

APPENDIX 1 – DISCRETIONARY SERVICES ALREADY IN OPERATION

1. Retail sales and merchandise

- 1.1. Commemorative certificates to all birth and marriage customers.
- 1.2. Decorative silver-plated certificate holders to all birth and marriage customers.
- 1.3. A collection of books containing music and verse suggestions for naming ceremonies, renewal of vows ceremonies and funerals.
- 1.4. Milestone cards for new babies.

2. Advertising opportunities

- 2.1. Providing in-house advertising space in the waiting areas and interview rooms.
- 2.2. Allowing paid-for advertising to be placed inside birth certificate folders.

3. Adding value to statutory services

- 3.1. Focussing on promoting private citizenship ceremonies for all new British Citizens by making the offer more attractive and fitting around the customer's requests.
- 3.2. Adding surcharges for weddings on 'peak demand' days, such as the weekends of bank holidays, and around Christmas and New Year.
- 3.3. Charging tiered pricing for weddings in the various offices depending upon their quality.
- 3.4. Offering marriage preparation (rehearsal) appointments for marrying couples.

4. Non-statutory discretionary opportunities

- 4.1. Provision of baby photography sessions advertised to all new birth customers with a 25% profit share of the photographer's takings.
- 4.2. Increasing the customer choice and revenue from licensing new Approved Marriage Venues by appointing an officer to approach potential venues to try to persuade them to become licensed.
- 4.3. Heavily promoting non-statutory ceremonies by making our offer and pricing more competitive and bringing the licensed venues on board to signpost customers towards us.
- 4.4. The provision of champagne VIP suite and Prosecco drinks toasts before and after ceremonies at Southover Grange to add to the customer's all round ceremony experience.
- 4.5. The provision of approved catering arrangements at Southover Grange, enabling receptions to take place there, alongside a profit share of 10% of the caterer's takings.
- 4.6. The provision of an official photographer at Citizenship Ceremonies with a profit share of the photographer's takings.
- 4.7. Offering additional add-on services to our citizenship and nationality services as the only registration service in the region to do so, thus picking up many customers from afar.

5. Work in progress initiatives

- 5.1. Establishing a standalone Ceremonies Website which will provide a platform for advertising from both the wedding venues and also associated suppliers of wedding products and services – this will also enable a two tiered pricing structure for licenses.
- 5.2. Establishing a 'recently married service' whereby customers who have changed their name through marriage can inform all companies at once via us for payment of a convenience fee.
- 5.3. The production and sale of 'save the date' cards with depictions of the Register Offices on for couples to purchase and send out immediately after booking their ceremony.
- 5.4. The production of in-house ceremonies brochure and bereavement guide funded by advertising revenue, aiming to produce a healthy surplus.
- 5.5. The sale of fountain pens immediately after signing the register so that customers can keep the pen they signed the register with as a memento of their special day.

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