
Report To: Finance & Staffing Committee **Date:** 29 July 2024

Contact Officer: Hayley Bell, Deputy Clerk

Subject: Income Generation Initiatives

Report on Income Generation Initiatives for West Swindon Parish Council

1. Introduction

West Swindon Parish Council (WSPC) is committed to enhancing its revenue streams through strategic income generation initiatives. This report outlines potential initiatives including room hire, a review of allotment terms and conditions, roundabout advertising sponsorships, and grant applications.

1.1 Income Generation Initiatives

a. Room Hire

Medium-Sized Room WSPC has a medium-sized room available for hot desking, community meetings, or business gatherings. This facility presents an opportunity for income generation with minimal additional costs during office hours as the building is already staffed.

Proposed Room Rates

- **WSPC Charity Organisations** £10.00 per hour if a charity number is required.
- **WSPC Residents and Businesses:** £12.50 per hour plus VAT
- **Non-WSPC Residents or Businesses:** £15.00 per hour plus VAT

Kitchen Access

- **WSPC Charity Organisations** £3.50 per hour if a charity number is required.
 - **WSPC Residents and Businesses:** £5.00 per hour plus VAT
 - **Non-WSPC Residents or Businesses:** £7.50 per hour plus VAT
- Organisations can provide their own refreshments.

Promotion Strategies

- **Website Marketing:** Create a dedicated page on the WSPC website highlighting the room's features, pictures of room layouts, availability, and online booking form, terms and conditions.
- **Direct Communication:** Send targeted emails and on line promotion to local businesses and community groups.
- **Business Networks:** Promote through local business networks and chambers of commerce to reach potential users.
- **Social Media:** Leverage social media platforms to spread awareness and attract bookings.

b. Allotments Review

Terms and Conditions

To optimise revenue from allotments to ensure they are cost neutral, it is essential to review and update the current terms and conditions. This includes usage guidelines, maintenance responsibilities, and compliance with WSPC regulations.

Pricing Strategy

- **Competitive Analysis:** A market analysis has been completed to ensure WSPC's allotment rates are competitive.
- **Deposit:** Key Deposit £20.00 no increase, implement £100.00 allotment deposit.
- **Allotment Price:** Increase by 10% £35.20 per plot (£32.00 currently)

c. Roundabout Advertising

SBC Sponsorship Opportunities

Swindon Borough Council (SBC) manages roundabouts and lamp post sponsorship within the parish area.

Revenue Potential

- **Cost per Sign:** SBC charges £1,500 per sign for roundabout sponsorship.
- **WSPC Share:** WSPC receives a 50% of the profits less SBC costs
- **Availability:** 90% of roundabouts are currently sold, lamppost banners are all available

Promotion Strategies

- **Targeted Outreach:** SBC engage with local and regional businesses to promote the visibility and traffic benefits of roundabout sponsorship.
- **Marketing Materials:** SBC promote their brochures and flyers outlining the advantages of sponsorship and distribute them through various channels.
- **Online Presence:** Highlight sponsorship opportunities on the WSPC website and social media platforms.
- **Partnerships:** Collaborate with SBC to ensure we are working together to develop income streams.

d. Grant Applications

The Deputy Clerk is actively pursuing grant opportunities to fund community initiatives and enhance services at WSPC. Recent applications include:

- **Tesco Community Grant:** Applied for funding to support a Summer Holiday School Sports Programme.
- **Swindon Lions Contribution:** Applied for funds to support the installation of a community defibrillator.
- **Wiltshire Police** – Funding for a knife amnesty bin
- **Greene King** – Contribution to a community defibrillator

These grant applications aim to secure additional resources to benefit the community and complement WSPC's income generation efforts.

2. Conclusion

Implementing the first stages of income generation initiatives will enhance WSPC's financial sustainability and support its strategic objectives.

By effectively utilising the medium-sized room for hire, reviewing and optimising allotment terms and pricing, and leveraging roundabout advertising with SBC sponsorships, WSPC can increase its revenue streams.

These initiatives will be coupled with targeted promotion, strategic partnerships, and active pursuit of grants, will position WSPC for long-term success and community benefit.

Hayley Bell
Deputy Clerk