



CASE STUDY : Bracknell Forest Council

At a glance

- Charter Commitment - October 2004
- Charter Awarded - April 2006
- Charter reassessed – September 2009
- Cross-party member steering group led the process
- Action plan in place based on Charter Plus gap analysis
- Member development strategy agreed by all members of the Council
- Key initiatives implemented including 360° Feedback pilot, a new induction process, regular events to promote democracy and the role of councillor, development of councillor role profiles and the continued use of personal development plans
- Learning and development plan and activities regularly monitored and evaluated by members and senior officers
- Charter Plus awarded – February 2011

Benefits for Councillors:



“The Charter Process has enabled us to build on our strong tradition of providing Members with appropriate learning and development opportunities”

Ann Moore
Head of Democratic and
Registration Services

- Developing a varied and challenging four year learning and development programme allows Members to develop at their own pace and to access a variety of learning styles.
- The continued practice of personal development plans means that all members have an opportunity to identify their own learning needs and styles with officer support, and also to influence the choice of development opportunities and the way they are delivered.
- The bi-annual members’ survey also evaluates the support provided to members to ensure that it responds to the changing needs of the role.
- Following the elections in May 2007 a full evaluation of the new induction

(Charter lead officer)

programme was carried out. In preparation for elections in May 2011, strongly led by the Member Steering Group, this feedback is informing the revised induction programme which aims to support our new members in understanding how the Council works and their role in the democratic process.

Benefits for the Council

- Commitment to the Charter has helped us to strengthen and improve our arrangements for member development and training with the aid of additional advice and robust external assessment.
- We are now better able to design and deliver a programme that enables members to contribute effectively to delivering the Council's ambitious plans for the community.
- Charter Plus status is a demonstration of the effective use of resources and building capacity within the council.
- Councillors are equipped with the right skills to respond effectively to increasingly challenging situations.



“Our commitment to the Charter means that we are developing elected members who are well placed to deliver our objectives and to improve services to the community, with a good understanding of changing needs and priorities and the ability to respond to our diverse communities.”

Timothy Wheadon
Chief Executive

Benefits for Communities



“At a time when the pace of change in local government seems unrelenting it is important that elected members are given the best possible support within the resources at their disposal to enable them to be effective champions for the community.”

- Supporting this initiative represents a sound public investment in raising the standard of our member development arrangements
- Charter status supports us in continuing to develop a culture that promotes work life balance and encourages wider community engagement in the democratic process.
- The commitment and drive of the Member Steering Group to continuously improve member learning and development and to determine development priorities is impressive and the Council

**Paul Bettison
Council Leader**

welcomes the opportunities
Charter Plus status gives to
contribute directly to raising
standards in other authorities.

Who can I contact?

If you want to talk about the challenges and benefits of the Charter programme, please get in touch with us:

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