

WORKING GROUP UPDATE REPORT
Working Group Lead Members

1 PURPOSE OF REPORT

- 1.1 This report sets out the progress achieved to date by the working groups of the Panel reviewing highway maintenance and the Site Allocations Development Plan Document and the Member Reference Group exploring the possible merits of the Council entering into a commercial sponsorship scheme.

2 RECOMMENDATION

- 2.1 **That the Panel notes the progress achieved to date by its working groups reviewing highway maintenance and the Site Allocations Development Plan Document and its Member Reference Group considering commercial sponsorship.**

3 REASONS FOR RECOMMENDATION

To update the Panel in respect of progress achieved to date by its Working and Member Reference Groups.

4 ALTERNATIVE OPTIONS CONSIDERED

None.

5 SUPPORTING INFORMATION

Highway Maintenance Working Group

- 5.1 Having met on three occasions during the latter part of 2009, the Highway Maintenance Working Group was discontinued in January 2010 owing to a reduction in Overview and Scrutiny staff resources. However, when other pieces of Overview and Scrutiny review work had subsequently been completed and sufficient resources became available, the Working Group was reconvened in late 2010 to continue the review of highway maintenance. Owing to the 2011 local election and associated membership changes, the Working Group prepared an interim report to capture its work to date and to inform the completion of the review. The interim report has been received by the Executive Member for Planning, Transport and Economic Development, whose response is awaited. The Working Group is now meeting again to complete its review.

Site Allocations Development Plan Document Working Group

- 5.2 A working group of the Panel has been established to consider the Council's Site Allocations Development Plan Document, which identifies a supply of available land

to meet the Borough's future development needs, in order to consider and comment on the next stages of the Document before consideration by the Executive and Council. The Working Group has met on two occasions to date. The first meeting focused on the work undertaken to date and on the planning and technical background to the proposed approach whilst the Working Group considered and commented on the final publication Document at its second meeting. A third meeting is proposed to consider the changes proposed to the Document following the preferred site option consultation and the findings of further technical work.

Commercial Sponsorship Member Reference Group

- 5.3 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.
- 5.4 Having 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. The briefings informed the development of a framework around key policy, infrastructure and other limitations / issues which could apply to commercial sponsorship. The Group also received information regarding commercial sponsorship practices and experiences of other local authorities. A representative of a commercial sponsorship company attended a meeting of the Group to explain the company's terms and approach to commercial sponsorship and to answer Members' related questions. The Group subsequently engaged the company to undertake a basic audit of assets in the Borough which could be utilised for commercial sponsorship purposes, and related matters. Once the audit has been completed, the Group will meet again to consider the findings and determine the possibilities of pursuing a financially viable commercial sponsorship scheme.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

No advice was sought from the Borough Solicitor, the Borough Treasurer or Other Officers or sought in terms of Equalities Impact Assessment or Strategic Risk Management Issues.

7 CONSULTATION

None.

Background Papers

None

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