

<u>Bid 1</u>
<u>Improvement Unit</u>
E-Newspaper £10,000
<p>For some time now West Devon Borough Council have been issuing a regular monthly electronic newsletter, using the services of PRDogs. The e-newspaper is well received in West Devon and provides a way of communicating, particularly with the business community where the e-mail address is known.</p> <p>West Devon also issue a magazine in a similar way to SHDC which is distributed to all households three times a year which serves to inform the public and sustain the Council's reputation.</p> <p>A regular e-bulletin that seeks to reach a wide local business audience has been identified in the SHDC economic development action plan. Its regularity will enable communication on issues where immediacy of response is required. It would have been an ideal vehicle for LGR promotion using the Economic Development database. It would be our intention to build an in-house service rather than externalise but the bid is based on an estimate of the external cost.</p>
Corporate Priorities
Aligns to Accessible Council and Value for Money
Statutory Powers
Duty to Involve Local Government and Public Involvement in Health Act 2007
Risk assessment / Implications of not progressing the bid
We currently do not have a means of regular communication with the wider business community. It is proposed to monitor the impact of the initiative and cease it if not successful.

<u>Bid 2</u>
<u>Executive Proposal – Environment Services</u>
Street Sweeping £46,000
<p>In 2004 the council agreed to reduce the resource used in rural areas for sweeping down from eight mobile crews to four mobile crews.</p> <p>In addition mechanical sweeping was also reduced.</p> <p>It is now evident that although we are meeting the requirements in relation to the Environment Protection Act. There are some areas that are failing. Specifically this tends to be in the rural areas.</p> <p>At present the rural resource is more reactive then proactive in its approach .This is due to the large area that has to be covered.</p> <p>It is considered that adding one additional rural sweeper would not be sufficient to manage the situation.</p> <p>It is therefore suggested that the existing resource of one fulltime mechanical sweeper plus one mechanical sweeper for 13 weeks is increased to two fulltime mechanical sweepers.</p> <p>The second vehicle would be short wheeled based and used in the rural area.</p> <p>The additional cost to the service is estimated to be £46,000 per annum.</p> <p>The estimated one off capital cost of a mechanical sweeper is £116,000</p>

Corporate Priorities

A clean environment

Statutory Powers

EPA 1990

Risk assessment / Implications of not progressing the bid

Council reputation will be affected