

**TO: ENVIRONMENT, CULTURE AND COMMUNITIES OVERVIEW AND SCRUTINY
PANEL
24 APRIL 2012**

**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 Public Transport & Concessionary Fares, and the Member Reference Group exploring the possible merits of the Council entering into a commercial sponsorship scheme.

2 RECOMMENDATION(S)

- 2.1 **That the Panel notes the progress achieved to date by its working groups reviewing highway maintenance and Public Transport & Concessionary Fares, and its Member Reference Group considering commercial sponsorship.**

3 REASONS FOR RECOMMENDATION(S)

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

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 None.

5 SUPPORTING INFORMATION

Highway Maintenance Working Group

- 5.1 The Working Group has prepared an interim report of its review of highway maintenance which was adopted by the Panel for sending formally to the relevant Executive Member. The Executive Member's response was received by the Panel at its last meeting. Since preparing the interim report, the Working Group had reformed to complete its review and has also considered the Executive Member's response. Ongoing work will include consideration of the Highway Asset Management Plan.

Public Transport and Concessionary Fares Working Group

- 5.2 The Panel established this working group to consider proposed budget reductions in relation to public transport subsidies and concessionary fare support as part of the 2012/13 budget proposals and to contribute towards the preparation of a bus strategy for the Borough. The Working Group has met on two occasions to date. The first meeting focused on the extent and operation of the public transport and concessionary fares scheme. At its second meeting, the Working Group agreed the scope of its work and considered a report which provided further detail in respect of

the rationale behind the proposed budget reductions to public transport and concessionary fares and suggested two alternative potential packages of cuts to achieve the proposed budget reduction.

- 5.3 A further meeting of the Working Group will take place on 24 April 2012 to consider the results of the public transport and concessionary fares consultation exercise and related Equalities Impact Assessment and to consider and comment on the draft Executive report concerning the proposed budget reductions. Further work will focus on progressing the development of the Bus Strategy and include meeting bus operators.

Commercial Sponsorship Member Reference Group

- 5.4 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.
- 5.5 Having agreed that a commercial sponsorship scheme would be acceptable in principle, the Working Group explored the possibility of introducing a viable scheme, having regard to corporate identity standards, commercial sponsorship practices and experiences of other local authorities, planning and highway policies and constraints applying to signage and other issues relating to sponsorship. The Group subsequently engaged a commercial sponsorship company to undertake a basic audit of assets in the Borough which could be utilised for commercial sponsorship purposes, and related matters. The audit is currently being undertaken and once it 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 / EQUALITIES IMPACT ASSESSMENT / STRATEGIC RISK MANAGEMENT ISSUES / CONSULTATION

- 6.1 Not applicable.

Background Papers

The interim report of a review of highway maintenance.

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