

**COMMENTS FROM THE OVERVIEW AND SCRUTINY PANEL (ECONOMIC WELL-BEING) MEETING ON
9TH JULY 2015****AGENDA ITEM:****3. HUNTINGDONSHIRE MARKETING STRATEGY**

The Overview and Scrutiny Panel (Economic Well-Being) considered a report by the Economic Development Manager on the Marketing Strategy and Branding for Huntingdonshire. The Panel were informed that the Strategy document is for the team to work from, rather than external facing marketing material and is a follow-up to the overarching report that was presented in June 2015.

The Panel queried timescales for the Marketing Strategy implementation, and were informed that the external work will start immediately following approval from the Cabinet.

Members noted the report and recommended it to the Cabinet for approval, with the following additional recommendations:

- Progress on the implementation of the Marketing Strategy to be reported to the Overview and Scrutiny Panel (Economic Well-Being Panel) at six monthly intervals.
- An annual report on the impact of the Marketing work programme to be presented to the Overview and Scrutiny Panel (Economic Well-Being).

5. SHARED SERVICES OVERVIEW (LEGAL AND ICT)

The Overview and Scrutiny Panel (Economic Well-Being) considered a report presented by the Corporate Director for Services. The primary subjects for discussions were as follows:

- Lead Authority Model
- Head of Shared service position
- Robust governance; joint committee
- Business plan
- Intelligent Client function
- Identity for Shared Services (branding etc.)
- Sovereignty guarantee

Members raised questions regarding the effects of Shared Services on Councillors; the Panel were informed that Shared Services will lead to a more robust service, and that these improvements will create extra resilience for HDC, SCDC and CCC.

In terms of Scrutiny, there may be instances where joint Scrutiny Panels may be appropriate with each Council reporting their findings from the Shared Service implementation.

It was agreed that strong communication channels between Officers and Members need to be developed and upheld to maintain clarity and understanding of the areas for improvement within each separate Council.

The Panel provided positive feedback on the work achieved so far, and recommended that the reports should be approved by the Cabinet.

6. BUDGET MONITORING 2015/16 (REVENUE AND CAPITAL)

The Overview and Scrutiny Panel (Economic Well-Being) considered a report on 9 July 2015 by the Accountancy Manager on the Budget Monitoring 2015/16 (Revenue and Capital) report. The report's key points concentrated on:

- Revenue Forecast Outturn
- Capital Forecast Outturn
- General Fund Reserve
- New Homes Bonus

Feedback on the report was positive, with discussion focusing on the progress made since the previous report that was noted by the Panel in 2015.

Members recommended that the report be approved by the Cabinet.