanthropy" in exchange for naming roads/squares/buildings after donators.	15EE30
3	Advertising	Advertising - public website, vehicles, publications.	
4	Charges	Review fees at residential courses.	Existing MTFP contains proposal around maximising this income.
5	Charges	Make Music Service self financing by increasing income and reducing free tuition, with potential to generate a surplus depending on the operating model chosen and market demand.	15CEF3
6	Charges	Conditional fee for eg school appeals; planning approval conditions	The cost of administering appeals is met from within Dedicated Schools Grant, and we already make a charge to Academies for education appeals (exclusions).
7	Charges	Review all Planning Fees including retrospective penalties, monitoring charges including for travel plans, and pre-application advice, and higher fines for non-compliance	The overwhelming majority of charges are set nationally and those which are locally flexible. Pre-application advice is voluntary, so charges are currently set to avoid acting as a disincentive to those seeking advice.
8	Charges	Film charges	An inflation increase is currently built in to the budget proposals. Work on this issue is ongoing.
9	Charges	Charging for monitoring travel plans	

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10	Charges	Supply of Traffic Survey data	Environmental Information Regulations require us to provide this to the public on request, including commercial organisations. However we can contact government to challenge this provision.
11	Charges	Green Claims	Briefing provided for members of the CAG and to be circulated more widely to Councillors around how to collect robust evidence for reclaiming the cost of damage to the highway and signage.
12	Charges	Charges for utility companies digging up roads/ traffic lights	We currently charge for site supervision of reinstatement of trenches, fixed penalty notices for non-compliance with New Roads and Street Works Act, charges to public utilities for outstaying prescribed/reasonable periods of time. A list of what is and is not chargeable has been produced for members.
13	Charges	Review transport charges (Home to School, Park&Ride, car parking)	A range of budget proposals address these issues, such as Home to School Transport (CEF21 in current MTFP), Supported Transport (15EE14, 14SCS17) + Parking (14EE1, EEP2, EE11, NS1 & 2, 14EE7, 15EE29)

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14	Charges	Reducing discretionary concession levels	Potential links to line above - especially in disaggregating status of community transport and public service operations. A robust line to government around the costs of their policy should be maintained.
15	Charges	Administration fee for bus passes	Currently charge is £10 for a replacement card.
16	Charges	Fees - Countryside Services	Some income in current plans from previous years - EE63
17	Charges	Maximise income from waste through energy production and recycling	15EE23
18	Charges	Waste - review monitoring charges	
19	Charges	Charge nominal fee for use of Household Waste Recycling Centres if necessary to avoid closure	15EE24 (funding to offset a pressure) relates to HWRC savings, CAG supportive of increasing charges for commercial waste but not private individuals.
20	Charges	Stop subsidising shopping, laundry and meals service.	15SCS5
21	Charges	Charging and Fees Efficiencies - Review of current charges including revisiting Fire and Rescue Services Act 2004 Section 13/16 arrangements	15SCS34
22	Charges	Fire advice to commercial organisations	15SCS34
23	Charges	Development of Commercial Training Unit (Income Generation)	15SCS28
24	Charges	Review Trading Standards	15SCS13, 15SCS14 and 15SCS17
25	Charges	Computer charges in Libraries	
26	Charges	Review of Museum charges and associated fees	National legislation on entrance charges makes this difficult, and Oxfordshire is not the relevant authority for the overwhelming majority of Oxfordshire museums.
27	Charges	Increased Registration Charges and activity, including registrar mileage	15CEO6

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28	Charges	Review internal Audit partnership fees	In current plans from previous years - 12CES7
29	Charges	Review Legal fees	
30	Charges	Charges for document copying	There are various charges made across the Council for copying documents but it is not clear whether this is comprehensive.
31	Cost avoidance	Subsidies re bus fares - increase fares	This is a case for lobbying to government. At present an increase in fares would be likely to result in an increased cost to the council as a result of concessionary fares.
32	Cost avoidance	Seek e-mail address for all correspondence	
33	Fines	Fines for illegal signs on street furniture	The cost of policing this may be higher than income generated.
34	Fines	Bus Lanes /red light fines for cyclists	Confirmed that enforcement of these, and any resulting income, would be a matter for the police, not OCC. However if the Government were to commence the provisions of Part 6 of the Traffic Management Act, it would become possible.
35	New service	Additions/options to basic statutory services (laundry, supermarket shopping etc)	The current council position is to withdraw from provision/subsidy rather than build up services to generate income - this would represent a significant policy change which Cabinet may wish to consider.

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36	New service	Chargable bike scheme	Oxonbikes pilot may reveal what is practical but as per London unlikely to make profit without sponsorship - to be explored whether this is part of E+E sponsorship plans.
37	New service	Chargable city-wide wifi scheme	In progress as "Wireless City" but government funded not chargeable - people tend to expect a free service or use mobile data - EU state aid rules also complicating factor.
38	New service	Creating an online tourism hub to boost tourism revenue	Already have website visitoxfordandoxfordshire.com. Not an income proposal unless private sector pays.
39	Property	Better use of buildings - especially to third parties	Would require organisations prepared to pay market (or above cost) rates to generate income when buildings would otherwise be closed - dependent on nature of building.
40	Property	Renting out County Buildings for conferences, examinations, seminars, parties etc	Best use of property is an active workstream within E+E.
41	Property	Better use of museums for events, particularly at night	Museums overwhelmingly outside council control.
42	Property	Café in Central Library	To be discussed with Library Service, recognising potential disruption during Westgate redevelopment.
43	Property	Music facilities can be hired out to music teachers	
44	Property	Fees for people wanting to visit/look round public buildings	CAG consider that this would be unlikely to generate high demand in the case of most buildings, and potentially disrupt work.
45	Property	Solar panels on county hall and other suitable buildings	

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46	Property	Energy/fuel efficiency audit of council buildings and vehicles	Grouped under property
47	Public Contribution	Crowdfunding	Work in progress
48	Support Services	Review Schools services and identify income from Academies	In current plans from previous years - 14EE21
49	Support Services	Local Enterprise Partnership - use of OCC facilities/staff	15EE3
50	Support Services	Increased activity by back office services	Council position is to withdraw from provision/subsidy rather than build up services to generate income - this would represent a significant policy change which Cabinet may wish to consider.
51	Support Services	Research & Intelligence consultancy work	Work takes place with partners, and some limited provision to private sector. However as above current Council position is to withdraw from provision/subsidy rather than build up services to generate income - this is not set in stone but would represent a significant policy change from the ambition to move towards a 'commissioning council'.