

**TO: ENVIRONMENT, CULTURE & COMMUNITIES OVERVIEW & SCRUTINY PANEL  
17 JULY 2012**

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**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 a previous meeting. Since preparing the interim report, the Working Group has 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 when it has been prepared.

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 three 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. Having considered the draft Full Equality Impact Assessment Report and results of the associated consultation at its third meeting, the Working Group supported the concept of options for lower impact budget reductions or not cutting supported bus services. This view was included in the report prior to its submission to the Executive on 12 June 2012 for determination.

- 5.3 A further meeting of the Working Group will take place on 18 July 2012 to consider the Working Group's input to the proposed Bus Strategy for the Borough.

#### 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. Representatives of the company presented the audit report to a meeting of the Working Group and after giving the matter some consideration, Members indicated their support for pursuing an eighteen month commercial sponsorship trial with the company to test the financial viability of a scheme. A decision in respect of whether to engage in a trial will now be taken through the usual Executive process.

## **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.

#### Contact for further information

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