

Appendix A – Business Income Generation Activities

No	Activity	Description	Status	Income 2016/17 (TBC)
1	Increase take-up of Council's Trade Waste Service	The Council provides a competitive Trade Waste Service with the main advantages to the business being: No VAT, no lengthy contracts and it's a local service. Whilst this is a relatively successful service, it is felt that further promotion and a refreshed approach to encouraging businesses to use the service, would increase the current income the Council receives from Trade Waste	New Livery signs for trade waste are currently being designed to refresh the service. The existing webpage is being redesigned to include more clear information on pricing and the benefits of the Council's Trade Waste Service. An advert was placed in the Council's latest business newsletter that was emailed to businesses on the Council's Business Directory & distributed at Brentwood Chamber of Commerce Business Breakfast. A leaflet is being designed to promote the service. The existing businesses served are being mapped to identify specific areas that can be visited for face-to-face to promote the service and encourage new business e.g. industrial estates, retail areas.	9,620*
2	Assist recycling service in increasing take-up of Brown Garden Bins	Promotion of the Council's Brown Bins for garden waste has been ongoing for a number of months. Whilst this is not a statutory service, the £41 a year cost of the Brown Bin is designed to make the service cost neutral as we believe it is a helpful service to provide.	Since Recycling increased promotion of the Brown Bin service, there has been an increase in residents taking up the service.	4,100**
3	Pet Memorial	The death of a pet can be a very traumatic and distressing time for	Rochford District Council created a pet memorial area a few years ago in	2,500

		<p>many people. Some pet owners may wish to lay their pets to rest in an area where they can visit and remember them.</p> <p>With this in mind, the Council is considering whether to develop the idea of a Pet Memorial Area in an appropriate park setting where the cremated remains of pets can be interred. The Area can possibly include a memorial feature where plaques commemorating these pets can be placed.</p>	<p>Cherry Orchard Jubilee Country Park. As they have an established service, contact has been made for more details on their service to establish best practice and how successful their service is. Currently awaiting information.</p>	
4	Weddings	<p>The Town Hall has been a Community Venue for Wedding and Civil Partnership ceremonies since 1 April 2016. As of 9.6.16, twenty-six ceremonies have taken place and the venue has been well received by couples. We are now approaching wedding season where the number of ceremonies increase. It is felt that there may be other services in relation to ceremonies that the Council could identify and offer to couples.</p>	<p>A press release of the first couple to hold their ceremony on 1st April was published by local media. The webpage on the Council website promoting the Town Hall as a wedding venue is the main feature on the Council's website. A feedback form has been created that is being distributed to couples following their ceremony to ask if there are any other services the Council could have provided to make their ceremony extra special and if they would have been happy to pay extra for additional services.</p> <p>Research on what extra services are being offered by other new Community Venues across the County.</p>	tbc
5	Services to Private Landlords	<p>We currently have a knowledgeable and capable</p>	<p>Internal discussions held with Interim Head of Housing to explore</p>	2,500

		housing team who have specialist knowledge of private landlord/tenant arrangements. It has been suggested that the Council could potentially offer some advice and services to assist private landlords for competitive fees	this idea. Next step currently being undertaken is research on the market locally on what paid for services are being provided to private landlords and if these are services the Council can provide and if the Council has the existing resources to provide this service.	
6	Tree Management Services	Looking at the options for management of trees owned by Brentwood BC and opportunities to develop this to enhance the service and avoid cost or generate income.	Currently investigating the possible level of service and what resources, equipment, insurance would be required to provide it.	1,280

*provisional indication based average contract is £962 a year and it would be realistic to achieve an additional 10 contracts a year.

**provisional indication based on securing an additional 100 new contracts each year.