

Appendix A - Policy Committee Long List

Recommendations

- **24/7 Services:** Could we expand the number of functions this covers? Or look at sharing our out-of-hours services with nearby authorities?
- **Cashless parking:** How could the Council increase the use of pay-by-phone for parking? Under 10% of our car park income is generated via cashless means.
- **Variable rate pricing for parking:** Certain cities in USA (San Francisco, LA) fluctuate parking prices according to demand. [More information](#)
- **Crowd funding:** Promote or signpost projects for crowd funding; a way of raising money, awareness and support for local ideas. [More information](#)
- **Free school meal attainment gap:** To look at best practice elsewhere for maximising the achievement of free school meal pupils. This could investigate incentives to increase the local uptake of the Pupil Premium grant.
- **Joint Ventures, Public Service Mutuals or Trading Companies:** Alternative ways to deliver local services. Could the Royal Borough look at offering more through these types of organisation?
- **Self-build schemes:** How could the Council assist those wishing to build their own homes? This could include a focus on supporting ex-Forces personnel to access housing. [More information](#)
- **Transparency and Data Sharing:** Continue developing our open data and transparency agenda by working with others, e.g. the Southern Policy Centre.
- **Tackling loneliness:** To look at best practice elsewhere for tackling social isolation and loneliness in our communities.

Manifesto

- **Consider further business rate relief to enhance and promote new businesses:** This could look at ways to incentivise pop-up shops in the Royal Borough. [More information](#)
- **Support the rural economy and agriculture by adopting policies that have worked elsewhere:** With a significant amount of Green Belt in the borough and a strong rural community, exploring the way in which local authorities elsewhere in the UK or abroad support the rural economy and agriculture is expected with a view to implementing those that could make a positive difference locally.
- **Reward and recognise teachers for going the extra mile through a local scheme:** This is intended as mitigation to alleviate some of the difficulty in attracting exceptional teaching talent, to help deliver our school improvement ambitions.
- **Support improved mental health services in the Borough:** In line with the national manifesto to improve access and waiting times to people suffering from mental ill-health, the Borough will support national policy development in this area noting that this may not just be for adults, but children and young people.

- **Increase further the range of council services available at libraries:** Now that our libraries are open 7 days a week it seems sensible to offer a broader range of services in them. Multiskilling staff to help residents access more council services at the weekends when it is convenient to them also fits with the transformation agenda to move the council towards its 24/7 ambitions
- **Support "shared space" arrangements to bring life to parts of the town centre:** This could mean a road without kerbs, sharing space with pedestrians, potentially bringing traffic down the High Street, paving across St Ives Road or the lower High Street. Let's explore the potential. Although this is a Maidenhead commitment does not need to be restricted to Maidenhead.
- **Monitor and seek solutions to air quality problems, e.g. planting trees:** Methods to improve air quality in various locations should be brought forward that don't just entail traditional highways oriented solutions concerning traffic management.
- **Keep finding good practice and implementing it:** This should be taking place anyway, but inertia has the wonderful advantage of incumbency. With hundreds of other councils doing the same thing, others will (and are) doing things better. Our goal is to find those examples and implement them. This is central to the terms of reference of the Policy Committee
- **Remove bureaucracy and red tape:** Ways of implementing this: take away unnecessary forms and reduce the size of existing forms. Remove steps in business processes across the Council. Don't insist on checking everything where the risk of not checking is small and the impact is minimal. Avoid unnecessary process. Avoid doing pointless DBS checks. Put the resident first - and don't ask residents to do things that we are ourselves able to do on their behalf. The test should be - how would we ourselves want to be able to achieve the outcome if we were faced with the same situation?
- **Use libraries and other community facilities e.g. Parish offices and children's centres to enable greater access to council functions:** Self-explanatory. Clear proposals should be tabled, with identifiable benefits to residents, across the Borough and with partner organisations such as Parishes.
- **Use benchmarking to compare our services with others:** Whether this is buying in to an existing benchmarking service, or doing our own work, benchmarking should form a basic part of any service analysis. This should not be used to identify how to be as inefficient as others (as in other councils employ more staff), rather, to find out what good looks like by way of performance. Put simply, comparing outputs not inputs - and then finding out how those outputs are achieved.
- **Use best practise from overseas and other local authorities to greatest effect in the Royal Borough:** Re-inventing the wheel is a waste of time and effort. An open minded approach to improving health based on evidence from near and far is requested. This could be as simple as an initiative to send

'birthday card' style reminders to parents of children approaching their immunisations, a scheme which has seen success in London and abroad.

Service Innovation

- **Multi-Agency Working:** Review how we work with other bodies, e.g. the police, NHS, private companies or educational institutions, to improve service delivery.
- **Innovative School Locations:** Opportunities to deliver our education from alternative settings to deliver better educational choice, e.g. empty retail units, factories, offices or rural buildings.
- **Youth Centres/Children's Centres:** Is best use made of these facilities? Should the voluntary sector be even more involved?
- **Cross skilling council workers:** Could this go further than simply cross skilling within the Council? For example link with fire service based in Tinkers lane?

Cutting Red Tape

- **Procurement Policy:** Opening up increased opportunities for local suppliers and third sector organisations to tender for Council contracts.
- **Parish Devolution:** Allow our parishes to assume more control over services.
- **Delegating powers and budgets to ward level.** For example ward level road budgets, park budgets.
- **Enforcement policy:** Ideas to improve our enforcement. For example could residents decide the level of fines in an area?

Innovative Health Models

- **Dementia 2020:** Become the leader for dementia care and support. Look at ways we could assist this project. [More information](#).
- **Blood Donation and Organ Donation:** Look at ways to increase our blood and organ donation rates. Possible link to additional Advantage Card functions.
- **Wealth Depleters:** Residents who enter a care home with their own funding, who then use up their funds and turn to the Council for support. An effective policy needs to be established to mitigate.
- **Public Health and Sport:** To identify ways we can promote the health benefits of an active lifestyle, e.g. is enough public health money given to sports clubs?
- **Telehealth:** Deliver more health services and advice via telecommunications, e.g. a phone or webcam. We need to keep up to date with latest technology.

Environmental Impact

- **Pocket Parks:** Small areas of inviting public space accessible to residents. Can we contribute towards national programme to launch town centre pocket parks?
- **Block-paving Driveways:** These increase the volume of rainwater flowing into the ground rather than drains. Opportunities in flood-prone areas?

- **Variable rate pricing for residual house hold waste (pay as you throw):** E.g. users can choose a container of varying sizes (some programs offer up to five), with the price corresponding to the amount of waste generated
- **Shared Allotments Scheme:** Introduce a shared scheme to manage demand and allow those who only want a small plot to share the work and the crops.
- **Pothole Fixing:** Review how we fix our potholes and look at best practice elsewhere for managing price, quality and speed of repair.
- **Tree Preservation Orders:** Orders to protect trees from deliberate damage or destruction. Review how we issue or rescind our TPOs?
- **Tree Wardens:** Community wardens to assist Arboricultural Officers to protect and promote our trees. Can we be smarter in our deployment to problem wards?
- **Promote Flooding Online:** Develop a clear and dedicated section on our new website to provide residents with relevant information on flooding matters.
- **School Food Waste:** Increase collection and/or focus on reducing food waste.
- **Innovative Traffic Congestion Options:** Innovative solutions for managing traffic concerns, e.g. calming measures, flyovers, one-way systems, charging.
- **Taxibuses:** A demand responsive transport service that can be booked by residents in advance. Could we introduce in areas with limited bus services?

Financial

- **BIDs and other forms of business-led collaboration on high streets:** Business improvement districts where local businesses pay a levy to fund service improvements within district boundaries. Could we facilitate discussion between businesses to form a local BID?

Legislative Change

- **Berkshire Devolution:** Campaign with the other authorities to gain more powers from central government.
- **Micro-Governance:** Abolish inter - council boundaries and allow wards to have total control with collaboration if needed.
- **Binding Local Referendums:** Certain issues could be decided by referendum or residents could petition for referendums on issues.
- **Council running other services:** For example Fire Service or Police Service
- **Local Government Funding:** Could Local Government be funded differently? In Germany majority of local business tax revenue is kept by municipalities. In the United States, states can set their own sales tax, fuel tax, income tax, corporation tax, property tax and cigarette tax to name but a few examples.