

# FAREHAM

## BOROUGH COUNCIL

### Report to the Executive for Decision 06 March 2023

<b>Portfolio:</b>	Leisure and Community
<b>Subject:</b>	<b>50<sup>th</sup> Anniversary of the Borough of Fareham</b>
<b>Report of:</b>	Director of Leisure and Community
<b>Corporate Priorities:</b>	Leisure Opportunities for Health and Fun

**Purpose:**

To outline proposals to celebrate the 50<sup>th</sup> anniversary of the Borough of Fareham.

**Executive summary:**

Following changes to local government arrangements specified in the Local Government Act 1972, Fareham was established as a Borough on 1 April 1974. The inaugural annual meeting of Fareham Borough Council was held at 11am on Tuesday 9 April 1974. At that meeting the Charter of Incorporation of the Borough was presented to the Mayor by the Lord Lieutenant of Hampshire, at that time The Right Hon The Earl of Malmesbury.

The Captain of HMS Collingwood presented the Mayor with the Civic Mace which was made by Royal Navy engineers based at Collingwood.

In 2024 it will be 50 years since the Borough of Fareham was established. This significant anniversary provides an opportunity to celebrate the occasion with a series of activities throughout the year.

**Recommendation/Recommended Options:**

It is recommended that the Executive agrees:

- (a) the proposals, as outlined in the report, to celebrate the 50<sup>th</sup> anniversary of Fareham being established as a Borough; and
- (b) officers' proposals to reallocate some of the existing communications budget to support these activities.

**Reason:**

To provide a series of activities that will allow residents and businesses to join the Council in marking the 50<sup>th</sup> anniversary of Fareham being established as a Borough.

**Cost of proposals:**

The cost of providing these activities amounts to £19,135 and can be met from existing budgets.

**Appendices:**                    **A: Fareham 50<sup>th</sup> anniversary flag design**

**Background papers:**   **None**

**Reference papers:**       **None**

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## BOROUGH COUNCIL

### Executive Briefing Paper

<b>Date:</b>	06 March 2023
<b>Subject:</b>	50 <sup>th</sup> Anniversary of the Borough of Fareham
<b>Briefing by:</b>	Director of Leisure and Community
<b>Portfolio:</b>	Leisure and Community

#### INTRODUCTION

1. The purpose of this report is to outline proposals to celebrate the 50<sup>th</sup> anniversary of Fareham becoming a Borough.

#### BACKGROUND

2. Following changes to local government arrangements specified in the Local Government Act 1972, Fareham was established as a Borough on 1 April 1974.
3. The inaugural annual meeting of Fareham Borough Council was held at 11am on Tuesday 9 April 1974. At that meeting the Charter of Incorporation of the Borough was presented to the Mayor by the Lord Lieutenant of Hampshire, at that time The Right Hon The Earl of Malmesbury. The Captain of HMS Collingwood presented the Mayor with the Civic Mace.

#### PROPOSALS

4. Officers have outlined the following proposals for how the Borough can mark this significant anniversary with its residents. Some proposals have no additional costs attributed to them as they can be undertaken in-house. Where there is a requirement for funding, this is illustrated within the report.

#### SPECIAL ANNIVERSARY FBC LOGO

5. In 2024 it will be 50 years since the Borough of Fareham was established. This significant anniversary provides an opportunity to celebrate with a series of activities throughout the year.
6. A new FBC logo referencing the 50<sup>th</sup> anniversary (see Appendix A) would be created for use throughout the year on all publicity, events, campaigns and publications. It would also be used on the Council's website and social media channels.
7. It is proposed that a flag is designed featuring the new logo as shown at Appendix A to

be flown from the flag poles in the town centre throughout the anniversary year.

### **LAUNCH AT CHRISTMAS LIGHT SWITCH-ON EVENT**

8. Each November the Christmas Lights switch-on event attracts a huge crowd into the town centre and the 2022 event was the busiest yet. It is therefore proposed to take advantage of the popularity of this event to officially announce the campaign to mark the 50<sup>th</sup> anniversary celebrations at the Christmas light switch-on event in November 2023.
9. As part of the launch, it is proposed to engage the public by asking them to share their memories and photographs from the last 50 years across Fareham so that an online gallery of images and memories can be collated ready for a 'go-live' date of 9 April 2024.
10. It is proposed to include a promotional 'Breadcrumb' trail at the event to engage Fareham town centre shops and businesses.
11. Publicity for the Christmas Lights event would include a new 50<sup>th</sup> anniversary logo.

### **BUILDING AWARENESS**

12. Following the Christmas Lights switch-on event it is proposed to conduct a sustained campaign through press releases, Fareham Today and social media, encouraging residents and businesses to share photographs which can be added to an online gallery.
13. It is proposed to create a new page on the website outlining the background to Fareham being established as a Borough in 1974 and featuring photographs of the first Mayor, the Mace and the Charter of Incorporation.
14. Liaison with organisers of known community events across the Borough will raise awareness of the 50<sup>th</sup> anniversary logo and they will be invited to apply for community funding to cover the costs of including the special logo in their event branding.
15. It is proposed to request that the April 2024 meeting of the Council is held on 9 April so that the anniversary can be acknowledged as an agenda item.
16. The Council offices will be decorated with new temporary signage from the beginning of April 2024 for the duration of the anniversary year. These will be primarily peel on, peel off graphics to avoid damaging the new paintwork and include:
  - (a) An updated 'Welcome' sign for Reception
  - (b) Peel-on/peel-off stickers with new logo affixed to the images in Reception that showcase some of the achievements from the Council's corporate strategy.
17. All publicity produced throughout the year would incorporate the new 50<sup>th</sup> anniversary logo.

### **PROMOTING THROUGH REGULAR EVENTS**

18. There are a number of regular events held throughout the year and, where possible, it is proposed to incorporate the 50<sup>th</sup> anniversary of the Borough on any publicity.
19. The Leisure and Community team has a giant deck chair for photo opportunities which could be rebranded.

20. A new category for our annual virtual Fareham in Bloom campaign can be created with a 50<sup>th</sup> anniversary theme.
21. Inclusion of a special feature in the popular Bygone Fareham 2024 event to feature vehicles that are 50 years old.
22. Replace Thumbs up Friday with the 'Borough's Birthday Event'. The event would feature a giant sandpit for the duration of the summer in 2024.

### **NEW INITIATIVES AND ITEMS REQUIRING ADDITIONAL BUDGET**

23. A number of events are proposed which, if approved, the Council will offer sponsorship packages to try to attract external funding.
24. Work with the new operators of Fareham Live to host a paid for event. Fifty paying guests would be among the first to view the new theatre and its facilities and enjoy a tour, some form of entertainment from a local theatre group and afternoon tea.
25. Work with local artists/photographers to create an exhibition, at a venue to be confirmed, with a 50<sup>th</sup> anniversary theme.
26. The 'Live Love Local' banners erected in the town centre and districts across the Borough in 2021 are due to be either taken down or replaced in 2023. It is proposed to update the banners for the Christmas Lights switch-on event with a refreshed design, remove the EU logo and replace with the new 50<sup>th</sup> anniversary logo.

### **COST BREAKDOWN**

27. The following table outlines the approximate projected costs for all proposals detailed within this report that would require funding:

<b>Description</b>	<b>Cost</b>
Additional costs for Xmas Lights switch on	£300
Temporary graphics in Reception	£300
Design and print new flags	£600
Rebrand giant deckchair	£250
Additional funding for Borough's Birthday Event – cost of sandpit	£8,000
Themed exhibition at a venue to be confirmed	£3,000
Update Live Love Local banners	£6,685
<b>Total</b>	<b>£19,135</b>

## **CONCLUSION**

28. The Council wishes to recognise the significance of 2024 being exactly 50 years since Fareham was designated as a Borough.
29. As outlined within the report, a series of proposals have been suggested that will allow residents and businesses to join the Council in marking this milestone in the history of the Borough.

### **Enquiries:**

For further information on this report please contact Jan Lasnon, Communications Manager, on 01329 824302.