

Cabinet (Policy and Resources) Scrutiny Sub Committee

(Microsoft Teams Meeting/ Hybrid Meeting in Council Chamber)

Members Present:

24 January 2023

Chairperson: Councillor P.Rogers

Vice Chairperson: Councillor C.James

Councillors: C.Galsworthy, R.G.Jones, R.Phillips, S.Pursey, A.J.Richards, C.Phillips and C.Clement-Williams

Officers In Attendance H.Jones, C.Griffiths, S.Rees, N.Blackmore, H.Lewis, T.Davies and C.John

Cabinet Invitees: Councillors S.K.Hunt, J.Hurley and A.Llewelyn

1. **Chairs Announcements**

The Chair welcomed the Committee.

2. **Declarations of Interests**

There were none.

3. **Minutes of the Previous Meeting**

The minutes of the previous meeting held on the 4th October 2022 be approved.

4. **Income Generation and Process to Date**

Members received a presentation from Officers with an update on progress of Income Generation. The presentation included background on the role of the Commercial Co-Ordinator and then an explanation of the progress on projects such as, the Bus Shelter Partnership and Roundabout Sponsorship Scheme as well as savings and efficiencies made. Officers highlighted upcoming events and how they would have the potential to generate income, benefit

communities and businesses as well as how sponsorships have helped cover costs for other events. The presentation also covered other projects and opportunities to generate income.

Members queried how the finances generated by the new bus shelters would be spent. Officers clarified that the income would go back to the service area and be included in the Bush Shelter budget.

Members were interested in finding out if opportunities had been explored to advertise on Fabian Way and along the railway line. Officers informed members that enquiries had been made regarding those that own land along Fabian way and the roadside hoardings. It was noted that there were several companies keen on putting digital screens into that area. Officers advised that they would consider advertising along Fabian way through the Planning process. Officers also explained that some trunk routes are not under local authorities and can come under South Wales Trunk Road agency (SUTRA).

Officers highlighted that they had spoken to counterparts in Swansea about the lamppost banners on Fabian way going into Swansea. Swansea had approval from planning to put flag banners on the central reservation going into Swansea. Officers will be looking into the possibility of something similar on Fabian Way within Neath and Port Talbot's boundaries while considering planning implications.

Concerns were raised around the feasibility of advertising on the roundabouts and felt it could be a potential eye sore.

Discussions took place around Income Generation and the potential for utilising statutory services for generating income. It was noted that income generation of statutory services had not been explored, however, they would consider this in future.

Following discussions around the award ceremonies, officers explained the structure of the awards. It was noted that currently the sponsors purchase tables meaning that the award winners and their families were not required to pay to attend the event. This alleviates any money pressures as events of these kind can be costly.

Members explained that the work done in Margam and the Gnoll have been very lucrative, and support has been given to try get more staff in to enable further pro-active work to try to get the advertising revenue in.

Members commended officers on their work within the projects and their efforts within Income Generation during difficult times surrounding the Budget.

Following scrutiny, it was agreed that the presentation is for noting.

5. **Consultation on 2023-24 Budget Proposals**

Members of Scrutiny received the draft budget proposals for 2023/24 allowing scrutiny to feed into the Consultation process.

The Chair of Scrutiny asked scrutiny members to provide any income generation suggestions or saving opportunities for the Budget.

Members raised a question regarding Page 24 of the supplement budget stating that in the provisional settlement of £7.1 million, they noted that £100,000 had been put aside for updating digital services. Members wanted to know if there were any guarantees that if the provisional assessment changes, that the £100,000 will still be protected.

Officers advised that indications from the Welsh Government were that the final settlement will not be lower than the provisional so therefore that should be protected.

Following scrutiny, the report was noted and any comments raised were to be included within the Budget Consultation.

6. **Forward Work Programme 2022/23**

The Forward Work Programme was noted.

7. **Urgent Items**

There were none.

CHAIRPERSON