

Item 9 - Question Time

To the Depute Leader of the Council

“What progress has the Administration made towards achieving the Council’s income generation targets?”

Response to Mr Lobban

The Council continues to make good progress on achieving its income generation targets and this was reported fully to the Resources Committee on 23 November 2016.

The Council established a post of Commercial Manager in July 2015 to support the generation of income through the management of current assets (e.g. advertising /sponsorship) and to identify new income streams.

The Commercial Manager has also progressed work on reviewing the Council’s charging policy and supporting the wider Council to adopt and embed a more commercial approach. The income generated to date is £722,000 which represents a 1455% return on investment.