



# QUARTERLY SERVICE REPORT

## CHIEF EXECUTIVE'S OFFICE

Q1 2014-15  
April - June 2014

Portfolio holders:  
Councillor Paul Bettison, Leader of the Council

Assistant Chief Executive:  
Victor Nicholls

## **Contents**

|   |           |
|---|-----------|
| <b>Section 1: Director's Commentary</b>                                   | <b>3</b>  |
| <b>Section 2: Department Indicator Performance</b>                        | <b>6</b>  |
| <b>Section 3: Complaints</b>  | <b>8</b>  |
| <b>Section 4: People</b>  | <b>9</b>  |
| <b>Section 5: Progress Against Medium Term Objectives and Key Actions</b> | <b>10</b> |
| <b>Section 6: Money</b>   | <b>10</b> |
| <b>Section 7: Forward Look</b>  | <b>11</b> |
| <b>Annex A: Progress against Service Plan actions</b>                     | <b>13</b> |

## Section 1: Director's Commentary

Bracknell Regeneration Partnership continue to remodel the town centre highways and direct utilities. This work is an essential stage in preparation for construction of the Northern Retail Quarter West

The final set of notices were served under the town centre CPO; the ability to serve notices ended in June.

One key focus for the team was creation of a brand new outdoor market in High Street. (The market was officially opened on 18 July)

The new Business and Enterprise Service (BES) has hit the ground running and has produced a comprehensive work plan to address the priority areas of retention and engagement with the local business community, promotion and investment, generating enterprise, employment and skills and improvements to infrastructure. Work is progressing on projects such as the Business Contact Programme, a new partnership between the business community and regulators, a critically important survey of infrastructure needs, an inward investment strategy and a refreshed purpose designed web site aimed at business. These will be coming to fruition in the coming months.

In addition, the ESDP has been reinvigorated and refreshed and a new programme of work has been embarked upon supported by two new and augmented sub-groups. The City Deal (hitherto to be branded Elevate Me Bracknell Forest) is progressing well and we have recently recruited a new Business Relationship Co-ordinator to add impetus to this important programme which aims to bring together local providers and businesses in a new way to assist young people (specifically in the age group 16 to 24) find rewarding and fulfilling jobs and careers. The project will be launched in the Autumn of 2014.

October sees Honda Motor of Japan bring their entire European headquarters to Bracknell; this is one of the most significant prestigious inward investments coming into the borough for years and sends a very powerful message out to other world-class businesses that Bracknell Forest is most certainly open for business! The BES is working energetically helping to smooth the way for the company to arrive and the Planning, Transportation and Legal teams have also been playing their part in a highly professional and efficient manner.

The first steps have been taken to raise the profile of business throughout the council so it is not just about the BES having a business focus but the whole organisation. This is the start of a transformational change towards achieving the overarching objective of being one of the most business friendly areas in Europe.

During the first quarter of 2014/15 Thames Valley Police have migrated their crime recording to a new data base which has made the monitoring of crime data by the Council's Community Safety Team (CST) problematical. These problems are slowly being resolved however it has meant that the quantitative crime and anti-social behaviour data for quarter 1 is unavailable at this time. This data should be available for Q2.

In addition there have been two changes to the CST. The CADIS Analyst retired at the end of March and a new post has been recruited. The Community Safety Support Officer, who would have provided back up to the production of the CADIS report, has

also left the council to take up a post with another local authority. This has led to a gap in service in the production of the CADIS report. However the work to reduce anti-social behaviour has continued.

The overall level of crime recorded by the police has continued to fall but there have been rises in the numbers burglary of dwellings. This rise however should be seen in the context of substantial reductions in 2013/14 and Bracknell Forest still records some of the lowest levels in the Thames Valley. There was a rise in burglary dwelling in April 2014. The offenders have been arrested but it may take many months of low numbers to turn the figures back into a reduction.

More work has been done to promote domestic abuse services including the launching of a new website, 'www.ItsNeverOk.co.uk', which is likely to drive up reports of anti-social behaviour. The effect of the summer weather and the World Cup on the number of reports has yet to be established. The current budget should be able to accommodate the expected rise in reports.

The Community Safety Partnership has commissioned a Domestic Homicide Review to examine the circumstances of the death of Aleksandrs Vasiljevs who was the victim of a domestic murder in September 2013

The Bracknell Town Centre CCTV cameras owned by Bracknell Forest Council are now fully serviceable and awaiting the signing of the operating Service Level Agreement.

The Community Safety Plan for 2014/17 has now been approved by the CSP and Full Council.

Mr Anthony Stansfeld, the Thames Valley Police & Crime Commissioner, wrote letters to the Local Police Area Commander and the Leader of Bracknell Forest Council in April praising the work of the police in partnership with Bracknell Forest Council in achieving substantial levels of crime reduction.

Planning continues for the Careers Event on Thursday 9 October 2014 building on the very successful 2013 event.

The 2013/14 annual report of O&S was adopted by Council on 30 April.

The Council's entry, 'Transforming the effectiveness of health scrutiny by applying the lessons of the Francis Report', was shortlisted for this year's 'Good Scrutiny Awards' by the Centre for Public Scrutiny.

The delivery of the work programme for Overview & Scrutiny in 2014-15 is at an early stage, and is on track.

The number of complaints to the Local Government Ombudsman has been higher than usual, though the incidence of complaints being upheld continues to be very low.

Communications and Marketing has been working across the Council to support communications for current major projects - the ongoing works at Twin Bridges – including keeping road users up to date via social media; monitoring media coverage of the town centre regeneration and working with the Regeneration Team and Bracknell Regeneration Partnership to ensure key messages are agreed.

The service has also worked extensively on communications planning for the bus station re-vamp and outdoor market, attended the first Blue Mountain Community Reference Group and has been busy pushing recycling and good cause messages across all communications channels. Communications support for the “Time for a Change” programme at Time Square concluded.

Social media continues to grow and overall proves to be a very popular and supports local communication channels. Melinda Brown was appointed as Head of Communications and Marketing.

## Section 2: Department Indicator Performance

| Ind Ref   | Short Description   | Previous Figure Q4 2013/14 | Current Figure Q1 2014/15 | Current Target | Current Status | Comparison with same period in previous year |
|---|---|----------------------------|---------------------------|----------------|----------------|--|
| <b>Communications and Marketing - Quarterly</b> |   |                            |                           |                |                |  |
| L167  | Number of media enquiries received (Quarterly)  | 75                         | 58                        | N/A            | N/A            |  |
| L168  | Number of news releases issued in the quarter (Quarterly)   | 56                         | 49                        | 50             |                |  |
| L169  | Increase in number of Facebook and Twitter followers (Quarterly)  | 664                        | 581                       | 250            |                |  |
| <b>Community Safety - Quarterly</b>             |   |                            |                           |                |                |  |
| CSP1.01   | Prevent a rise in the number of incidents of burglary dwelling (Quarterly)  | 156                        | 59                        | 41             |                |  |
| CSP2.01   | Reduce the number of repeat incidents of DA committed by the 2012/13 DASC cohort (Quarterly)  | 62.0                       | Unavailable               | 18.0           | Unavailable    | Unavailable                                  |
| CSP2.02   | Reduce the number of Children on Child Protection Plans where DA is a factor and the perpetrator has participated in the DAPS programme (Quarterly) | 20                         | 8                         | 4              |                |  |
| CSP2.11   | Reduce all nuisance anti-social behaviour as recorded by CADIS (Quarterly)  | 3,790                      | 991                       | 916            |                |  |
| CSP7.01   | Reduce the number of reported incidents of theft from motor vehicle (Quarterly)   | 100                        | 69                        | 82             |                |  |
| CSP7.02   | Reduce the number of reported incidents of theft of motor vehicle (Quarterly)   | 28                         | 19                        | 18             |                |  |
| L185  | Reduce all crime (Quarterly)  | 4,859                      | 1,131                     | 1,227          |                |  |
| <b>Overview and Scrutiny - Quarterly</b>        |   |                            |                           |                |                |  |
| L116  | Percentage of high level complaints dealt with in accordance with corporate standards (Quarterly)   | 100%                       | 88%                       | 93%            |                |  |
| L132  | Cumulative number of local government ombudsman complaints requiring a local settlement (Quarterly)   | 0                          | 0                         | 1              |                |  |
| <b>Performance and Partnerships - Quarterly</b> |   |                            |                           |                |                |  |
| L115  | Performance reports produced to corporate timetable (Quarterly)   | 100%                       | 100%                      | 100%           |                |  |

## Traffic Lights

Compares current performance to target

## Comparison with same period in previous year

Identifies direction of travel compared to same point in previous year



On, above or within 5% of target



Performance has improved



Between 5% and 10% of target



Performance sustained



More than 10% from target



Performance has declined

The following are annual indicators that are not being reported this quarter:

| Ind Ref | Short Description  |
|---------|--|
| L170    | Percentage of staff who feel; generally, the council keeps them well informed (Biennial)               |
| L171    | Percentage of respondents who give an overall rating of good or excellent to Town & Country (Annually) |
| L165    | Biennial Member Survey: Percentage of O&S members satisfied with O&S officer support (Biennial)        |

## Section 3: Complaints

### Corporate Complaints received

The number of complaints received in this quarter – 0.

The number of complaints received from quarter 1 to quarter 1 (*year to date*) – as above

| Stage                      | New complaints activity in quarter 1 | Complaints activity year to date | Outcome of total complaints activity year to date     |
|----------------------------|--------------------------------------|----------------------------------|---|
| New Stage 2                | 0                                    | 0                                | 0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing |
| New Stage 3                | 0                                    | 0                                | 0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing |
| New Stage 4                | 0                                    | 0                                | 0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing |
| Local Government Ombudsman | 0                                    | 0                                | 0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing |

### Nature of complaints/ Actions taken/ Lessons learnt:

The Chief Executive's Office received no stages 2-4 or Ombudsman complaints in quarter 1. For other council departments, the Office co-ordinated the action on seven complaints to the Local Government Ombudsman (LGO).



## Section 4: People

### Staffing Levels

|                          | Establishment Posts | Staffing Full Time | Staffing Part Time | Total Posts FTE | Vacant Posts | Vacancy Rate |
|--------------------------|---------------------|--------------------|--------------------|-----------------|--------------|--------------|
| Chief Executive          | 2                   | 2                  | 0                  | 2               | 0            | 0            |
| Chief Executive's Office | 26                  | 23                 | 3                  | 25.01           | 2            | 7.14         |
| <b>Department Totals</b> | <b>28</b>           | <b>25</b>          | <b>3</b>           | <b>26.01</b>    | <b>2</b>     | <b>6.67</b>  |

### Staff Turnover

|                            |               |        |
|----------------------------|---------------|--------|
| For the quarter ending     | 31 March 2014 | 8.00%  |
| For the last four quarters | 31 March 2014 | 18.52% |

Total voluntary turnover for BFC, 2013/14: 12.64%  
 Average UK voluntary turnover 2012: 10.6%  
 Average Public Sector voluntary turnover 2012: 8.1%  
 (Source: XPerHR Staff Turnover Rates and Cost Survey 2013)

### Comments:

### Staff Sickness

| Section                       | Total staff | Number of days sickness | Quarter 1 average per employee | 2014/15 annual average per employee |
|-------------------------------|-------------|-------------------------|--------------------------------|-------------------------------------|
| Chief Executive               | 2           | 0                       | 0                              | 0                                   |
| Chief Executive's Office      | 26          | 111                     | 4.27                           | 18.23                               |
| <b>Department Totals (Q1)</b> | <b>28</b>   | <b>111</b>              | <b>3.96</b>                    |                                     |
| <b>Totals (14/15)</b>         |             |                         |                                | <b>15.84</b>                        |

| Comparator data                     | All employees, average days sickness absence per employee |
|-------------------------------------|---|
| Bracknell Forest Council 13/14      | 5.50 days   |
| All local government employers 2012 | 9.0 days  |
| All South East Employers 2012       | 8.7 days  |





(Source: Chartered Institute of Personnel and Development Absence Management survey 2013)

*N.B. 20 working days or more is classed as Long Term Sick.*


### Comments:

## Section 5: Progress against Medium Term Objectives and Key Actions

Progress has been monitored against the sub-actions, supporting the Key Actions contained in the Chief Executive's Office Service Plan for 2013 – 2014. This contains 33 actions to be completed in support of 4 Medium Term Objectives. Annex A provides detailed information on progress against each of these key actions:

Overall 0 actions were completed at the end of Quarter 1 () , while 32 actions are on schedule () and 1 was causing concern ( and ).

The action that is causing concern is:

| Ref    | Action   |   | Progress  |
|--------|--|---|---|
| 11.2.9 | Develop and implement the Good to Great programme theme of Communications and Cross-Department working |  | The group's membership needs to be revitalised as a number of members of the project team have left the Council. Plans are in place to do this. |

## Section 6: Money

Quarterly financial information relating to the Chief Executive's Office is presented in the Corporate Services Quarterly Service Reports

## Section 7: Forward Look

### Regeneration

- Utilities and diversion works
- Launch of new Bracknell Market
- Implementation of the CPO

### Business and Enterprise

- Implement and deliver key high profile projects from the work plan including the Business Contact programme, Local Business Partnership, progress the infrastructure survey and inward investment strategy.
- Develop essential “back-room” systems and market intelligence building blocks creating firm foundations for the future, including a business database, available property register, and CRM.
- Progress work on the next Strategic Economic Framework and Plan
- Scope and specify a new purpose designed web site for the business community incorporating the new branding.
- Launch Elevate Me Bracknell Forest to assist young people find suitable jobs
- Initiate the Apprenticeships task force
- Actively support and assist key new investors to arrive in the borough such as Honda Motor Europe.

### Overview and Scrutiny

- Progressing the delivery of the 2014/15 work programme for Overview and Scrutiny, principally through supporting the programme of Commission and Panel meetings, and progressing the reviews being carried out by Overview and Scrutiny working groups.
- Continuing to ensure that complaints against the Council at stage 4 and through the Local Government Ombudsman are responded to fairly and promptly.

### Performance and Partnerships

- Embedding the performance framework for 2014-15
- Completing quarter 1 performance updates and reporting
- Reviewing the Partnership’s meeting structure and governance
- Issuing terms and conditions for voluntary sector grants
- Preparing for the Careers Event on 9<sup>th</sup> October 2014
- Induction of the new Performance and Partnerships Officer

### Communications and Marketing










- Bracknell town centre regeneration phase 2
- Preparation for the opening of the new outdoor Bracknell Market in July 2014
- Blue Mountain communications
- Residents parking scheme
- Twin Bridges phase 2
- Town & Country summer 2014
- Time for a Change (internal communications)





### Community Safety





- New member of staff appointed to the post of Crime & ASB Analyst to develop the CADIS system to provide better analysis to the Community Safety Partnership. The new post holder will explore how CADIS data can be paired with crime data to better inform tasking meetings.

- The Community Safety Team will be working with Thames Valley Police to increase the capacity of the ANPR system through the acquisition of a re-deployable ANPR camera.
- Other staff changes will necessitate the employment of two other new members of staff to the Community Safety Team.
- Possible completion of the Domestic Homicide Review for AV.
- The Community Safety Team will be working closely with secondary schools within the Borough to promote the Channel Panel, part of Prevent, the Government programme to prevent radicalisation of young and other vulnerable people.








## Annex A: Progress on Key Actions

| MTO 1: Re-generate Bracknell Town Centre  |            |       |   |   |
|---|------------|-------|---|---|
| Sub-Action  | Due Date   | Owner | Status  | Comments  |
| <b>1.2 Regenerate Charles Square</b>  |            |       |   |   |
| 1.2.1 Implement the Compulsory Purchase Order   | 31/03/2015 | CXO   |    | All notices served. CPO expired in June.  |
| <b>1.3 Deliver the framework which enables regeneration of Bracknell Town Centre.</b>   |            |       |   |   |
| 1.3.1 Produce and implement a strategy for Market Square and the existing market  | 31/03/2015 | CXO   |    | New Market launched   |
| 1.3.3 Work with BRP to monitor and implement demolition and construction programme for town centre regeneration   | 31/03/2015 | CXO   |    | Ongoing.  |
| <b>1.4 Attract new retailers and leisure operators to underpin the regeneration of the Broadway based northern retail quarter and the creation of an '18 hour' economy.</b> |            |       |   |   |
| 1.4.1 Co-ordinate the work of the Town Centre Partnership   | 31/03/2015 | CXO   |  | Ongoing.  |
| 1.4.2 Provide support to development partners and other occupiers where required to attract new retailers to the regenerated town centre                                    | 31/03/2015 | CXO   |  | Ongoing.  |
| 1.4.3 Work with BRP to agree a strategic brief for the Northern Retail Quarter East   | 31/03/2015 | CXO   |  | Ongoing.  |
| <b>1.6 Maintain pressure on landowners to rebuild or refurbish unattractive buildings in the town centre</b>  |            |       |   |   |
| 1.6.1 Maintain pressure on landowners to rebuild or refurbish unattractive buildings in the town centre   | 31/03/2015 | CXO   |  | Winchester House due to be demolished in Autumn 2014. Enid Wood house currently being modernised. Completion due early 2015. Planning permission granted for Eagle House redevelopment. |
| <b>1.7 Promote residential development in the town centre, where viable, to take pressure off of our countryside to deliver housing.</b>                                    |            |       |   |   |
| 1.7.1 Coordinate proposals for residential development in Bracknell Town Centre including at Stanley Walk/Jubilee Gardens   | 31/03/2015 | CXO   |  | Ongoing discussions with stakeholders.  |
| <b>1.8 Deliver high quality public realm and public spaces.</b>   |            |       |   |   |
| 1.8.4 Co-ordinate future public realm and town  | 31/03/2015 | CXO   |  | Ongoing.  |









|  |                 |              |   |   |
|--|-----------------|--------------|---|---|
| centre management  |                 |              |   |   |
| <b>1.9 Implement an Accommodation Strategy to rationalise the number of buildings used by the Council.</b>   |                 |              |   |   |
| 1.9.13 Implement flexible and mobile working principles across all town centre offices   | 31/03/2015      | CXO          |    | Ongoing.  |
| <b>MTO 8: Work with the police and other partners to ensure Bracknell Forest remains a safe place</b>  |                 |              |   |   |
| <b>Sub-Action</b>  | <b>Due Date</b> | <b>Owner</b> | <b>Status</b>   | <b>Comments</b>   |
| <b>8.1 Continue to seek to reduce overall crime levels, focusing particularly on burglary, domestic abuse, Internet related crime, non-rape sexual offences, personal robbery, vehicle crime, violent crime and anti-social behaviour.</b> |                 |              |   |   |
| 8.1.1 Implement the Community Safety Plan priorities, to tackle burglary, domestic abuse, internet related crime, non-rape sexual offences, personal robbery, vehicle crime, violent crime and anti-social behaviour                       | 31/03/2015      | CXO          |    | At the end of Q1 data from Thames Valley Police shows a 10% fall in all recorded crime in Bracknell Forest. This includes reductions in personal robbery, vehicle crime and violent crime. There has been a rise in the number of burglaries following substantial reductions in 2013-14. All ASB as recorded by CADIS has fallen in Q1 by 2% but there have been rises in the numbers of Nuisance and Personal ASB reports |
| 8.1.2 Continue to seek to reduce overall levels through targeted action with prolific offenders  | 31/03/2015      | CXO          |  | The BFC Community Safety team includes a member of staff who works with prolific offenders to reduce their offending and subsequent harm to the community. This work has made a major contribution to the 10% reduction in overall crime in Q1. The offender manager also works with perpetrators of domestic abuse and some referrals under the Prevent / Channel Process  |
| 8.1.3 Work with partners to ensure crime and disorder is considered as part of the town centre regeneration plans  | 31/03/2015      | CXO          |  | The Community Safety Manager is a regular member of the Regeneration Operations Group to ensure that Bracknell town centre regeneration is fully cognisant of the impact on crime and ASB. Recent contributions have been through the introduction of a CCTV system shared with BRP and the safety of walkways.   |

| <b>8.2 Reduce the incidence of anti-social behaviour.</b>  |                 |              |   |  |
|--|-----------------|--------------|---|--|
| 8.2.1 Implement a co-ordinated programme of action to address anti-social behaviour  | 31/03/2015      | CXO          |    | The CSP Anti-social Behaviour Working Group meets monthly to consider all ASB issues which merit a partnership approach. Most of these cases are currently neighbour disputes. Repeat cases and cases with vulnerable victims take priority. The Community Safety Team within BFC work in close partnership with the TVP ASB officer.                                      |
| <b>8.3 Press for more visible policing.</b>  |                 |              |   |  |
| 8.3.1 Work through the Joint Tasking process with the Police to ensure visible policing in the borough   | 31/03/2015      | CXO          |    | Safety Manager is a regular attendee at the police Daily Management Meetings and the monthly Joint Tasking meeting to make recommendations where appropriate. The CSM also has regular meetings with the Local Police Area Commander and his deputy. A presentation was given on the 26 June 2014 to all neighbourhood officers regarding closer working with the Council. |
| <b>8.4 Work with the police and crime commissioner to maximise the benefits to residents of the borough.</b>   |                 |              |   |  |
| 8.4.1 Work with a newly elected police and crime commissioner to maximise the benefits to residents of the borough, in particular by ensuring timely communication with the new commissioner | 31/03/2015      | CXO          |  | The Community Safety Manager attends regular meetings held by the PCC and his staff. Twice a year finance reports are submitted to the PCC and quarterly performance reports are also submitted. The PCC aims to attend at least one CSP meeting a year and his staff aim to attend 4 CSP Executive meetings a year.   |
| <b>MTO 9: Sustain the economic prosperity of the Borough</b>   |                 |              |   |  |
| <b>Sub-Action</b>  | <b>Due Date</b> | <b>Owner</b> | <b>Status</b>   | <b>Comments</b>  |
| <b>9.1 Contribute to the work of the Thames Valley Berkshire Local Enterprise Partnership, including the promotion of inward investment and support for existing firms</b>                   |                 |              |   |  |
| 9.1.1 Promote superfast broadband through the implementation of the Berkshire Broadband plan   | 31/03/2015      | CXO          |  | This project is progressing well, the match funding from BDUK has come through and when the programme is complete more than 96% of the borough will benefit from superfast broadband.  |

**9.2 support the work of the Economic and Skills Partnership to sustain the local economy, in particular by co-ordinating the implementation of the Bracknell Forest Local Economic Development Strategy.**

|   |            |     |   |  |
|---|------------|-----|---|--|
| 9.2.1 Sustain the borough's economic prosperity through co-ordination of the Bracknell Forest Economic and Skills Development Partnership                   | 31/03/2015 | CXO |    | The ESDP is continuing its work with its various sub-groups (infrastructure, employment and skills, promotion and community). At the last meeting 8th July 2014 the work of the LEP SEP was discussed and the BES work plan was presented for debate and this will form the basis for the next Strategic Economic Framework.                   |
| 9.2.13 Co-ordinate the Bracknell Forest Careers Event   | 31/03/2015 | CXO |    | On track   |
| 9.2.14 Implement the 'hub and spoke' proposals in the City Deal project plan, working with other Berkshire authorities and the Local Enterprise Partnership | 31/03/2015 | CXO |    | The City Deal (Elevate Me - Bracknell Forest) is progressing well, a Business Relationship Co-ordinator has been recruited, the IAG hub will be operational in the town centre manned by multi-agencies and the EMBF web site will be operational to help NEETs find worthwhile jobs and career opportunities.                                 |
| 9.2.15 Work with the Thames Valley Berkshire Local Enterprise Partnership, in particular to deliver the Strategic Economic Plan implementation plan         | 31/03/2015 | CXO |  | Actively working with TVB LEP and other authorities in Berkshire to deliver the SEP. Currently focussing upon the four strands of the SEP, in particular the International strand dealing with Inward Investment and Trade.  |
| 9.2.2 Promote economic prosperity through the establishment of a dedicated resource to support business and enterprise                                      | 31/03/2015 | CXO |  | Ongoing.   |
| 9.2.3 Promote inward investment through the implementation of an inward investment strategy   | 31/03/2015 | CXO |  | The Inward Investment strategy is part of the BES work plan and work on this part of the plan will continue into the Autumn. As part of this work liaison with BEDOG and establishing new links with UKTI and TVCC to gain access to the inward investment pipeline and virtual business teams linking in with our Business Contact programme. |
| 9.2.4 Review the Local Economic Strategy  | 31/03/2015 | CXO |  | The review will be undertaken as part of the BES work plan and continuing work with the ESDP. A workshop is planned for the Autumn to brainstorm and scope the key dimensions.   |



|   |                 |              |   |   |
|---|-----------------|--------------|---|---|
| 9.2.5 Support small and medium sized enterprises through the provision of advice and guidance   | 31/03/2015      | CXO          |    | Advice and guidance to SMEs is included as part of the BES work plan.   |
| 9.2.6 Develop a programme of engaging with local businesses and eliminating barriers to success   | 31/03/2015      | CXO          |    | The BES is currently developing a fully functional Business Contact Programme with account management linking to a CRM database as part of the forthcoming Business Information and Intelligence System, involving the top twenty managers in the organisation linking to an initial portfolio of three companies each. |
| 9.2.7 Promote commercial links to China, and other emerging economies, in particular through the implementation of a programme of engagement and events | 31/03/2015      | CXO          |    | Currently exploring the development of an incubator for Chinese companies looking to experience doing business in the UK.   |
| 9.2.8 Promote Bracknell Forest as a premier business location through the development of a new brand identity   | 31/03/2015      | CXO          |    | Work is progressing - the brand identity has been developed and will be rolled out as part of the Inward Investment Strategy and the new ESDP "Promotion" sub group.  |
| <b>MTO 11: Work with our communities and partners to be efficient, open, transparent and easy to access and to deliver value for money</b>              |                 |              |   |   |
| <b>Sub-Action</b>   | <b>Due Date</b> | <b>Owner</b> | <b>Status</b>   | <b>Comments</b>   |
| <b>11.2 ensure staff and elected members have the opportunities to acquire the skills and knowledge they need.</b>                                      |                 |              |   |   |
| 11.2.9 Develop and implement the Good to Great programme theme of Communications and Cross-Department working   | 31/03/2015      | CXO          |  | The group's membership needs to be revitalised as a number of members of the project team have left the Council. Plans are in place to do this.   |
| <b>11.7 work with partners and engage with local communities in shaping services.</b>   |                 |              |   |   |
| 11.7.7 Continue to support the voluntary sector through the provision of core grants, to develop it's capacity  | 31/03/2015      | CXO          |  | Core grants awarded for 2014-15 and Q1 monitoring meetings booked.  |
| 11.7.8 Lead the review and work with partners to update the Sustainable Community Strategy  | 31/03/2015      | CXO          |  | Good progress, to be completed in Q2.   |
| <b>11.8 implement a programme of economies to reduce expenditure</b>  |                 |              |   |   |
| 11.8.13 Implement the Facilities Category Management Strategy   | 31/03/2015      | CXO          |  |   |

|   |            |     |   |          |
|---|------------|-----|---|----------|
| 11.8.5 Develop proposals to help the Council produce a balanced budget in 2015/16 | 31/03/2015 | CXO |  | Ongoing. |
|---|------------|-----|---|----------|