### Hammersmith and Fulham presentation
Other ideas listed by H&F for further consideration

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Ideas/opportunities/queries</th>
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| Adult Social Care | - Could a pricing structure be created that would mean that self-funders subsidise those with less ability to pay to reduce costs overall?  
- Should we continue to provide a meals service- does it achieve cost recovery?  
- Should we providing a removals service?  
- Should we be charging for other services that are currently free at the point of access and have we considered the links and implications of Personal Budgets?  
- What do we take into account when financially assessing for home/residential care- how do we interpret FACS and what are the implications for income? |
| Adult Education   | - All fees have been inflated by 5% - why? Need more customer intelligence including take up to inform future strategy and associated pricing points.                                                                                  |
| Housing           | - Do we have a Landlord accreditation scheme?  
- Do we charge Housing Associations/estate agents to publicise via Choice Based Lettings?                                                                                                                                 |
| Play Service      | - Which groups attract a concessionary rate?  
- How do prices compare with the external market and what is our cost recovery level for the service?                                                                                                                   |
| Traded services to schools | - Do we have visibility of the range of services provided to schools under SLA arrangements, who buys back which services, how much income they generate etc?  
- How do we price and do we know whether we cost recover?                                                                                                                   |
| Street trading    | - Should we consider differential rates for different areas of the borough e.g. a higher price for prime sites of footfall?  
- Should we introduce a more comprehensive pricing structure that reflects different trading activities e.g. do we charge shops for trading fruit and veg on the highway? Burger vans? Newspaper stands? |
| Cemeteries        | - Is pricing consistent?  
- Could the Council introduce memorial schemes which have proved very lucrative in other authorities  
- Pet cemetery? Multi faith burial site?                                                                                                                                 |
| Pest control      | - Does the service achieve cost recovery?  
- Could the commercial offer be packaged with other services such as trade waste and offer contracts to ensure guaranteed income?                                                                                       |
| Licensing         | - Does table and chair licensing achieve cost recovery levels?  
- Income seems very low for tables and chairs- have we got the right pricing point?  
- Do we charge for A boards on the highway?                                                                                                                                |
| Highways          | - Do we enforce against unauthorised crossings?  
- Do we charge for street naming and numbering?                                                                                                                                                                           |
| Planning          | - Do we charge for a dedicated officer for large new developments? Croydon have previously done this to provide a single point of contact and to manage the relationship with the developer. |