

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 03 December 2024

Portfolio:	Policy and Resources
Subject:	Annual Review of Corporate Strategy 2023-2029
Report of:	Assistant Director (Democracy)
Corporate Priorities:	All Corporate objectives apply

Purpose:

The Council's performance management framework requires the Executive to undertake an annual review of the corporate vision and priorities. The purpose is to update the wording where necessary, to provide an overview of the Council's performance for the 2023/24 financial year and refresh the list of corporate projects. This is the first review of the new Corporate Strategy 2023-2029 which was adopted in October 2023.

Executive summary:

The Corporate Strategy provides a clear focus on the most important issues to be addressed for the 2023-2029 Strategy period. This annual review is an opportunity to consider progress made in delivering corporate priorities during 2023-2024 and to assess the impact of any other influences on the Council's services and initiatives.

Recommendation/Recommended Option:

It is recommended that the Executive:

- A) Agrees the proposed revisions to the Corporate Strategy, as set out in Appendix B of this report.
- B) Recommends the Annual Review of the Corporate Strategy 2023-2029 to Council for approval, subject to any further amendments.
- C) Notes the Council's performance for the 2023/2024 financial year.

Reason:

To meet the requirements of the Council's performance management framework. and to provide details of Fareham Borough Council's performance for the 2023/2024 financial year.

Cost of proposals:

None

Appendices:

A: Corporate Strategy 2023-2029 – Current

B: Proposed updates to the Corporate Strategy

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Executive Briefing Paper

Date:	03 December 2024
Subject:	Annual Review of Corporate Strategy
Briefing by:	Assistant Director (Democracy)
Portfolio:	Policy and Resources

INTRODUCTION

1. The Council's performance management framework requires the Executive to undertake an annual review of the corporate vision and priorities. The purpose is to confirm future priorities and update the wording where necessary.
2. The 2023-2029 Corporate Strategy was adopted by the Council on 26 October 2023. This is the first review of the new Corporate Strategy, a copy of which is attached as Appendix A.
3. Any proposed changes to the wording will need to be approved by the Council, because the Corporate Strategy falls within the Council's policy framework under the constitution. Details of the proposed updates to the wording in the Corporate Strategy are attached as Appendix B.

ANNUAL REVIEW OF THE CORPORATE STRATEGY 2023-2029

4. The Corporate Strategy sets out the Council's priorities for 2023-2029 and shows how we have planned to ensure Fareham remains a prosperous, attractive, and safe place to live and work.
5. The Strategy sets out six Corporate Priorities. Top level highlights of the progress of each priority in the year 2023 - 2024 is set out below:

Providing Housing Choices

- The Fareham Local Plan 2037, which plans for the provision of new homes, and employment space across the Borough up to 2037 was formally adopted.
- The Council continued to deliver affordable housing with the completion of two three-bedroom affordable homes located at Queens Road in Fareham Town Centre and a sheltered housing scheme for older residents at Station Road Portchester.

- A Self and Custom Build Housing Supplementary Planning Document, informing and guiding residents that have a desire to build their own home was adopted.
- Fareham Housing completed the purchase of 130-136 West Street Fareham with the opportunity for further affordable housing within the town centre.

Respond to Climate Change and Protect the Environment

- To move towards a more modern, resilient, and cost-effective commercial fleet a rolling five-year vehicle replacement programme was adopted.
- Two areas of sponsored tree planting within Abbey Meadows, Titchfield officially opened in commemoration of Her late Majesty Queen Elizabeth II's Platinum Jubilee.
- To reduce the carbon footprint of the new Fareham Live entertainment venue, solar panels and Air Source Heat pumps were installed as part of the construction.
- National Lottery funding was awarded to implement carbon reduction measures at Fareham Leisure Centre.

Strong, Safe and Healthy Communities

- Holly Hill Woodland Park and the Sensory Garden in Fareham Town Centre once again received the prestigious Green Flag Award setting the benchmark for recreational outdoor spaces across the UK.
- The delivery of Welborne Garden Village took another step forward with the Council receiving the first formal planning applications to build houses at the site.

Promote Economic Development

- A revised package of investment at Solent Airport was approved with an additional £800,000 of funding to ensure its continued safe operation and grow its competitive position.
- Proposals to create a new Search and Rescue Training Centre at Faraday Business Park were supported.
- The Council acquired Fareham Shopping Centre and adjoining properties, in support of the wider Town Centre Regeneration approach.

Leisure Opportunities for Wellbeing and Fun

- Construction of Fareham Live progressed well and industry experts, Trafalgar Theatres were appointed as the venue operators.
- A new site name was adopted for the programme to transform the Fareham North West community and leisure facilities. Following public consultation and an overwhelming response, Fareham Park was the chosen name.

A Responsive, Inclusive and Innovative Council

- An updated Opportunities Plan was approved, which incorporated a holistic cross Council approach to generating additional income and finding savings.
- The Council launched a dedicated Facebook consultation group called 'Let's Talk Fareham' providing an additional method to gather feedback. The Facebook group has attracted nearly 900 members.

UPDATED CORPORATE PROJECTS

6. As would be expected of any corporate strategy, new projects emerge over time. These proposals can be found in Appendix B; however, the following list highlights the main additions:
 - Aided by the purchase of 92 Gordon Road, continue to deliver, and review our approach to emergency and temporary accommodation provision.
 - Deliver affordable housing in the town centre and further support the delivery of the Town Centre Regeneration Strategy with the acquisition of 130-136 West Street buildings (Birk's Building)
 - Develop an Environment Strategy to bring our varied environmental objectives, plans, and projects into a coherent whole.
 - Work in partnership with Trafalgar Theatres to ensure we continue to provide a vibrant community, arts, and entertainment venue for everyone in the community.
 - Develop and implement a Digital Strategy to widen customer options and provisions.

PERFORMANCE MEASURES APPROACH

7. The Council's Strategic Framework had previously included Local Service Agreements (LSAs) as a tool to provide an overview of performance in key service areas. LSAs looking at performance in the previous municipal year, would be presented on an annual basis as part of the Corporate Strategy review.
8. A new approach to corporate performance measures is emerging which will provide more timely, transparent, and relevant service performance information to managers, Members, partners and the wider public. The new approach is replacing the LSA's, and it is anticipated that the initial measures will be presented for approval at the 3 February 2025 Executive.

CONCLUSION

9. This report is a key stage in the Council's performance management framework. The Executive is invited to consider the proposed amendments to the Corporate Strategy 2023-2029 and recommend these changes to Council.

Enquiries:

For further information on this report please contact Roy Brown (01329 824489)