

**Basingstoke Canal Income Generation Sub Group  
Evaluation of Income Generation Ideas September 2006**

**Appendix 3**

	Who exploring	Real opportunity? (Y/N)	Comments
<b>Income Generation Projects for Action</b>			
<b>Significant Funding Opportunities - most reliable and viable sources of funding</b>			
European Grant, Regional Development and Heritage Lottery Fund application/s for preservation of locks/historical features, Bank Protection Work, Dredging, and improving recreation facilities. Also redevelopment and improvements to Visitor Centre Facilities	IS/IB/DW	Yes	Ask JT for advice and guidance on using HCC's established protocols, established facilities, European Office and for buying into Ian Smith's time. Contact with Russell Cleaver, Karen Narkiewicz and Jennie Pell. Up to £1 million (£50,000 more usual for ongoing projects) EU Funding up to 10 years
Landfill tax credits	IB/DW	Yes	Limited but further explore possibilities as up to £25,000 and £150,000 possible
Section 106 agreements via planning consents	IB/DW	Yes	Explore with local developers and LA's £50 - £100,000/development, more for UED's
Ask for specific capital contributions from Local Authorities	IB/DW	Yes	Might be pursued through setting up of SLA's, Look at contracting out work e.g. grass cutting
Commercial sponsorship – “corporate social responsibility”; opportunistic; sponsor a lock (like roundabouts sponsorship)	IB/DW/IS	Yes	Need to audit response from local business e.g. SC Johnson (possible up to £5,000)
<b>Canal Property and Estate - these require further development and focus</b>			
Land at Mytchett: Consider opportunities at the Canal centre and its landholding	IB/DW	Yes	Good overall development potential, hire of facilities, camping and partnership with Surrey Wildlife Trust
Building mooring basin – increasing numbers - residential and short term moorings. Other mooring sites along farm land – contracts with landowners	IB/DW	Yes	Potential development with Woking BC for improving canal through centre of Woking and creating a secure mooring basin for up to 40 boats, income potential up to £40,000/annum, also with local enterprise business developers e.g. Potters Enterprises
Water buses	IB/DW	Yes	Possible between St.Johns and Woking?
Minor fibre optic or similar cable installations	IB/DW	Yes	Already earning £52,000/annum, will require upgrading of cable for HD and comms services
Audit recreation use e.g. Canoe Club, Boat Hire Franchises	IB/DW	Yes	Need to negotiate suitable contracts and set at realistic fees
Manage potential allotment site at Ash Lock	IB/HCC	Yes	Considerable opportunity, needs firm negotiation, PUB Franchise?
Sustrans grant/improve towpath	IB/DW	Yes	Re-open negotiation
Charges to developers for water discharge – but don't want to encourage	IB/HCC/SC	Yes	UED's e.g. Project Connaught/MOD, SUDS, need to renegotiate, reservoir/s
Reviewing/increasing all licence fees: to improve licence income from boats. Possible link to District contributions	IB/DW	Yes	Need to negotiate suitable contracts set at realistic fees, current income is £18,000
<b>Events at the Canal Centre - requires further development and focus</b>			
Weddings	IB/DW	Yes	Need to improve Centre facilities
Sell teachers packs – incl. historical boat/museum	IB/DW	Yes	Sponsorship through local business
Education program -school visits and local interest	IB/DW	Yes	Develop partnership with SWT
Campsite-dependent on future use of visitor centre	IB/DW	Yes	Now £14,000+ (if developed to full potential £20,000+)
Themed trips – school holiday camps	IB/DW	Yes	
Children's summer activities - quantify level of bookings	IB/DW	No	Look at franchise possibility
Function room-quantify cost of operating and income	IB/DW	Yes	£8,000 - £9,000
Promote Canal through conference centres as a venue for trip boats	IB/DW	Yes	Explore with LA's, Corporate team building exercise/package, may want to franchise?
Corporate hospitality	IB/DW	Yes	Potential with development of Centre as above
Car boot sales	IB/DW	Yes	Evaluate current set up against running in-house or new franchise. £3,000+
Santa Cruises	IB/DW	Yes	£10,000+
Tea room - just into profit - put out to Tender	IB/DW		£5,000+
<b>Ideas that are not suitable / viable to pursue at this time</b>			
Cyclist licence – policing costs?		No	Impossible to impose and police
Freight – refuse? (Freight facility grant)		No	No real demand, physical impracticalities
Wind farms		No	Geographically not viable
Telecom/mobile phone masts		No	Geographically not viable, public concern and sensitivity issues
Cancel Surrey debt charges and re-invest in Canal		No	Already concluded, RY, SCC will evaluate any further potential
Car parking at Canal centre charges		No	Not viable, free parking at Frimley Lodge (Surrey Heath Council)

**This demonstrates the viable options with complete interrelationships through development of a robust structure of sourced funding in order to realise the true potential of income generated from the canal estate and assets. The sub group recommends this approach.**