

**ENVIRONMENT, CULTURE AND COMMUNITIES OVERVIEW AND SCRUTINY PANEL
21 JUNE 2011**

**COMMERCIAL SPONSORSHIP MEMBER REFERENCE GROUP - UPDATE
Lead Working Group Member**

1 INTRODUCTION

- 1.1 This report sets out the progress achieved to date by the Member Reference Group reviewing the possible merits of the Council entering into a commercial sponsorship scheme and seeks the appointment of a member to fill a vacancy in the Group's membership following the resignation of a former member.

2 SUGGESTED ACTION

That the Environment, Culture and Communities Overview and Scrutiny Panel:

- 2.1 **notes this update report; and**
- 2.2 **appoints a Panel member to fill the vacancy in the membership of the Member Reference Group (the existing members are Councillors Finnie (Lead Member), Brossard, Dudley and Ward).**

3 SUPPORTING INFORMATION

- 3.1 The Member Reference Group was established to provide views and advice to the Director of Environment, Culture and Communities on a prospective procurement of an agency service to attract commercial sponsorship income for Bracknell Forest and has met on three occasions to date. At its first meeting the Group agreed that a commercial sponsorship scheme would be acceptable in principle and that the possibility of introducing a viable scheme be explored. The Group received briefings in respect of the Council's corporate identity standards and the planning and highway policies and constraints applying to signage and other issues relating to sponsorship at its a second meeting. The briefings informed the development of a framework around key policy, infrastructure and other limitations / issues which could apply to commercial sponsorship. A representative of a commercial sponsorship company attended the Group's third meeting to explain the company's terms and approach to commercial sponsorship and to answer members' related questions. On this occasion the Group also received information regarding commercial sponsorship practices and experiences of other local authorities.
- 3.2 The Group will meet again in the near future to discuss a prospective audit of the Borough's assets which could be utilised for commercial sponsorship purposes, and related matters.

Background Papers

None

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