

AGENDA FOR THE EXECUTIVE

Date: Monday, 5 December 2016

Time: 6.00 pm

Venue: Collingwood Room - Civic Offices

Executive Members:

Councillor S D T Woodward, Policy and Resources (Executive Leader)

Councillor T M Cartwright, MBE, Public Protection (Deputy Executive Leader)

Councillor Miss S M Bell, Leisure and Community

Councillor K D Evans, Planning and Development

Councillor Miss T G Harper, Streetscene

Councillor Mrs K Mandry, Health and Housing

1. Apologies for Absence

2. Minutes (Pages 5 - 8)

To confirm as a correct record the minutes of the meeting of Executive held on 07 November 2016.

3. Executive Leader's Announcements

4. Declarations of Interest

To receive any declarations of interest from members in accordance with Standing Orders and the Council's Code of Conduct.

5. Petitions

6. Deputations

To receive any deputations, of which notice has been lodged.

7. Minutes / References from Other Committees

To receive any reference from the committees or panels held.

Matters for Decision in Public

Note: Where an urgent item of business is raised in accordance with Part 3 of the Constitution, it will be considered with the relevant service decisions as appropriate.

8. Streetscene

Non-Key Decision

(1) Grounds Maintenance Agency Agreement (Pages 9 - 14)

A report by the Director of Operations.

9. Public Protection

Key Decision

(1) Traffic Management (Pages 15 - 24)

A report by the Director of Operations.

10. Policy and Resources

Non-Key Decision

(1) Fareham Town Centre Post Office Proposed Relocation: Response to Consultation (Pages 25 - 36)

A report by the Director of Planning and Regulation.

11. Policy and Resources

Key Decision

(1) Acquisition of Commercial Property at Daedalus (Pages 37 - 46)

A report by the Director of Policy and Resources.

Non-Key Decision

(2) Fareham Today Review (Pages 47 - 56)

A report by the Director of Policy and Resources.

(3) Fareham Residents who lost their lives in Air Raids

A report by the Director of Policy and Resources: item deferred.

(4) Daedalus Anniversary Events (Pages 57 - 64)

A report by the Director of Policy and Resources.

12. Exclusion of Public and Press

To consider whether it is in the public interest to exclude the public and representatives of the Press from the remainder of the meeting on the grounds that the matters to be dealt with involve the likely disclosure of exempt information, as defined in Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

Exempt Matters for Decision

Note: Where urgent items of business are raised in accordance with Part 3 of the Constitution, they will be considered with the relevant service decisions as appropriate.

Key Decision

(1) Town Centre Development Opportunity (Pages 65 - 96)

A report by the Director of Policy and Resources.

P GRIMWOOD
Chief Executive Officer

www.fareham.gov.uk

25 November 2016

**For further information please contact:
Democratic Services, Civic Offices, Fareham, PO16 7AZ
Tel: 01329 236100
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FAREHAM

BOROUGH COUNCIL

Minutes of the Executive

(to be confirmed at the next meeting)

Date: Monday, 7 November 2016

Venue: Collingwood Room - Civic Offices

Present:

S D T Woodward, Policy and Resources (Executive Leader)
T M Cartwright, MBE, Public Protection (Deputy Executive Leader)
Miss S M Bell, Leisure and Community
K D Evans, Planning and Development
Miss T G Harper, Streetscene
Mrs K Mandry, Health and Housing

Also in attendance:

B Bayford, Chairman of Health and Housing Policy Development and Review Panel
Mrs S M Bayford, Chairman of Scrutiny Board
M J Ford, JP, Chairman of Public Protection Policy Development and Review Panel
A Mandry, Chairman of Planning and Development Policy Development and Review Panel
Mrs M Brady, for Item 9(2)
S Cunningham, for Item 8(1)
P J Davies, for Items 8(1) and 9(2)
Mrs K K Trott, for Items 8(1) and 9(1)



1. APOLOGIES FOR ABSENCE

There were no apologies given for this meeting.

2. MINUTES

RESOLVED that the minutes of the Executive held on the 10 October 2016 be confirmed and signed as a correct record.

3. EXECUTIVE LEADER'S ANNOUNCEMENTS

There were no announcements made by the Executive Leader at this meeting.

4. DECLARATIONS OF INTEREST

There were no Declarations of Interest made at this meeting.

5. PETITIONS

There were no Petitions submitted at this meeting.

6. DEPUTATIONS

Deputations were received from Suzanne Freeman representing First Port at Homefayre House, and from PC Darren Graham of Hampshire Constabulary, both for item 8(1) – Public Spaces Protection Order.

7. MINUTES / REFERENCES FROM OTHER COMMITTEES

There were no references from other committees presented at this meeting.

8. PUBLIC PROTECTION

(1) Public Spaces Protection Order

Deputations on this item was received from Suzanne Freeman representing First Port at Homefayre House and PC Darren Graham of Hampshire Constabulary.

At the invitation of the Executive Leader, Councillors P J Davies, Mrs K K Trott and S Cunningham addressed the Executive on this item.

RESOLVED that the Executive agrees to implement a Public Spaces Protection Order under section 59 of the Anti-Social Behaviour, Crime and Policing Act 2014.

9. POLICY AND RESOURCES

(1) Vanguard Progress

At the invitation of the Executive Leader, Councillor Mrs K K Trott addressed the Executive on this item.

RESOLVED that the Executive agrees:

- (a) to waive Contract Procedure Rules in order to extend the existing contract with the Vanguard Consultancy; and
- (b) to fund the extension of the existing contract from the spending reserve surplus to be replenished by subsequent savings from further interventions.

(2) Development of sites at 96 Highlands Road and 2 Fareham Park Road

At the invitation of the Executive Leader, Councillors P J Davies and Mrs M Brady addressed the Executive on this item.

RESOLVED that the Executive:

- (a) agrees in principle with the development of the site of the former Hampshire Rose Public House and No 2 Fareham Park Road for affordable housing;
- (b) approves a capital budget of up to £2,850,000 for the implementation of the development; and
- (c) agrees, in principle, that Aspect Building Communities Ltd should be the preferred method of delivery for the site.

(3) Finance Monitoring Report 2016/17

RESOLVED that the Executive notes the Revenue and Capital Budget Monitoring Report.

(4) Treasury Management Monitoring Report 2016/17

RESOLVED that the Executive notes the Treasury Management Monitoring Report for 2016/17.

(The meeting started at 6.00 pm
and ended at 7.09 pm).

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 December 2016

Portfolio:	Streetscene
Subject:	Grounds Maintenance Agency Agreement
Report of:	Director of Operations
Strategy/Policy:	Safe and Healthy Place to Live and Work
Corporate Objective:	Protecting and Enhancing Our Environment

Purpose:

To seek approval for an increase in the Grounds Maintenance Service annual revenue budget in order to maintain the Council's current standards of publicly owned soft landscaped areas across the Borough.

Executive summary:

A Highway grass, shrub and hedge maintenance agency agreement between Fareham Borough Council and Hampshire County Council has been in operation since 2004.

The agreement has allowed Fareham Borough Council to maintain a uniform standard of maintenance to soft landscaped areas across the Borough's publicly adopted open space areas, irrespective of authority ownership.

Under the current agreement a range of formulae are used to calculate the fees paid to Fareham Borough Council for grounds maintenance work based on the costs incurred by the Council in undertaking the maintenance of the adopted highway areas.

In the financial year 2016-17, the revenue funding received by Fareham Borough Council from the County for undertaking this agency work is £164,500. The cost to Fareham Borough Council for actually undertaking the work is £263,500 and therefore, the shortfall of £99,000 is made up by Fareham Borough Council to ensure an acceptable standard of maintenance is carried out to the Highway grass areas.

As part of a wide ranging efficiency plan, the existing agency agreement was terminated with 12 months' notice given by Hampshire County Council in March 2016 with a view to agreeing new arrangements for the 2017/18 financial year.

There is an option for Fareham to hand back the maintenance of the Borough's Highway areas to the County Council so that it can be included in the new

contractual arrangements. However, the specification is considerably reduced from the current standard provided by Fareham Borough Council's Grounds Maintenance team and it is anticipated that the majority of residents would not support this proposal that would result in a significant deterioration in the aesthetic appearance of the Borough.

The Council has an option to retain the existing work arrangements. However, Hampshire County Council is proposing to reduce the amount of funding for any new agency agreement with Fareham Borough Council by approximately 9%. This proposal will reduce the County Council funding to an anticipated £150,000 per annum.

In addition to the reduced income, the new agreement is likely to impose additional demands on the Council to cover the cost of operational items such as traffic management and introduce the possibility of night time working for motorway junction operations. The cost of these additional demands is estimated to be approximately £5,000 per annum.

In order to continue the agency agreement in its current form, Fareham Borough Council would need to increase the current subsidy of £99,000 to £119,000. An increase of approximately £20,000 per annum.

Recommendation/Recommended Option:

That the Executive approves the increase in annual revenue budget required to allow grounds maintenance standards to be maintained at the current level across the Borough.

Reason:

To continue to meet the Council's vision of Fareham being a prosperous, safe and attractive place to be and to deliver a good quality, value for money local service for the residents and visitors of Fareham.

Cost of proposals:

An increase of £20,000 is required for Streetscene's Grounds Maintenance annual revenue budget.

Appendices: **None**

Background papers: **None**

Reference papers:

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	05 December 2016
Subject:	Grounds Maintenance Agency Agreement
Briefing by:	Director of Streetscene
Portfolio:	Streetscene

INTRODUCTION

1. A Highway grass, shrub and hedge maintenance agency agreement between Fareham Borough Council and Hampshire County Council has been in operation since 2004.
2. The agreement has allowed Fareham Borough Council to maintain a uniform standard of maintenance to soft landscaped areas across the Borough's publicly adopted open space areas irrespective of authority ownership.

CURRENT ARRANGEMENTS

3. The agency agreement covers the maintenance of the following Highway features:
 - 76,500 square metres of rural grass, cut on 2 occasions per annum.
 - 742,128 square metres of urban grass verge, cut up to 16 occasions per annum.
 - 12,178 linear metres of hedgerow, cut on 2 occasions per annum.
 - 35,485 square metres of shrub borders, visited on 2 occasions per annum.
 - A monthly visit to the Portchester Home Zone shrub borders.
4. The hedge cutting and rural grass elements are currently outsourced to The Landscape Group as part of the Council's Hedge and Sports Ground Maintenance Contract.
5. Under the current agreement a range of formulae are used to calculate the fees paid to Fareham Borough Council for this work based on the costs incurred by the Council in undertaking the maintenance of the adopted Highway areas.
6. The arrangements allow for the Council to be reimbursed for 100% of the costs to maintain the rural grass, hedge cutting and the Portchester Home Zone elements. However, the urban grass cutting contribution covers approximately 55% of the cost of the operation.

7. The revenue funding received from the County Council for the above works in the 2016-17 financial year is £164,500. The cost to Fareham Borough Council for undertaking the work is £263,500 and the shortfall of £99,000 is made up by Fareham Borough Council to ensure an acceptable standard of maintenance is carried out to the Highway grass areas.
8. In addition to the works allocation of £164,500, the County Council also contribute £8,000 in fees towards the administration and management of the agency works.

PROPOSED CHANGES BY HAMPSHIRE COUNTY COUNCIL

9. As part of a wide ranging efficiency plan, the existing agency agreement was terminated with 12 months' notice given by Hampshire County Council in March 2016 with a view to agreeing new arrangements for the 2017/18 financial year.
10. A county wide tender exercise was conducted in 2016 by Hampshire County Council that included the work contained in the agency agreements for all of the district and borough authorities in Hampshire.
11. There is an option for Fareham to hand back the maintenance of the Borough's Highway areas to the County so that it can be included in the new contractual arrangements scheduled to commence in April 2017.
12. The County Council tender included a revised and reduced specification for the maintenance of the Highway areas that is designed to maintain highway safety alone rather than consider the implications on the aesthetics of the Borough.
13. As such, the tender specification allows for just 4 grass cuts per annum on all Highway verges and open spaces (a cut approximately every 2 months). One hedge cut per annum, commencing in October each year and one shrub border visit per annum, also commencing in October. There is also an option within the contract to further reduce the grass cutting frequency should the need arise in the future for additional efficiencies to be found within the County Council.
14. Fareham Borough Council's Corporate Strategy sets out our vision of a prosperous, safe and attractive place to be and considerable progress has been made to realise this aim. This has not happened by accident but by careful management and development, and constant attention to our environment and the needs of our communities. Our vision for Fareham's future is based upon the assumption that residents want to preserve all that is good about Fareham, whilst increasing prosperity and making it an even more inclusive and attractive place to live and work.
15. Residents are familiar with contacting the council to discuss their grounds maintenance issues and should the work return to the County, they are likely to continue to do so. This will result in third party handling of complaints or a 'handing off' of problems to the County Council who will no doubt refer the issue on further to a contractor to resolve. Customer satisfaction is highly likely to be reduced under these circumstances.
16. Local initiatives such as Fareham in Bloom, the Council's participation in South and South East In Bloom as well as many local events could suffer as the difficulty in co-ordinating County wide grounds maintenance operations/priorities with local priorities could lead to standards of the Highway areas falling below what has become normal for Fareham's residents during such activities.

17. At the current time, all grass, regardless of authority ownership, is cut at the same frequency so it provides a consistent look across the borough. If the highway verges are cut at a different specification to Fareham's own land, situations would arise where adjoining grass areas are not cut concurrently. This could lead to confusion for residents and complaints that both Councils are actually wasting money sending different work teams to the same location.
18. In these circumstances grass cutting for Fareham Borough Council land will become less efficient to maintain as the operatives will have to drive increased distances between locations to cut the grass rather than cut the verges on route as they do now. This will mean the amount of grass cut in any one day by each operative will reduce, resulting in the cost per square metre to maintain the grass increasing. There will also be less flexibility amongst the current work force as staff numbers and equipment will be have to be reduced if the Highway work is provided by a County contractor. This would result in additional pressure on the service when issues such as breakdowns, adverse weather, sickness and holiday occur as there would be less flexibility in a smaller team to respond to the wider service demands.
19. However, if Fareham were to take up the option to continue to provide the existing level of service with its own workforce then there will be need to increase the revenue budget of the Grounds Maintenance service.
20. Following the County Council tender process and based on the returned tender prices, Hampshire County Council is proposing to reduce the amount of funding for any new agency agreement with Fareham Borough Council by approximately 9%. This will reduce the County Council funding to around £150,000 per annum.
21. In addition to the reduced funding, the new agreement is likely to contain additional demands over the previous agreement. For example, under the current agreement the traffic management costs for the two main maintenance operations undertaken to the Boroughs motorway junctions are funded by the County. The new agreement is likely to pass on the responsibility and therefore, the cost to the Council, of all the traffic management requirements for ground maintenance operations carried out in the Borough.
22. It is estimated that this additional demand and the possibility that motorway junction work will need to be carried out at night to comply with the County's latest road safety requirements could increase the cost to maintain these areas by as much as £5,000 per annum.
23. In order to continue the agency agreement in its current form, Fareham Borough Council would need to increase the present subsidy of £99,000 to £119,000. An increased cost to the Council of £20,000 per annum.

CONCLUSION

24. To continue to meet the Council's vision of Fareham being a prosperous, safe and attractive place to be and to deliver a good quality, value for money local service for the residents and visitors of Fareham it is recommended that the Council continue to provide a grounds maintenance service under a new agency agreement with Hampshire County Council.
25. To facilitate a new agreement and maintain an acceptable level of grounds maintenance

standards in the borough it will be necessary to increase the current Grounds Maintenance revenue budget by £20,000.

26. If the Executive approves the budget increase, officers will, through the Vanguard intervention in Streetscene, pursue opportunities to reduce revenue spending in the medium term to ameliorate the financial impact.

Enquiries:

For further information on this report please contact Paul Doran. (Ext 4572)

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 December 2016

Portfolio:	Public Protection
Subject:	Traffic Management Agency Agreement
Report of:	Director of Operations
Strategy/Policy:	Parking Enforcement Policy
Corporate Objective:	A safe and healthy place to live and work

Purpose:

To seek approval to terminate the partnership agreement with Hampshire County Council for the management and implementation of traffic regulation orders (TROs) within the Borough.

Executive summary:

Since March 2009, Fareham Borough Council has undertaken traffic management responsibilities on behalf of Hampshire County Council through a formal agency agreement under the Traffic Management Act.

These responsibilities involve the implementation of traffic regulation orders (TROs), which aim to improve road safety, minimise congestion and promote the efficient use of the highway network within Fareham.

Approximately twelve TROs are implemented each year and the costs are mainly funded by Hampshire County Council. Fareham Borough Council currently receives £88,700 a year from the County Council, towards employment costs, line marking, legal fees and advertising costs. Taking into account all other costs associated with delivering this service, (not including internal recharges), the Borough Council currently subsidises the cost of delivering this County Council service by an additional £6,000 per annum. A breakdown of the figures can be found at Appendix A.

As part of a wide ranging efficiency plan, Hampshire County Council has proposed significant changes to the amount of funding it will provide to Fareham Borough Council to deliver this County Council service in the future. This will reduce the County Council funding element by up to 60%, which could result in Fareham Borough Council's subsidy increasing to approximately £59,200 per annum by 2018/19.

Given the scale of the potential reduction in County Council funding and the

implications on Fareham Borough Council's budget, it is proposed to terminate the agency agreement with Hampshire County Council.

Recommendations:

That the Executive: -

- (a) approves the termination of the current traffic management agreement with Hampshire County Council; and
- (b) approves to continues funding the provision of deploying speed limit reminder signs with a budget of £8,000 per annum.

Reason:

The changes being proposed by Hampshire County Council are anticipated to result in Fareham Borough Council subsidising a County Council service by approximately £59,200 per annum, by 2018/19. This additional cost would make the delivery of the service prohibitive in the current financial environment.

Cost of proposals:

The recommendations would result in the Council incurring additional costs of £2,000 per annum based on current budgets.

Appendices-

Appendix A: Breakdown of costs
Appendix B: CONFIDENTIAL Appendix

Background papers: None

Reference papers: None

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	05 December 2016
Subject:	Traffic Management Agency Agreement
Briefing by:	Director of Operations
Portfolio:	Public Protection

INTRODUCTION

1. A traffic management agency agreement between Fareham Borough Council and Hampshire County Council has been operating since March 2009. This enables Fareham Borough Council to undertake traffic management work on behalf of the County Council under the Traffic Management Act.
2. The purpose of traffic management is to minimise traffic congestion, improve road safety and promote efficient use of the highway network within the Borough. This is achieved through the implementation of Traffic Regulation Orders (TROs).
3. The Council's traffic management programme, which is approved each year by the Executive, implements an average of twelve TROs per annum. The process for each scheme involves consultations with the public and the emergency services. Decisions are made under delegated powers by the Executive Member for Public Protection.

CURRENT ARRANGEMENTS

4. Currently, the traffic management work is undertaken by two full-time employees. These are the Traffic and Design Manager and the Traffic Management Technician.
5. The main functions that the traffic management officers undertake are: -
 - (a) Permanent and temporary TROs
 - (b) Disabled parking bay requests
6. Outside of the agency agreement, the Technician is also responsible for deploying and maintaining the portable speed limit reminder signs to locations within the Borough.
7. The Council's total budget for Traffic Management is £134,200 for the 2016/17 financial year. The budget consists of £94,700 of direct costs and £39,500 of recharges distributed from other services. This report will only discuss the direct costs and not internal recharges, including the costs for the Legal Services Partnership, when considering the

level of subsidy provided by the Borough Council.

8. Hampshire County Council currently provides £88,770 per annum to fund the service. This funding consists of £68,970 for employee costs, £16,800 to implement the TROs and £3,000 to cover the cost of advertising the TROs. All additional service costs, currently approximately £6,000 per annum, are met by Fareham Borough Council.

PROPOSED CHANGES BY HAMPSHIRE COUNTY COUNCIL

9. As part of a wide ranging efficiency plan, Hampshire County Council is proposing to reduce the annual funding of the agency agreement, with Fareham Borough Council, over the next two years. In 2017/18 there is a proposed reduction of 40% with a further cut in 2018/19 to bring the total to 60%. This would reduce the County Council funding for employees, to approximately £41,400 in 2017/18 and £27,600 in 2018/19. The exact reduction in other funding, for implementing TROs and advertising has not been provided, but this report assumes they will be comparable to the other reductions.
10. In order to continue the agency agreement in its current form, it is estimated that Fareham Borough Council would be required to subsidise a County Council service by £59,200 per annum from 2018/19. In the current financial climate, the increased budgetary costs are not considered to be a viable option.
11. The other option would be to run the service with one officer, making the other post redundant. However, the level of service would be severely restricted and would inevitably result in customer frustration at the lack of resources available. In simple terms, if the County Council is not prepared to provide an appropriate level of funding to deliver this important County Council service then the agreement should be terminated. The challenge would then rest with the County Council to provide the service on minimal resources.
12. Given the financial constraints faced by Fareham Borough Council it is recommended that Hampshire County Council be given formal notice of termination of the agreement in accordance with the terms agreed in 2009. This would result in all of the traffic management functions, covered by the agreement, reverting back to Hampshire County Council.
13. The deployment of temporary speed limit reminder signs would, however, remain with Fareham Borough Council, because this work sits outside the agreement with Hampshire County Council. Given the high level of demand for the temporary signs amongst the local community (they are currently deployed over 100 times per annum) it is proposed that this service continues.
14. An annual budget of £8,000 would be required to continue delivering the service, based upon the estimated costs for deployment, maintenance and installation of the signs. The signs are currently installed by Council employees, but this budget makes allowances for other cover due to the uncertainty about how the service would operate in the future.

FINANCIAL IMPLICATIONS

15. The proposed recommendation would result in an annual cost of £8,000 to Fareham Borough Council due to the continued deployment of the speed limit reminder signs, of which £6,000 is currently allocated to traffic management. More importantly the Council would avoid an anticipated future revenue budget pressure of approximately £59,200 per

annum due to the County Council's proposals.

CONCLUSION

16. The intention of Hampshire County Council to reduce funding for the Traffic Management service over the next two years has the potential to significantly increase Fareham Borough Council's annual subsidy. There is a proposed 40% reduction in funding for employees in 2017-18, which will increase to 60% in 2018/19. The exact reduction in funding for implementing TROs and advertising has not been provided, but it is assumed this will be comparable to the other reductions. Overall it is anticipated the Fareham Borough Council would need to subsidise the service by £59,200 per annum by 2018/19. In the current financial climate, this position is not considered sustainable and it is recommended that the agreement is terminated. This would result in the responsibility for County Council traffic management functions being returned to Hampshire County Council.
17. It is proposed that the deployment of speed limit reminder signs continues to be delivered by Fareham Borough Council, at an estimated cost of £8,000 per annum. This would result in the Council incurring an additional £2,000 costs per annum based on current budgets.

Enquiries:

For further information on this report please contact Paul Doran (Ext 4572)).

Breakdown of costs

The tables below provide a summary breakdown of the current and anticipated costs of delivering the traffic management function, based on Hampshire County Council's proposal to reduce the funding it provides by 60%.

For convenience the cost of internal recharges and Southampton Legal Services have not been included, because these costs will still be incurred by the Council and would have to be distributed to other budgets.

Budget Cost 2016/17	
Employees	£76,000
Transport	£2,200
Supplies and Services	£16,500
GROSS EXPENDITURE	£94,700
HCC Funding	-£88,700
NET EXPENDITURE (Cost to Fareham Borough Council)	£6,000

Predicted Budget Cost 2017/18	
Employees	£76,100
Transport	£2,200
Supplies and Services	£16,500
GROSS EXPENDITURE	£94,700
HCC Funding	-£35,500
NET EXPENDITURE (Cost to Fareham Borough Council)	£59,200
Additional cost to Fareham Borough Council	£53,200

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 December 2016

Portfolio:	Policy & Resources
Subject:	Fareham Town Centre Post Office Proposed Relocation: Response to Consultation
Report of:	Director of Planning & Regulation
Strategy/Policy:	Economic Development
Corporate Objective:	To maintain and extend prosperity To build strong and inclusive communities.

Purpose:
To seek approval to the Council's consultation response in relation to Fareham Town Centre Post Office proposed relocation.

Executive summary:
On 26 October 2016 the Council received a consultation letter from Post Office Limited in relation to the Fareham Crown Post Office branch proposed move to new premises and branch modernisation. This report briefly outlines the nature of the proposal as detailed in the consultation letter and accompanying information sheet received. It highlights the issues that this proposal presents; including any matters of concern or where further information or clarification is requested.

Recommendation:
That the Executive agrees:

- (a) to receive a verbal update following any response to questions raised with the Post Office Limited; and
- (b) that comments included in the attached Executive Briefing Paper are formally submitted to the consultation exercise being carried out by Post Office Limited.

Reason:
To ensure that the Council's comments are agreed by the Executive before being formally submitted to Post Office Limited as part of their consultation exercise.

Cost of proposals:

None.

Appendices: **A:** Letter and accompanying information sheet from Post Office Limited to the Council (dated 26 October 2016).

B: Plan which shows the location of the existing Post Office and proposed new location within WHSmith.

Background papers: None.

Reference papers: None.

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	05 December 2016
Subject:	Fareham Town Centre Post Office Proposed Relocation: Response to Consultation
Briefing by:	Director of Planning & Regulation
Portfolio:	Policy & Resources

INTRODUCTION

1. On 26 October 2016 the Council received a consultation letter from Post Office Limited in relation to the Fareham Crown Post Office branch proposed move to new premises and branch modernisation. Appendix A has a copy of this letter.
2. The letter explains that the Post Office Limited is proposing to move Fareham Crown Post Office (117 West Street) to the WHSmith store (4 Savoy Buildings, West Street Fareham). Appendix B has a plan which shows the location of the existing Fareham Crown Post Office and proposed new location.
3. The letter explains that the proposal is aimed at modernising the network and to allow a Crown Post Office to remain in Fareham. Post Office Limited is of the opinion that the WHSmith store will provide an excellent host location for their Fareham branch, as well as the WHSmith retail offer complementing Post Office products and services.
4. The letter explains that Post Office Limited is now starting a period of public consultation and it would like the Council, along with other organisations and individuals it has contacted, to comment on the proposal. Post Office Limited welcomes any feedback and general comments, as well as views on specific areas. The consultation runs for 6 weeks from 26 October 2016 until 7 December 2016 via an on-line survey, helpline, freepost, email and web-site options. If the proposal goes ahead following consultation, the proposed move would be in the month of March next year (2017).
5. This report outlines the nature of the proposal as detailed in the consultation letter and accompanying information sheet received. It highlights the issues that this proposal presents; including any matters of concern or where further information or clarification is requested.

POST OFFICE LIMITED PROPOSALS

6. The proposals clearly look to locate the modernised Post Office on the first floor of the WHSmith store, which can be accessed by a customer lift or stairs. The lift, according to this letter, can carry up to 10 people and accommodate wheelchairs and pushchairs.
7. The Council understands that there are seven counter positions and three self-service accommodated within the current Post Office layout. The proposals, as set out in the letter, would provide five counter service position, four open plan positions and one traditional style position, as well as three self-service kiosks.
8. It is important to highlight that the proposal makes no change to the Post Office opening hours (as detailed in the accompanying information sheet in Appendix A).

COMMENTS ON PROPOSALS

Concerns Regarding the Proposals Locating Post Office Services on the First Floor

9. The Council is of the opinion that proposals to locate the modernised Post Office on the first floor of the WHSmith store would be both an actual and perceived worsening of internal access arrangements for customers and therefore the local community. Currently the customer lift is located in a setback position deep within the WHSmith store, just before it widens out on its westerly side. The Council would suggest that a more suitable internal layout would be to position the Post Office services on the ground floor. It may not be suitable to position all the Post Office services in the front section of the ground floor within the WHSmith store (close to the entrance doors). The Council however are of the opinion that without doubt it could be accommodated in the rear of the ground floor. This would mean that there would be no need for alternative arrangements to access Post Office services via a designated till point on the ground floor, as suggested in the letter. It would also ensure all customers are able to access the high value services, such as business banking and foreign currency, on the ground floor.

Further Information Requested: Customer Needs

10. According to the consultation letter, the proposed counter arrangement is based on current and forecast future business levels. It is difficult for the Council to offer a direct response to this proposed change, as there is not sufficient evidence provided in the consultation material to understand the needs of all customers. However, the Council would recommend that the Post Office provide evidence of customer needs to clearly justify their proposals and provide more details of the three proposed types of service offered, so customers can provide an informed response to these consultation proposals. The Council would also recommend the Post Office ensure customer needs are actively monitored, so changes in their needs are fully accommodated. Finally, the Council is aware that the current Post Office is used for Council tax, housing rent and benefits debt payments and would therefore recommend these customers' needs are fully accommodated in these proposals.

Concerns Regarding Potential Transitional Arrangements

11. The Council is aware that two post boxes and a cashpoint are located under the canopy of the current Post Office. If the relocation proposal goes ahead in March of next year, the Council is concerned that the consultation letter does not make it clear what will happen to this canopy area (i.e. transitional arrangements), including access to the cash

machine and post boxes. The Council has made contact with the Post Office, who has committed to a meeting along with the landowners, to discuss how this canopy area can be managed to prevent any anti-social issues (which have been prevalent in recent years) and access to services ensured.

12. With a large number of street drinkers choosing to sleep under this canopy, there are issues with the amount of alcohol-related crime and disorder occurring. The latest Police information shows that since 2014, there has been a steady increase in anti-social behaviour and crime associated with street drinkers. In summer of 2016, there has been a substantial increase in crimes associated with drinking, violence and drugs in the areas around West Street (including Trinity Church Gardens, Museum Gardens, The Gillies, Gardens of Reflection and Osborn Road Multi-storey Car Park). Statistically between two five-month periods, November 2015 to March 2016, and April 2016 to August 2016, reported anti-social behaviour has risen in Fareham East Ward (around the Post Office area) by 22%. According to research carried out via the 'Police Record Management System', 694 incidents were reported to Police between 24/02/2016 and 31/08/2016 in the Fareham East Ward. This includes all anti-social behaviour offences, theft, all public order offences, assaults, assaults on Police, domestic disputes and other disputes and drug offences. Of those, 208 were proven to be directly linked to those affiliated with the rough sleepers or street drinkers.
13. If the proposal goes ahead and vacancy arises, the Council will work in partnership to ensure that the vacant building and canopy area is secured and further opportunities to engage in rough sleeping or criminal acts are carefully designed out.
14. For information, the Council has emailed the Fareham Post Office Manager with a series of questions to enable a fuller reply to this consultation, which has been forwarded to relevant colleagues, including direct to the contact point on the consultation letter. At this juncture the Council is awaiting a response from Post Office Limited. In light of this circumstance, should the Council receive a response, this will be verbally reported to the Executive by Officers, along with any necessary Council comments.
15. The Council is keen to work with landowners and relevant parties where any vacancy within Fareham Town Centre arises, with the ambition to enhance the vibrancy and vitality of area concerned. If the proposal goes ahead, Officers will work with Post Office Limited, the landowner of 117 West Street and other relevant parties to ensure that any future suitable scheme for this location can be facilitated to prevent long-term vacancy.
16. The Council advises, as good practice, that a full accessibility audit of the proposed facility and services is carried out by Post Office Limited. It is also only advisory that these be made public and consulted upon to ensure all customers are accommodated and catered for.
17. The Council advises that a full equalities assessment of the proposed facility and services is carried out by Post Office Limited. It is also advisory that these be made public and consulted upon to ensure all customers are accommodated and catered for.

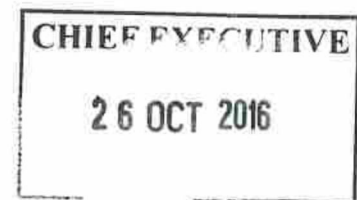
RECOMMENDATIONS

18. It is recommended that the Executive receive a verbal update following receipt of any

responses from the Post Office Limited and that the above Council comments are formally submitted to the consultation exercise being carried out by Post Office Limited.

Enquiries:

For further information on this report please contact Claire Burnett, Head of Planning Strategy & Regeneration. (Ext 4330)



Mr Peter Grimwood - Chief Executive
Fareham Borough Council
Civic Offices
Civic Way
FAREHAM
PO16 7AZ

25 October 2016

Dear Mr Grimwood

**Fareham Crown Post Office® branch
117 West Street, Fareham, PO16 0AU**

Proposed move to new premises & branch modernisation

I'm writing to let you know that we're proposing to move Fareham Crown Post Office to the WHSmith store at 4 Savoy Buildings, West Street, Fareham, PO16 0AG. If the move goes ahead the branch would continue to be run by Post Office Ltd with the current Post Office team but from within the WHSmith store.

This move is part of our ongoing modernisation of the network and will allow us to maintain a Crown Post Office in Fareham while providing a new modern branch for our customers from a bright new environment.

The Post Office operation in Fareham will remain a Crown Post Office. However, we believe the WHSmith store will provide an excellent host location for this branch, which would continue to be known as Fareham Crown Post Office. The WHSmith retail offer will complement the wide range of Post Office products and services that will continue to be available following the move.

The new Fareham Post Office branch

The new branch will operate from a newly built dedicated open plan Post Office area located on the first floor of the WHSmith store, which can be accessed by a customer lift or stairs. The lift can carry up to 10 people and can accommodate pushchairs and wheelchairs. However if for any reason customers are unable to access the first floor, alternative arrangements to access Post Office services would be put in place from a designated till point at the ground floor retail counter as required. These arrangements would enable customer access to all of the services normally available upstairs except for a small number of high value services such as business banking and foreign currency. Access into the store has a very slight slope, with an automatic door. Directional signage will be provided from the entrance door through to the new Post Office area.

We will be working with WHSmith to ensure there are sufficiently wide, clear aisles and there is adequate space for Post Office customers, including wheelchair users, so they can easily access the Post Office area. There will be five counter serving positions which has been based on current and forecast future business levels; four open plan positions and one traditional screened position which will also provide travel money services. Open plan serving positions are successfully used across our Post Office network, as an alternative to the more traditional style positions. There is still a partitioned screen but this is lower, helping to provide for a more personal service and discreet conversations when needed. Additionally, there will be three self-service kiosks for mails transactions including Parcelforce, most home shopping returns, E Top-Ups, and a range of bill payments.

Please find enclosed an information sheet with more details about the new branch.

What’s next?

We’re now starting a period of local public consultation and over the coming weeks we’d like you to tell us what you think about the proposal. We welcome any feedback or general comments you may have about the proposed move but would particularly appreciate your views on the following areas:

- How easy it is to get to the proposed new location
- Are the proposed new premises easy for you to get into and are they easily accessible inside
- If there are any local community issues you think we should know about that might be affected by or affect the proposed move
- Is there anything you particularly like about the proposed change
- Do you have any suggestions that could help make the proposed move better

It’s easy to let us have your feedback by completing our convenient online survey via the following link postofficeviews.co.uk and entering the unique code for this branch **01493799**.


If you have a QR scanner on your mobile phone, all you need to do is scan here:



Any information we receive will be considered as we finalise our plans for the new branch. I’ve enclosed an information sheet that provides more details about the new location. I’ve also included information about the Code of Practice over the page and a full copy of the Code will be available in branch. Posters and leaflets will now be displayed in branch to let customers know about the proposal and to ask their views. If others in your organisation are interested in the proposal, please feel free to let them know about it.

You can also let us have your comments in the following ways:

 postofficeviews.co.uk

 FREEPOST Your Comments
**(This is the full address to use.
No further address or name details are required)**

 comments@postoffice.co.uk

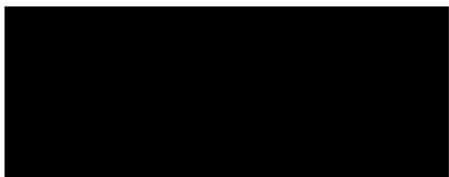
 Customer Helpline: 03457 22 33 44
Textphone: 03457 22 33 55

Dates for local public consultation:

Local Public Consultation starts	26 October 2016
Local Public Consultation ends	07 December 2016
Proposed month of move	March 2017

Thank you for considering our proposal. At the end of the consultation we will be in touch again to let you know our final plans.

Yours sincerely



General Manager – Crown and WHSmith Network

Please note that items sent by Freepost take 2 working days to arrive and don't include Saturday or Sunday. Therefore please do allow sufficient time for your comments to arrive before the end of the consultation period, as we are unable to consider feedback received after the deadline.

To get this information in a different format, for example, in larger print, audio or braille please contact the Customer Helpline on 03457 22 33 44 or Textphone 03457 22 33 55.

Fareham Post Office Information sheet				
Address	117 West Street Fareham PO16 0AU		WHSmith 4 Savoy Buildings West Street Fareham PO16 0AG	
Post Office Opening hours	Mon	09:00 – 17:30	Mon	09:00 – 17:30
	Tue	09:30 – 17:30	Tue	09:30 – 17:30
	Wed	09:00 – 17:30	Wed	09:00 – 17:30
	Thu	09:00 – 17:30	Thu	09:00 – 17:30
	Fri	09:00 – 17:30	Fri	09:00 – 17:30
	Sat	09:00 – 17:30	Sat	09:00 – 17:30
	Sun	Closed	Sun	Closed
	Distance	Approximately 115 metres away from the current branch, along level terrain.		
Products and Services	The same wide range of products and services would still be available. For reasons outside Post Office Limited's control, we cannot yet confirm whether or not a cash machine will be available at the new branch. The provision of a cash machine is subject to a survey by our cash machine provider, operational considerations and relevant planning permission.			
Serving positions	There will be five counter serving positions; four open plan and one screened.			
Additional Facilities	Three self-service kiosks for mails transactions including Parcelforce and most home shopping returns, E Top-Ups, and a range of bill payments.			
Accessibility	Access			
	Entrance into the WHSmith store has a very slight slope and an automatic door. Low level serving counters, a low level writing desk and hearing loops would be available.			
	Parking			
There is a pay on exit multi-storey car park at the Fareham Shopping Centre with 209 spaces and 13 designated disabled bays available.				
Buses				
Public transport services are available to and from the surrounding areas.				

Code of Practice for changes to the Post Office® network

What's a Code of Practice?

The Code of Practice contains guidelines we follow. They tell us how, and when to tell you about changes to your local Post Office services. We've worked with the independent statutory consumer watchdog on these guidelines, which in Great Britain is Citizens Advice and Citizens Advice Scotland, and in Northern Ireland, the Consumer Council.

What kind of changes does it include?

Information about when we're planning to move or close one of our branches or outreach services. This also covers information about when a branch has suddenly closed unexpectedly because of something like a flood or fire.

Who do we tell about changes?

You and your representatives (who are often local MPs or local authorities and councils).

How will we tell you what's happening?

If there's a minor change – like changing opening times, then we'll let you know by putting up posters in the Post Office. If the plan is to move a Post Office then we'll put up posters and hand out letters in the branch as well as writing to your representatives. We'll have a press release and, the relevant information will be easy to find on our website.

How long will it take?

We'll let you know about any changes as soon as we possibly can. Sometimes, change is out of our control but we'll try to keep you as up-to-date about what's happening as much as we can. We try to make sure you have 4 weeks' notice before anything happens. If we're going to make big changes, there'll be a 'consultation period' which lasts about 6 weeks. This means that you've got time to let us know how you feel.

It's easy to let us know what you think...

We want to hear what you and your representatives think about change and to make sure it's easy for you to let us know, all of our contact details can be found on all our posters and letters. You can contact us by email, letter or 'phone.

How will you find out about the final plans?

We'll be letting you know in as many ways as possible. There'll be posters put up in or around your local area, letting you know what's going on. We'll also write to local representatives and, the information will be on our website.

If you let us know what you think, we'll make sure you know about our final plans either by writing to you, or having the information easily available in the Post Office or on our website.

What can you do if you think we haven't followed the Code of Practice?

If you don't think we've followed the Code, then please write to us or email us via the contact details included in this letter and let us know why.

To have a look at the full Code of Practice, it's on our website at: www.postofficeviews.co.uk

Appendix B : Location of Existing Post Office and Proposed New Location Within WHSmith



FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 December 2016

Portfolio:	Policy and Resources
Subject:	Acquisition and lease back of Commercial Property at Daedalus
Report of:	Director of Finance and Resources
Strategy/Policy:	Asset Management Plan
Corporate Objective:	A dynamic, prudent, progressive and best practice Council

Purpose:
To consider an opportunity for the Council to purchase and lease back Plot 15/16 Faraday Business Park, Daedalus on the terms as set out in the confidential Appendix A.

Executive summary:

This report sets out terms for the potential purchase and lease back of a property at Solent Airport, Daedalus.

The Council's vision for Daedalus is for the site to become a premier location for aviation, aerospace engineering and advanced manufacturing businesses creating many skilled employment opportunities for local people, which is under-pinned by a vibrant and sustainable airfield. This potential purchase and lease back supports this vision as well as complementing the Council's existing commercial investments.

The confidential Appendix A sets out an analysis of the investment, financial information and heads of terms agreed with the owner to enable the Executive to decide if the investment property should be purchased.

The first phase of commercial development is now underway at Daedalus with the establishment of Faraday Business Park on the eastern side of the Solent Airport estate. When the Council acquired Daedalus in March 2015 the first building was under construction and this project has now been completed.

If the Council proceeds with the acquisition, it would do so with a pre-let agreement with a tenant to occupy the building, which has been built to their specification, providing an energy-efficient modern manufacturing facility with room for future expansion. The company is currently located in the borough and has been trading since 1952, providing precision engineering services to the aerospace, oil and gas industries. The company has good covenant strength as a prospective tenant of the estate.

Originally it was intended that the company would acquire a long leasehold interest in the building when completed, however the opportunity has arisen for the Council to acquire building and let on an occupational lease basis, providing an ongoing revenue stream rather than a capital receipt. The business plan for Daedalus relies on an ongoing rental income from property to offset the ongoing running costs, and this property would contribute positively towards this objective.

Heads of Terms have been agreed in principle, which would allow UTP to occupy the building at the earliest opportunity and the Council to secure an important income stream for the Estate.

Recommendation/Recommended Option:

That the Executive:

- (a) agrees the Heads of Terms for the acquisition of the completed building and subsequent lease back, as set out in confidential appendix A; and
- (b) delegates authority to the Director of Finance and Resources, following consultation with the Executive Leader, to agree minor amendments to the terms as appropriate.

Reason:

To obtain the approval of the Executive for the Council to proceed to purchase and lease back Plot 15/16 Faraday Business Park, Daedalus

Cost of proposals:

The purchase price and ancillary costs are set out in Confidential Appendix A.

Appendices: **A:** Confidential appendix setting out the terms agreed for the purchase and lease back of 15/16 Faraday Business Park, Daedalus (Exempt by virtue of paragraphs (3) of Part 1 of Schedule 12A of the Local Government Act 1972)

Background papers:

Reference papers:

Executive Briefing Paper

Date:	05 December 2016
Subject:	Acquisition and lease back of Commercial Property at Daedalus
Briefing by:	Director of Finance and Resources
Portfolio:	Policy and Resources

INTRODUCTION

1. The Council's plans for Daedalus focus on the creation and safeguarding of jobs in the target sectors of aviation, aerospace, marine engineering and advanced manufacturing.
2. This report sets out terms for the acquisition of a new-build industrial facility on Faraday Business Park providing approximately 30,000 sqft of warehouse and office space and subsequent leaseback to the tenant to operate its precision engineering business.

BACKGROUND

3. The first phase of commercial development is now underway at Daedalus with the establishment of Faraday Business Park on the eastern side of the Solent Airport estate.
4. The tenant is currently located in the borough and has been trading since 1952, providing precision engineering services to the aerospace, oil and gas industries. The company employs 57 local people in skilled precision tooling jobs and was one of the foundation company sponsors of CEMAST. The company is keen to expand on its close working relationship with students as part of its apprenticeship programme.
5. The new building occupies an area of approximately two plots on Faraday Business Park and provides approximately 30,000 sqft at the entrance of Daedalus East. The site provides future expansion space should the company require this.

TERMS FOR THE LEASE OF LAND

6. The terms for the lease of land are set out in Appendix A, and a plan of the area is attached as Appendix B.
7. The terms provide for occupation at a market level of rent, providing a return on investment which is consistent with the requirements of the Council's Commercial Property Acquisition Investment Strategy. It also provides for the tenant to re-acquire the building in the future, in order to facilitate expansion in the future.
8. As with other commercial property investments, normal due diligence checks will be carried out prior to the acquisition and lease back, although initial checks have been satisfactory. An independent market assessment has also been undertaken, and

concluded that there is a strong requirement from other potential occupiers for a building such as this, in the event that the preferred tenant vacated.

9. If the Executive agree the Heads of Terms, the tenant will be able, upon satisfactory completion of legal work, to carry out internal fit-out works to accommodate its new state of the art machinery, early in the new year.

NEXT STEPS

10. If the Heads of Terms are agreed by the Executive, the Council's legal team will be instructed to prepare the relevant documentation for the Council to acquire the building, subject to detailed due diligence and satisfaction of any outstanding planning or other conditions. An occupational lease would also be prepared on the agreed terms.

FINANCIAL IMPLICATIONS

11. The opportunity to acquire the facility and let on an occupational lease, allows the Council to secure a rental income stream, instead of the capital receipt which would otherwise be secured upon occupation. The business plan for Daedalus relies on an ongoing rental income from property to offset the ongoing running costs, and this property would contribute positively towards this objective.
12. The Council's capital programme provides £2m for a speculative commercial building, and it is proposed that this budget is used for the acquisition and supplemented with borrowing.

CONCLUSION

13. The proposal to acquire this newly constructed industrial building as an addition to the Council's commercial investment portfolio will help to secure a state of the art precision tooling facility at Daedalus on terms that provide a sound return on investment for the Council. It also presents an opportunity to safeguard over 50 jobs in the local area and secure opportunities for a further 40 jobs, to support the work of CEMAST and potentially to create future employment opportunities in a relevant target sector at Daedalus.
14. As a large and well-established employer, the tenant may well attract other supply-chain businesses to the area, and would make a significant and positive contribution to the economic targets for the Solent Enterprise Zone, generating early interest in the wider estate.
15. As such, it is recommended that the Executive agree the Heads of Terms, as set out in the appendix, and delegates authority to the Director of Finance and Resources in consultation with the Executive Member for Policy and Resources, to agree the detailed terms for the legal agreements.

Enquiries:

For further information on this report please contact Andrew Wannell. (Ext 4620)

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 December 2016

Portfolio:	Policy and Resources
Subject:	Fareham Today Review
Report of:	Director of Finance and Resources
Strategy/Policy:	Medium Term Financial Strategy
Corporate Objective:	Dynamic, prudent and progressive council; strong and inclusive communities

Purpose:

This report sets out the results of the recent Fareham Today review and seeks approval for a number of changes to the production and distribution of the magazine.

Executive summary:

A proposal to move to an online version of Fareham Today and to only produce printed copies on request was presented as part of the Efficiency Savings report at the 10 October meeting of the Executive.

The way people read and access news and local information has changed in recent years. Fareham Today has been published for a long time during which technology and the growth of the internet have advanced rapidly. Whilst circulations of print newspapers and magazines continue to decline, online magazines or newspapers have become immensely popular.

This shift towards reading news and magazines online calls into question whether the primarily print focused approach of Fareham Today is meeting the changing needs of our residents and makes best use of Council resources.

This report outlines the results of the review and outlines proposals to make the magazine more responsive to the changing needs of residents as well as result in considerable annual savings.

Recommendation/Recommended Option:

That the Executive:

- a) notes the results of the review of Fareham Today;
- b) agrees the proposal to move to an online version of the magazine;
- c) agrees to distribute paper copies to people that request it, as well as to libraries and community centres;
- d) agrees to produce a new ten page edition of the magazine every two months; and
- e) agrees to the proposed arrangements for transition to the online magazine format.

Reason:

To make Fareham Today magazine more responsive to the changing needs of residents as well as resulting in savings.

Cost of proposals:

The level of savings achieved will depend on the number of people that sign up for the paper copy of the magazine.

Any costs associated with the transition to the online magazine format will be contained within existing budgets.

Reference papers: Efficiency Savings Executive Report 10 October 2016

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	5 December 2016
Subject:	Fareham Today Review
Briefing by:	Director of Finance and Resources
Portfolio:	Policy and Resources

INTRODUCTION

1. A decision was taken at the 10 October meeting of the Executive to agree to proposals outlined in Efficiency Savings report presented at that meeting. One of these proposals was to move to an online version of Fareham Today and to only produce printed copies on request.
2. The way people read and access news and local information has changed in recent years. Fareham Today has been published for a long time during which technology and the growth of the internet have advanced rapidly. In 2015, 86% percent of homes in Great Britain had access to the internet, with 78% of adults (39.3 million) using the internet every day or almost every day. This was more than twice as many as in 2006.
3. The internet and social media have changed the way people keep up to date with news and local events over the last 10 years. This has had a big impact on traditional print media with less people buying printed newspapers and magazines. For example, The Independent recently stopped publishing and UK consumer magazines lost circulation by an average of 5.3 per cent in the first six months of this year alone.
4. Whilst circulations of print newspapers and magazines continue to decline, online magazines or newspapers have become immensely popular, with 62% of internet users last year regularly reading them. These trends are expected to continue as more and more people look online for their content.
5. This shift towards reading news and magazines online calls into question whether the primarily print focused approach of Fareham Today is meeting the changing needs of our residents and makes best use of Council resources.
6. This report considers the costs in producing Fareham Today against these cultural changes. It then proposes future options for producing the magazine in a way that meets the changing needs of our residents whilst also making considerable annual revenue savings.

A LOOK AT FAREHAM TODAY

7. Fareham Today has been published since at least the 1990's. The magazine was issued four times a year in spring, summer, autumn and winter. However, it was agreed at the 2 April 2012 meeting of the Executive that the number of regular editions would be reduced to three per year to lower revenue costs. The reduction in design, printing and distribution costs resulted in savings of £10,000 per year.
8. The current format of Fareham Today is a 24 page (including the front and back covers) full colour A4 magazine that covers a range of local topics, council and partner initiatives as well as local interest stories. Every edition contains a paid for back page advert.
9. In addition to the regular editions, we currently produce ad hoc 'special editions' which tend to focus on a single Borough wide topic. The most recent was the 'Where next for housing in Fareham?' issue published in November 2015.
10. Just over 51,000 copies are distributed via Royal Mail to all households, businesses and public buildings in the Borough. Copies are also mailed directly from the printers to 1789 households. These are for residents who have notified us in the past that they have not received a copy of the magazine when using Royal Mail distribution service; the majority are from Whiteley and Funtley. Although we send out Fareham Today to every household it is impossible to know how many residents actually read the paper copies.
11. In addition to the printed magazine, Fareham Today is also published on the Council's website. Each edition published on our website has on average around 1050 views. Fareport Talking News (FTN) also produce an audio version on behalf of the Council for people with hearing difficulties. We host this on our website and FTN distribute it to people who have signed up for their free service.

RESOURCES NEEDED TO PRODUCE FAREHAM TODAY

12. Considerable resources are needed to create, publish and distribute each edition of Fareham Today.
13. **Staff Resources:** Officer time is taken up with planning, interviewing, visiting sites, writing articles and editing each edition. Each magazine takes approximately 10 weeks to produce. Work such as, liaising with officers, drafting articles, going out to interviews and site visits, designing layout, making amendments and proof reading is split up amongst the three members of the communications team. It takes around 185 officer hours to produce each edition.
14. **Financial Resources:** There are considerable financial costs involved in producing each edition of Fareham Today. The table below outlines the costs of producing recent editions of Fareham Today.

Table 1: Fareham Today costs	
-------------------------------------	--

Activity	Summer 2015	Winter 2015	Special Edition2015	Spring 2016	Summer 2016
Graphic Design Services	£1,030	£725	£2,035	£725	£920
External Printing Services	£5,380	£5380	£5,380	£5,380	£5456
Royal Mail Distribution	£4,049	£4,049	£4,049	£4,134	£4,134
Direct Mail to 1789 addresses	£965	£965	£965	£965	£965
Record audio version	£66	£89	£89	£89	£80
Paid for back page advert	-£800	-£800	No advert in this edition	-£800	-£800
Total	£10,690	£10,408	£12,518	£10,493	£10,755
Total for 2015/16				£44,109	

15. The costs for producing regular editions are generally consistent, although there is some variation in the cost of graphic design from issue to issue, depending on the amount of one off graphics needed, e.g. maps for walks. Special editions tend to be more expensive to create as they require more graphic design work to produce bespoke content within a relatively short space of time.
16. Taking the special edition out of the equation, the cost of producing Fareham Today in 2015/16 was £31,591.

A NEW WAY FORWARD

17. Taking into account the changing way that people prefer to read and find out information, along with the need to make efficiency savings, it is proposed that the Council:
 18. Stops printing and distributing paper copies of Fareham Today to all of the Borough.
 19. Publishes smaller (10 pages long) but more regular online editions of Fareham Today six times a year on the Council's website.

20. Allows people to sign up to a mailing list if they require paper copies. The Council will then print and post paper copies to them. This will help ensure that people who do not have access to the internet or prefer print can still read the magazine in the way best suited to them.
21. Still provide the option to print and distribute to residents ad hoc special Fareham Today magazines on topics of Borough wide importance, similar to last year's Housing special edition of Fareham Today.
22. A limited number of printed magazines to be provided at the civic offices, libraries and community centres.
23. Continually monitor readership and review the success of the online edition approach after one year.

WHAT WOULD THE MAGAZINE BE LIKE?

24. The new Fareham Today would generally be ten pages long and structured along the following format:
 - **Front page:** Logo, photo and what can be found inside.
 - **Page 1:** Introduction from the Leader and content.
 - **Page 2:** Events for your diary including town centre events
 - **Page 3:** Local story of interest or Council initiative
 - **Page 4:** Local story of interest or Council initiative
 - **Page 5:** Local story of interest or Council initiative
 - **Page 6:** Ferneham Hall
 - **Page 7:** Your Councillors
 - **Page 8:** Your Councillors
 - **Back page:** Paid for advert
25. The 'local story of interest or Council initiative' pages will cover many of the regular items found in the current Fareham Today, such as Meet the Mayor, Citizens of Honour, Fareham in Bloom, Access all Areas and the Annual Pantomime. There would also be items focused on areas of interest such as Daedalus, Welborne, consultations and other Council initiatives. Over the course of a year the number of pages produced would be the same as the current format of Fareham Today.
26. It is proposed that the annual rate for back page adverts, which is currently £2,400 a year, will stay the same. There would be an advert in every edition. Therefore, there would be adverts in six online editions per year, instead of the three paper editions currently advertised in, at no extra cost.
27. It is proposed that the new magazine will be published online six times a year in the following months:

- January
- March (before any pre-election period)
- May (after any pre-election period)
- July
- September
- November

HOW MUCH WILL IT COST?

28. The overall costs for producing each edition of the magazine will be reduced. However, some of the costs such as graphic design and the production of an audio version will stay roughly the same.
29. The costs associated with printing and providing paper versions of the magazines will be dependent on the number of people who sign up to the mailing list i.e. the more people who sign up to the mailing list the more expensive each edition will be.
30. Table 2 outlines the projected costs for the production of each edition dependent on the size of the mailing list as well as the cost per edition and year when compared to the costs outlined in Table 1.

Table 2: Projected costs and saving dependent on size of mailing list

Size of mailing list	Graphic Design costs	Audio Version	Printing Cost	Direct Mail Distribution Cost	Everyone Active advert	Total cost per issue	Cost per year (producing 6 editions)	Saving compared to 2015/16 costs
500	£400	£66	£125	£320	-£400	£511	£3,066	£28,525
1000	£400	£66	£190	£640	-£400	£896	£5,376	£26,215
2000	£400	£66	£320	£1280	-£400	£1,666	£9,997	£21,594

31. Staff numbers and the time involved in the production of the magazine will stay the same. However, resources will be spread out more evenly over the year.

Benefits of this approach:

32. **Reduce costs:** By removing the need to print and distribute 51,000 copies every four months there would be a considerable cost saving.
33. **More timely editions and current stories:** By producing the magazine six times a year time-sensitive content, e.g. the 'what's on guide', would be more up-to-date and current.
34. **More responsive to emerging issues:** The greater number of editions and shorter time between each means that local issues or developments that sometime emerge quickly, e.g. large planning applications, can be covered in the magazine in a timely

way. At the moment, many of these stories are missed out as they don't fit in neatly with the current Fareham Today schedule.

35. **Residents who want a paper copy will still get them:** A small print run of each copy of the magazine would be mailed directly to residents who have signed up to a mailing list.
36. **Improved monitoring:** At the moment it is impossible to know how many people read the paper copies of Fareham Today. The new approach would allow us to monitor how many people are sent paper copies and the numbers of online views to give us overall readership figures.
37. **Flexibility to send special editions of the magazine to households if needed:** There may be issues of Borough wide importance that require a magazine to be sent to every household. This would still be possible on an ad hoc basis.
38. **More environmentally friendly:** Whilst Fareham Today is printed on recycled paper, each edition requires a number of trees to be cut down to produce it. An online version would therefore be more environmentally friendly.

LEGAL IMPLICATIONS

39. The content of Fareham Today does not replicate a Newspaper. Therefore, the Council's lawyers advise that the proposed increase in frequency of producing Fareham Today, is permitted within the Department for Communities and Local Government's Code of Recommended Practice on Local Authority Publicity (2011).

MANAGING THE TRANSITION TO ONLINE

40. It is proposed that the final paper edition of Fareham Today will be the spring 2017 magazine issued at the end of March 2017. In order to manage the transition the following actions are recommended:
41. The final Fareham Today to include a sign up form that residents could return to join the mailing list for paper copies of the magazine. Residents will also be offered the chance to sign up for an email alert with a link to the online magazine once it is published on the Council website. Similar information to be also sent out in the Council's Tenants' magazine.
42. Flyers to be sent to the Council's sheltered housing schemes informing residents how they can join the mailing list. The Council's public notice boards to also have details about how people can join.
43. Information on how to join the mailing list to be clearly displayed in the Civic Offices, where residents would also be able to sign up in person.
44. A press release would be issued promoting the new approach as well as informing residents of the rationale for change and how people can sign up to the mailing list.
45. Social media i.e. Facebook and twitter along with the homepage of the Council's website to be used to promote the online magazine and how people can sign up for paper copies.

CONCLUSION

46. The approach outlined above should help ensure that Fareham Today successfully meets the needs of residents who prefer to read magazines and news online as well as those who prefer print editions. This will also allow considerable annual savings to be made.

Enquiries:

For further information on this report please contact Roy Brown, Customer Engagement Manager (Ext 4409)

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 December 2016

Portfolio:	Policy and Resources
Subject:	Daedalus Anniversary Events
Report of:	Director of Finance and Resources
Strategy/Policy:	Daedalus Communications Strategy
Corporate Objective:	Strong and inclusive communities

Purpose:

To outline the opportunities to commemorate two important anniversaries at Daedalus over the next three years and to put forward proposals to mark them.

Executive summary:

July 2017 is the 100th anniversary of the opening of Daedalus. This will be followed in June 2019 by the 75th anniversary of D-Day.

There is an opportunity to commemorate these historically significant anniversaries and to use both occasions to increase community awareness of the history of the airfield and attract new use by the flying community.

Recommendations

That the Executive agrees:

- a) a multi-agency working group be established, chaired by an Executive member to coordinate both anniversary commemorations;
- b) the Chairman of the working group be appointed with immediate effect;
- c) a special 100th anniversary 4 page pull out be included in the spring 2017 edition of Fareham Today;
- d) an advertising and media campaign be undertaken promoting Daedalus and targeting the flying community;
- e) a small public event be organised in association with the Lee Flying Association at Daedalus to commemorate the 100th anniversary;
- f) a larger community event takes place in 2019 to mark the 75th anniversary of D-Day;

g) a budget of £16,000 be allocated for the proposed 100th anniversary activities; and

h) a budget of £30,000 be allocated for the D-Day Anniversary

Reason:

To provide a fitting community celebration to commemorate the 100th anniversary of the opening of Daedalus and the 75th anniversary of D-Day.

Cost of proposals:

The total cost of both proposals is £46,000 which consists of £16,000 for the proposed 100th anniversary commemorations in 2017 and £30,000 for the public D-Day Anniversary event in 2019, funded from the general revenue reserve.

Appendices: **A:** None
 B: None

Background papers: None

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	05 December 2016
Subject:	Daedalus Anniversary Events
Briefing by:	Director of Finance and Resources
Portfolio:	Policy and Resources

INTRODUCTION

1. In July 2017, it will be the 100th anniversary of the opening of Daedalus. This will be followed in June 2019 by the 75th anniversary of D-Day.
2. There is an opportunity to commemorate these anniversaries and to use both occasions to increase community awareness of the history of the airfield, attract new use by the flying community and arrange a large community event on the site in 2019.

HISTORICAL BACKGROUND

3. Daedalus airfield, now Solent Airport, opened during the First World War on 30th July 1917 as the Naval Seaplane Training School (a sub-station of Calshot). At the time it was known as RNAS Lee-on-Solent. Originally intended as a temporary measure, the sub-station, which consisted of a slipway and hangars, was made permanent in 1918 and later renamed the RAF Seaplane Training School.
4. On 25th October 1934 a new land based airfield immediately to the North East of the slipway was opened. Eventually, on 24th May 1939 'Lee', as it was known, was transferred to the Admiralty as HMS Daedalus.
5. At the start of the Second World War, due to the threat of air raids, the station's buildings were camouflaged and anti-aircraft gun defences and shelters constructed to protect the airfield. By 1941 the variety of naval aircraft flying from HMS Daedalus had increased dramatically with a number of first-line squadrons being based there during the course of their formation and re-equipment.
6. HMS Daedalus was the busiest airfield on the South Coast during D-Day as the RAF were joined by Canadian Typhoons and Mustangs. The US Navy Squadron VCS-7 also used the airfield as the base for their Spitfires.
7. On 6th June 1944, many of the aircraft to take part in Operation Overlord took off towards the Normandy beach head from Lee-on-Solent. The aircraft worked in pairs, with one plane targeting naval gunnery targets, while the other provided protection

against air attack. The number of units deployed from HMS Daedalus for Operation Overlord was 435. This number was the largest achieved by any UK airfield on D-Day.

8. Following the Second World War, Daedalus continued to play a significant role for the Royal Navy, being renamed HMS Ariel on 31 October 1959 to reflect her electrical, radar and ground training emphasis, and in 1962 the joint Service Hovercraft Unit was formed with the aim of testing hovercraft in an operational military environment. In 1965 the Air Station reverted to the name HMS Daedalus.
9. Daedalus continued to be owned by the Royal Navy until 31 March 1996, at which point it was decommissioned and used by the Royal Navy Gliding Club, the Police Air Wing and various light aircraft.
10. A decade later it was acquired by the public sector and transferred to the Homes and Communities Agency in 2011 and successfully secured status as one of UK's new Enterprise Zones.
11. Ownership of the airfield and most of the land passed to Fareham Borough Council in 2015. Since then, the Council has developed a new vision for the Airport, resulting in the refurbishment of the runway, significant improvements to roads, and the planned construction of new hangars.

THE ANNIVERSARIES

12. Recognising that the airfield opened in July 1917, there is an obvious opportunity to commemorate the 100th anniversary of flight at Daedalus in July 2017.
13. The other significant date to recognise is June 2019 which will mark the 75th anniversary of D-Day. Plans are already being developed in both the UK and France to mark this important occasion and Daedalus offers an obvious location for any flight activity in the area, particularly recognising the importance of the airfield in the D-Day commemorations.

AIM

14. Before planning any activities to mark the two anniversaries, it is important to be clear about what the Council aims to achieve from each commemoration.
15. The Council plays a key role in protecting the heritage of the Borough so, in both cases, it is appropriate for the Council to mark the historical significance of the anniversaries and to increase local awareness of the history of flight at Daedalus.
16. The 100th anniversary event also offers an opportunity to promote the new airport at Daedalus to the flying community in the UK. It provides an important marker to contrast "old" and "new" and to encourage increased use of the airport.
17. The 75th Anniversary of D-Day offers the more obvious opportunity for local people to visit Daedalus, see some of the historical aircraft and to participate in a community event on the site.

CONSTRAINTS

18. Whilst the obvious conclusion is to arrange an air show to commemorate both anniversaries, there are serious considerations and costs associated with such activity. The unfortunate air crash at Shoreham in August 2015 resulted in a major review of air shows by the Civil Aviation Authority. As a result there are now significant restrictions on staging air-shows over populated areas, and this has led to a number of established shows being cancelled across the UK. This would not prevent a display of aircraft on the ground but would make it very difficult to include aerial displays other than taking off and landing in accordance with the day to day operation of the airport.
19. Another constraint to recognise is the likelihood of major building works taking place at Daedalus over the next few years. Whilst the development of commercial buildings at Daedalus should not prevent marketing activity and events from taking place, we do need to recognise that construction works will have an impact on the overall appearance of the site and restrict the ability to accommodate large numbers of visitors or aircraft.
20. For example, possible building works over the next three years include the potential construction of IFA2, including the installation of cables; road works including the Ross House junction on Stubbington Lane, the construction of roads/infrastructure across all of Daedalus West and off-site road works to Newgate Lane South; construction of a rising main from the waterfront to Peel Common across the middle of the airfield; and the possible installation of NATS radar.
21. In planning any activity to commemorate the two anniversaries, the key players that need to be involved are:
 - Fareham Borough Council (as the landowner),
 - Regional and City Airports Ltd (as the airport operator),
 - Lee Flying Association (representing part of the flying community), and
 - Maritime and Coastguard Agency (providing emergency rescue services from the airfield),
22. The Homes and Communities Agency and Gosport Borough Council also need to be considered as consultees. Hampshire County Council will also be undertaking significant highways and infrastructure works during 2017 which will need to be considered as events are planned.
23. It is proposed that a working group is established to include the above agencies, chaired by one of Fareham Borough Council's Executive members. The working group would coordinate all activities relating to the two anniversaries. The Council's Leisure Events Team would provide the officer resources required to organise event activity, in tandem with members of Lee Flying Association. The Council's Communications Team would provide the officer resources for any promotional literature and public relations, whilst the Council's property team and RCA would provide airfield safety and operational guidance, given their "accountable manager" role.

Proposed activities

24. It is suggested that there are three main activities to commemorate the 100th Anniversary:-
- A special 4 page pull out in the last version of Fareham Today (March/April 2017) describing the history of the airfield, and how we will celebrate the anniversary, aimed at informing the local community. (Estimated cost £1,000)
 - An advertising and media campaign aimed at the flying community highlighting both the past and the future of Daedalus, to include editorial features in a variety of aviation magazines etc, aimed at the general and commercial aviation communities. (Estimated cost £5,000)
 - A small public event coordinated by Lee Flying Association, including flights by different types of aircraft in and out of the airfield, displays of standing aircraft and hospitality provided for aviation visitors. This event could possibly also include public, escorted access to the control tower (Estimated cost £10,000, the expenditure of which would need to be accounted for and agreed).
25. It is suggested that there is one main activity to commemorate the 75th Anniversary of D-Day:-
- A community event on the site including a display of historical aircraft, the opportunity to see aircraft landing and taking off, stalls, marquees and a funfair etc if space available. At this stage, it is difficult to provide precise costings but it is proposed to allocate a sum of £30,000 as a working budget to be used, subject to detailed proposals from the working group.

FINANCE

26. At this stage, it is proposed to allocate a total budget of £46,000 for both proposals. This is made up of £16,000 for the 100th Anniversary activities and £30,000 for the D-Day Anniversary. Expenditure of both budgets would be subject to a detailed cost breakdown by the working group. If agreed, this would be funded from revenue reserves.

TIMESCALES

27. In order to start the planning process to commemorate both anniversaries it would be necessary to establish the working group immediately so that an initial meeting can be set up straight away and plans for both events can be discussed in earnest as quickly as possible.
28. The Working Group would then be asked to produce detailed proposals for the 2017 event by the end of February 2017 and proposals for the 2019 event by October 2017 at the latest.

CONCLUSION

29. There is an opportunity to commemorate two important anniversaries at Daedalus over the next three years and to use both occasions to increase community awareness of the history of the airfield, attract new use by the flying community and arrange a large community event on the site in 2019.

Enquiries:

For further information on this report please contact Lindsey Ansell. (Ext 4567)

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
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Agenda Item 12(1)

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