

## NOTICE OF MEETING

<b>Meeting</b>	Executive Member for Countryside and Rural Affairs Decision Day
<b>Date and Time</b>	Thursday, 13th June, 2019 at 9.00 am
<b>Place</b>	Chute Room, EII Court, The Castle, Winchester
<b>Enquiries to</b>	members.services@hants.gov.uk

John Coughlan CBE  
Chief Executive  
The Castle, Winchester SO23 8UJ

## FILMING AND BROADCAST NOTIFICATION

This meeting may be recorded and broadcast live on the County Council's website. The meeting may also be recorded and broadcast by the press and members of the public – please see the Filming Protocol available on the County Council's website.

## AGENDA

**1. RURAL AFFAIRS – RURAL PROGRAMME UPDATE AND PRIORITIES FOR 2019/20** (Pages 3 - 12)

To consider a report of the Director of Culture, Communities and Business Services regarding the Rural Programme and Priorities for 2019/20.

**2. RURAL COMMUNITIES FUND – HURSLEY VILLAGE STORE GRANT** (Pages 13 - 22)

To consider a report of the Director of Culture, Communities and Business Services seeking approval to a grant application.

**3. PARISH AND TOWN COUNCIL INVESTMENT FUND: FAWLEY PARISH COUNCIL – APPLICATION CG00017244** (Pages 23 - 32)

To consider a report of the Director of Culture, Communities and Business Services seeking approval to a grant application.

**ABOUT THIS AGENDA:**

**On request, this agenda can be provided in alternative versions (such as large print, Braille or audio) and in alternative languages.**

**ABOUT THIS MEETING:**

**The press and public are welcome to attend the public sessions of the meeting. If you have any particular requirements, for example if you require wheelchair access, please contact [members.services@hants.gov.uk](mailto:members.services@hants.gov.uk) for assistance.**

County Councillors attending as appointed members of this Committee or by virtue of Standing Order 18.5; or with the concurrence of the Chairman in connection with their duties as members of the Council or as a local County Councillor qualify for travelling expenses.

## HAMPSHIRE COUNTY COUNCIL

### Decision Report

<b>Decision Maker:</b>	Executive Member for Countryside and Rural Affairs
<b>Date:</b>	13 June 2019
<b>Title:</b>	Rural Affairs – Rural Programme update and future priorities
<b>Report From:</b>	Director of Culture, Communities and Business Services

**Contact name:** Sam Jones

**Tel:** 02380 605100

**Email:** [sam.jones2@hants.gov.uk](mailto:sam.jones2@hants.gov.uk)

### Purpose of this Report

1. The purpose of this report is to update the Executive Member for Countryside and Rural Affairs on the progress of the Rural Programme (RP). Information on both past and existing commitments is included, with recommendations that maintain current capacity and target medium-term programme needs and opportunities. Consideration is given to ensure the RP can also provide an effective response to the Hampshire 2050 Commission of Enquiry (Col) in the ongoing delivery of services to our rural communities.
2. The report provides an update on the progress of the Rural Communities Fund (RCF) and the new Parish and Town Council Investment Fund (PTCF). It highlights the value of both initiatives and makes recommendations which reflect their importance to the County Council's relationships with local council's and communities.
3. Further recommendations are made concerning Hampshire County Council's ongoing engagement and support for key partnerships including; The Hampshire Association of Local Councils (HALC), the Hampshire Rural Forum (HRF) and the Rural Services Network (RSN).

### Recommendations

That the Executive Member for Countryside and Rural Affairs (EMCRA):

4. endorses the programme commitments (as set out in Appendix 1) as the most prudent way to maintain ongoing programme capacity and support development opportunities;
5. recognises the early strength of applications to the PTCF and endorses the sustained governance via the Programme Board, and current promotional activities through District Associations;

6. in response to the growing demands upon the RCF from rural communities (as set out in Appendix 2), supports a temporary increase of the funds current annual award limit from £85,000 to £120,000 for 2019/20;
7. welcomes the initial outcomes of the Col and on the evidence presented for the Rural Theme, and approves further work including the continued support to the National Rural Strategy with the RSN;
8. supports the current negotiations with HALC in establishing a three-year agreement which will set out the formal relationship between both organisations starting 2020/2021;
9. supports ongoing discussions across the Rural Forum Steering Group in developing the groups profile and influence whilst also addressing a future funding gap.

### **Executive Summary**

10. The RP is overseen by the EMCRA as a key tool in the County Council's approach to tackling challenges in the delivery of rural services and on the relationship with Parish and Town Councils (PTC's). This includes decision-making responsibility for both the Parish and Town Council (PTC) Investment Fund and Rural Communities Fund (RCF) together with the County Council's partnerships with the Hampshire Association of Local Councils (HALC) and the Hampshire Rural Forum.
11. This report updates the Executive Member on progress in these areas and makes recommendations for future funding commitments which maintain current programme capacity. Further areas are also identified which sets out how the medium-term targeting of reserves can develop the programmes ability to respond to both current pressures and future opportunities.
12. The importance of external partnerships is highlighted with recommendations that look to position the RP to respond to the outcomes of ongoing engagement through the HRF and the Col.
13. Future direction will focus upon maintaining efforts to build local capacity and progress sustainable projects that meet local needs and respond to the growing pressures on County Council services.

### **Contextual information**

14. The EMCRA role, with primary departmental links with Culture, Communities and Business Services (CCBS) includes functional duties for the Rural Affairs Development Fund (RADF) and its use to support activities through the County Council's Rural Programme (RP). This includes the County Council's associated relationships with Parish, Town, District and Borough Councils. It also includes the partnership with HALC, decision-making responsibilities for the Rural Communities Fund (RCF), and those for the new £500,000 Parish and Town Council Investment Fund (PTCF).

15. The annual commitment to the RADF of £200,000 has enabled investments which specifically target challenges identified by the County Council's Rural Priorities. Appendix 1 includes a summary of these activities over the last two years. Notable examples include; the RCF, Parish Lengthsmen and Village Agent schemes, which all look to increase a community's local capacity, resilience and ability to self-help.
16. Despite the popularity of these activities with partners and local communities, the RADF did not fully utilise available budget in previous years. This was attributed, at least in-part, to a lack of capacity to promote and expand the RP which has led to an inability to fully respond to need.
17. Moves to address the capacity issue were instigated in February 2018 with the recruitment of a Programme Manager, which has proved effective. There has since been a notable increase in uptake of the RCF. The successful launch of the PTCF and closer working relationships, both across departments and partner organisations demonstrates a positive impact.
18. The RCF continues to offer support to Hampshire's rural communities by providing small grants and support for locally led initiatives. There has been an increased uptake with the last year awarding 27 projects investments ranging between under £500 up to £10,000.
19. The current RCF annual award limit is set at £85,000. Trend data from the last 12 months suggests a possible demand upon the Fund for the current financial year of £100,000 to £120,000 (see Performance section 28 for more details).
20. The new PTCF of £500,000 seeks to encourage innovation in response to growing pressures upon County Council Services, by investing in locally led initiatives which build community capacity and resilience.
21. Since its launch in November 2018 the PTCF there has been a strong early uptake with 100 enquiries and with 23 applications in progress. The existing governance and support to the EMCRA, through the Programme Board, continues and the early uptake also highlights the effectiveness of current promotional and engagement activities. Ongoing monitoring is in place, using enquiry rates to gauge interest and inform any response as necessary.
22. Further Programme capacity was introduced with a temporary Programme Support Officer role in Sept 2018. This was primarily to provide additional capacity in supporting the growth of the RCF and in the launch and delivery of the PTCF. To meet the current pressures on the RP's capacity to support both Funds, the Programme Board agreed to extend this role for a further 6 months to September 2019.
23. The Programme Manager role will continue to expand to meet the growing demands upon existing RP led initiatives. Existing engagement with external partners will also continue including through the HRF, and as a result of the outcomes to Col.
24. The evidence provided on the Rural Theme to the Col was collated with significant support from the Programme Manager and the HRF, together with evidence and expert witnesses from regional partners and national experts.
25. The contributions of the RSN at the Rural Theme Commission Hearing provided further evidence on the challenges in delivering rural services. It also gave an early

insight to their work engaging with Central Government on the need for a National Rural Strategy.

26. Agreement in April 2019 by the Executive Member for Policy and Resources of a further one-year extension for HALC's infrastructure grant of £57,000, enables discussions between both organisations to determine the formal relationship between both organisations. The option of a three-year medium-term agreement from 2020 is currently under consideration. It is expected any such agreement would adopt a twin track approach for County Council funding and support HALC's core purpose in parallel to specific activities which support relevant initiatives of the County Council.
27. The HRF provides the County Council with the necessary channels to engage and consult collectively with our rural partners. Ring-fenced funds held by the County Council are sufficient to meet Forum needs for the current year. However, a longer-term option is required, with contributions from Steering Group members as the current most viable option. Consideration of a 30% contribution from the County Council's RADF as a means to encourage contributions from other members is still a possibility.

## **Finance**

28. The RADF operates at £200,000 per year with current reserves of £256,000. Delivery against Hampshire County Councils Rural priorities is channelled through the RP and includes direct support of the RCF. This fund provided a total award of £73,000 through 2018/19, with four to five times match funding achieved. Uptake by rural communities increased in the latter half of the year (attributed partly to wider promotion, support and simplification of the application process) setting a trend which is expected to continue, with forecast awards for 2019/20 at £100,000 to £120,000.
29. Other significant commitments channelled through the RP within 2018/19, included; a £35,000 investment in the Highways and Countryside Service Parish Lengthsmen Scheme, £20,000 with Adults Service's 'Hitting the Cold Spots' programme and £20,000 to the Village Agents scheme.
30. A summary of these commitments through the RP is included in Appendix 1. This also identifies recommended RP commitments going forward, together with areas for the targeted investment of reserves. A level of flexibility is incorporated to maintain the RP's need to be able to respond to future opportunities and demands.
31. The PTCF of £500,000 offers both capital and revenue investments to local councils and community groups of amounts usually up to £30,000. Established in November 2018, upwards of 23 projects are already in development which draws on funding expected throughout 2019/20 (see Appendix 2 for further details).
32. Grant infrastructure funding from Policy and Resources of £57,000 for the year 2019/20, looks to support HALC in the continuation of their existing arrangements and in their commitment to support the delivery of the PTCF. The HALC Policy and Resources annual grant has historically been £70,000 per year, but annual reductions of 10% were introduced from 2018 to reflect pressures on County Council Resources. This reduction was realised in the £63,000 grant awarded for 2018/19 and the £57,000 for the current year. Similar savings will be incorporated in any further agreements.

33. Annual secretariat and facilities costs of the HRF over the last two years have been approximately £7,000 per annum. Whilst ring-fenced funding held by the County is sufficient to meet costs for 2019/20, discussion across the HRF Steering Group membership will take place to look at collective contributions. A 30% contribution of these costs from the RADF has been tabled at the RP Programme Board in March and is pending further consideration.

## **Performance**

34. The total award from the RCF for 2018/19 was £73,000, with match funding achieved at four to five times the investment made by Hampshire County Council. Considering the recent trends (summarised in Appendix 2), forecast awards for the current year are estimated at between £100,000 to £120,000.
35. Since its launch the PTC Fund has received approximately 100 enquiries within its first quarter of operation, with 23 projects in active development. A further 15 applications were steered towards other existing County Council grants and funds, including the RCF and Recreation and Heritage Community Fund (a summary of this activity is provided in Appendix 2).
36. The strong uptake of both funds is largely attributed to the RP's community engagement activities through Local Council District Associations and Parish cluster groups. Equally the simplification of the application process, and the added capacity to support applications by the Programme Manager and Support Officer has contributed to this success.
37. The RP supported the County Council's commitment to external partnership and consultation throughout 2018/19. The Programme actively participates in the Hampshire Rural Forum, which includes over 50 Stakeholder groups, and continues to provide valuable feedback on programme activities and initiatives.
38. Further developments in 2018/19 for the Forum included its additional role in taking on the Wessex Farming Group (advising DEFRA on rural issues in Hampshire and across the region). The Forum's Steering Group also participated in a Workshop to collate and provide evidence to the Rural Theme for the Hampshire 2050 Vision.
39. The collation of evidence for the Rural Theme, as part of the Hampshire 2050 Vision, provided further opportunity for wide stakeholder and partnership engagement. This work also encompassed internal and external expertise to facilitate a well-received hearing for the Col's Rural Theme. New partnerships were established throughout the process with national experts from academic, local government and rural sector backgrounds.

## **Future direction**

40. In recognition of shared outcomes between both organisations, the close County Council partnership with HALC is expected to continue. The PTC Investment Fund and RCF provide the financial means to develop new and innovative ways of working. They also provide the opportunities to address local needs and respond to increasing pressure on County Council services. Priority will be given to projects that directly support pressures in key service areas and to initiatives that draw in partnerships and resources in a sustainable manner.

41. The financial infrastructure grant of £57,000 to HALC will support the ongoing partnership and provide a valuable period to develop a future agreement. This will be linked closely to outcomes of the PTCF.
42. Continued investments through the PTCF and RCF will see tangible benefits in Hampshire's local communities. Both workstreams are expanding in reach and capacity and rely on significant levels of development and support for success. It will therefore be necessary to commit appropriate and proportionate levels of programme support and direct project management in future.
43. The work associated with the Rural Theme as part of the Col was effective in identifying the 'rural reality' within Hampshire. It also recognised the drivers for change and the actions the County Council must consider in addressing rural issues, in both the short, medium and long-term. The evidence and developed partnerships will help inform the direction for the RP. It will also shape the core activities and targeted investment of current reserves.



**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

<b>Hampshire maintains strong and sustainable economic growth and prosperity:</b>	yes
<b>People in Hampshire live safe, healthy and independent lives:</b>	yes
<b>People in Hampshire enjoy a rich and diverse environment:</b>	yes
<b>People in Hampshire enjoy being part of strong, inclusive communities:</b>	yes

**Other Significant Links**

<b>Links to previous Member decisions:</b>	
<u>Title</u>	<u>Date</u>
EMPR Report - Town and Parish Council Investment Fund	26.09.2018
EMPR Report - Update on the Parish and Town Council Investment Fund and Associated Rural Issues	25.04.2019
<b>Direct links to specific legislation or Government Directives</b>	
<u>Title</u>	<u>Date</u>

<b>Section 100 D - Local Government Act 1972 - background documents</b>	
<p>The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)</p>	
<u>Document</u>	<u>Location</u>
None	

## **EQUALITIES IMPACT ASSESSMENT:**

### **1. Equality Duty**

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment - No negative impacts are anticipated**

## Appendix 1:

**Table 1.** Financial commitments of the Rural Affairs Development Fund 2017 to 2018/19, including recommendations for further commitments from 2019.

<b>Rural Affairs Development Fund; investment summary 2017/18 and 2018/19 (£200,000 limit per year)</b>		
Year	Project/Initiative	Amount Invested (£)
2017/18	RCF (awarded)	61,000
	Parish Lengthsman	35,000
	Hitting the Cold Spots	20,000
	Village Agents	20,000
	Fly-Tipping	4,000
	Men's Shed's	4,000
	RSN subscriptions	3,000
2018/19	RCF (awarded)	81,000
	Parish Lengthsman	35,000
	Hitting the Cold Spots	20,000
	Village Agents	20,000
	RSN subscriptions	3,000
<b>Future investment areas; ongoing, plus medium and short-term targeting of reserves 2019&gt; (£200,000 per year, with £256,000 in reserves)</b>		
Commitment	Amount (£)	Recommended Duration
<b>Ongoing core activities and commitments</b>		
Rural Communities Fund (grant based with targeted awards)	120,000	Ongoing (with annual cap review)
Programme Management	51,000	Ongoing
RSN Annual Subscriptions	3,000	Ongoing
Parish Lengthsman	25,000 to 35,000	Duration tbc.
Hampshire Rural Forum	0 to 2,500	>2019/20 duration tbc.
<b>Short &amp; medium-term targeted investments</b>		
Joint initiatives with Adult Services (see previous years above for potential areas)	20,000 to 30,000 (est.)	Short-term (annual review)
Rural Communities Fund (potential growth)	10,000 – 20,000 (est.)	Annual review based upon demand and availability of resource
Programme Project Support	22,000	Medium-term (12 to 18 months)
Programme development including opportunities and direction from the Col (likely areas including; partnership development, engagement, communications and promotional activities)	10,000 to 20,000 (est.)	Short-term development

## Appendix 2:

**Table 1.** Rural Communities Fund (RCF) – performance since 2017.

<b>Rural Communities Fund awards 2017 to 2019 (award limit variable – subject to annual review)</b>			
<b>Year/Quarter</b>	<b>Number of Applications</b>	<b>Total Value of Applications (£)</b>	<b>Percentage of Match Funding (%)</b>
2017/18	26	63,000	130
2018/19	27	73,000	450
<b>Projects in development for 2019/20</b>			
First Quarter	13	83,000 (estimate.)	200 (estimate)

**Table 2.** Parish and Town Council Investment Fund (PTCF) – uptake since November 2018.

<b>Parish and Town Council Investment Fund – summary of applications (£500,000 total award capacity)</b>		
<b>Applications in active development</b>		
<b>Service Area</b>	<b>Approximate Value (£)</b>	<b>Number of Applications</b>
Countryside Services	27,000	7
Adults' Health & Care	105,000	8
Fly-Tipping	3,000	3
Highways	tbc	2
Children's Services	20,000	1
<b>Applications approved/at final approval stage</b>		
Adults' Health & Care	34,000	2
<b>Totals</b>	<b>£189,000</b>	<b>23</b>
<b>Other more suitable HCC grants or funds identified</b>		15
<b>Application still at early enquiry stage</b>		24
<b>Application not suitable/more work required</b>		37
<b>Total number of applications/enquiries</b>		<b>99</b>

## HAMPSHIRE COUNTY COUNCIL

### Decision Report

<b>Decision Maker:</b>	Executive Member for Countryside and Rural Affairs
<b>Date:</b>	13 June 2019
<b>Title:</b>	Rural Communities Fund – Hursley Village Store Grant
<b>Report From:</b>	Director of Culture, Communities and Business Services

**Contact name:** Lisa Wood

**Tel:** 01962 832350

**Email:** Lisa.wood@hants.gov.uk

### Purpose of this Report

1. The purpose of this report is to introduce and seek approval for the Rural Communities Fund (RCF) application from Hursley Community Shop Association Ltd, reference CG00017279. The application is for contributions to support the internal refit and improvement of the Hursley Village Store and Post Office.
2. Detailed information regarding the application has being reviewed by the RCF Team with summary information and supporting recommendations collated in Appendix 1 - Summary Assessment Form.

### Recommendation

3. It is recommended that the Executive Member for Countryside and Rural Affairs approves the RCF award of £11,378.46 to Hursley Community Shop Association Ltd to support the application as referenced above.

### Executive Summary

4. This report seeks to outline an application for funding (£11,378.46) from the Rural Communities Fund (RCF) 2019/20, under the Funds 'Rural Retailers and Community Enterprises' theme.
5. The Hursley Community Shop Association Ltd who own and manage the store, have provided a detailed business plan as part of their application. This sets out the nature and aims of the community run business, demonstrating its value to local residents and its integration within and benefits to the local rural economy.

6. All necessary supporting documents have been received by the County Council, including written letters of support by the Parish Council, the Hursley Village Community Association, and County Councillor Jan Warwick.

### **Contextual information**

7. The Rural Communities Fund offers small grants to support Parish Councils, groups and organisations in rural Hampshire and small market towns. The overall priorities of the scheme are to build community resilience and encourage self-help. Applications are accepted to support one of four themes. Funding approval is sought for one application received under the retailers and community enterprises theme. The aim of this theme is to help them grow, increase their productivity and ultimately improve the services that are offered to communities in rural areas. Applications are fully assessed against the grant scheme criteria and eligibility criteria (see Appendix 2).
8. Hursley is a rural Parish, approximately 5 miles south of Winchester, with just under 1000 residents. Following the announcement at the Hursley Parish Council meeting on 21 May 2018 that the village shop was to close, a Parish survey revealed that the majority of residents deemed the Hursley Village Shop to be their most important local amenity.
9. Hursley Community Shop Association Ltd (HCSA) was set up in September 2018 to respond to this Parish feedback directly, and to save the shop and post office from closure. The HCSA completed the purchase of the shop in December 2018, and it has since operated with the support of, and for the benefit of the community.
10. Connections to local producers such as the village butchers improves the range of products available, whilst integrating within and helping build the local rural economy.
11. A further local partnership arrangement with Sparsholt Village shop has also been arranged with the benefits in procurement from economies of scale, and for joint research in expanding both businesses.

### **Finance**

12. The HCSA have raised a total of £162,552 in match funding. To date these substantial matched funds have been devoted to the purchase of the shop, and the initial major internal works such as re-wiring, moving the toilet facilities, and installing a kitchenette.
13. The proposed Rural Communities Fund contribution (£11,378.46) will cover the internal refit costs for the shop, including flooring, shelving, chillers, EPOS

system, and external repair works to the window frames and awning, which have been fully and properly costed. Their financial shortfall to complete the project is £11,378.46, equating to just over 6.5% of the total project costs.

14. The RCF has a total availability of £100,000. £30,000 is currently available from the Rural Retailers and Community Enterprises theme of the Rural Communities Grant. This would leave £18,621.54 remaining for 2019/20 if this grant is approved.

### **Performance**

15. The 3-year Business Plan submitted by HCSA sets out their performance targets and demonstrates the achievable success of the shop if they are able to complete the works as outlined in their application.

**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

<b>Hampshire maintains strong and sustainable economic growth and prosperity:</b>	yes
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<b>People in Hampshire enjoy being part of strong, inclusive communities:</b>	yes

**Other Significant Links**

<b>Links to previous Member decisions:</b>	
<u>Title</u> Rural Delivery Strategy – rural delivery funding Hampshire County Council’s Rural Delivery Strategy	<u>Date</u> March 2018 March 2014
<b>Direct links to specific legislation or Government Directives</b>	
<u>Title</u>	<u>Date</u>

<b>Section 100 D - Local Government Act 1972 - background documents</b>	
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- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment:**

The project is expected to have a high positive impact to all members of the community, and people living in rural areas, and as such no negative impacts are anticipated.

## Appendix 1

### Rural Communities Fund 2019/20 – retailers & community enterprises

#### Grant assessment form

<b>Grant reference no.:</b>	CG00017279
<b>Organisation name:</b>	Hursley Community Shop Association Ltd
<b>Project title:</b>	Hursley Village Shop
<b>Project location:</b>	Hursley Village, nr. Winchester
<b>Total project cost:</b>	£173,930.46
<b>Amount requested:</b>	£11,378.46
<b>Match funding:</b>	£162,552.00
<b>AMOUNT RECOMMENDED:</b>	£11,378.46

Eligibility checklist	Yes/No
Does the project/activity take place in a rural area/village with a population of less than 5,000 residents?	Yes
Does the application demonstrate how the project will grow the business and provide value for money?	Yes
Does the application demonstrate how the project will enhance the local community?	Yes
Does the application prove the business is not in direct competition with another business in the same village?	Yes
Does the application have support from the Parish/Town Council?	Yes
Does the organisation demonstrate that without HCC support the project/activity would not be able to proceed at all or to the extent outlined in the application?	Yes
Will the project make a financial difference to the business (ref. accounts and financial forecast)?	Yes
Have all documents been submitted in line with the criteria (e.g. business plan, parish council support, freeholders' consent and lease, planning and other permissions, quotes, financial accounts)?	Yes

Project summary
<p>Hursley village is the largest settlement in the rural Parish of Hursley, approximately 5 miles south of Winchester, with just under 1000 residents. The private owner of the Hursley Village Shop announced at the Parish meeting on 21 May 2018 that he intended to close.</p> <p>A survey by the Parish Council was conducted to qualify the local need and value of the service provided. With 75% of parish households responding, 84% deemed the Hursley Village Shop to be their most important local amenity. It also identified that a café facility would be of huge benefit to support vulnerable members of the community and improve social isolation.</p>

As a result, the Hursley Community Shop Association Ltd (HCSA) was set up in September 2018 to save the shop and post office from permanent closure, and to operate it for the benefit of the community. The purchase of the shop by the HCSA was completed on 21 December 2018.

Through volunteers the shop opens for 10.5 hours per day (weekdays), and 10 hours at the weekend. As well as providing general produce it provides an added extension for local products, one example being the local butchers.

A partnership arrangement with Sparsholt Village shop has also been arranged to benefit from economies of scale with purchasing, and for joint research.

Whilst the shop is proving a success under the HCSA, further investment and a refit is required.

Contributions are as follows:

Purchase of shares in HCSA – owned by the local community	£102,000
<b>Parish council support</b>	<b>£8,000</b>
Hursley Village Community Association	£3,000
<b>Cllr Jan Warwick</b>	<b>£1,000</b>
Own funds committed (trading surplus)	£3,000
Donations	£2,400
EU/DEFRA Fieldfare Grant	£13,152
30 volunteers totalling over 4000 hours to date	£30,000
<b>Total</b>	<b>£162,552</b>

The work of 30 volunteers (totalling over 4000 hours to date) will continue to cover the proposed opening hours as detailed in their application. This future match funding contribution has not been included above but is a considerable additional benefit.

The proposed Rural Communities Fund contribution (£11,378.46) will be targeted to the internal refit costs for the shop, including flooring, shelving, chillers, EPOS system, and external works to the window frames and awning, which have been fully and properly costed. Their financial shortfall to complete the project is £11,378.46, equating to just over 6.5% of the total project costs.

#### **Officer comments and recommendation**

The Hursley Community Shop Association Ltd have provided a very well thought out application, and an extremely thorough and realistic business plan, demonstrating a clear benefit to, and involvement of, the local community.

They have provided all relevant associated supporting documents, including written letters of support by the Parish Council, the Hursley Village Community Association, and Cllr Jan Warwick, along with their substantial financial contributions listed above.

<p>In recognition of the demonstrable value of the shop to the community, its propensity to promote local produce, and support the community as a whole, as well as the extensive match funding provided by the local community (£162,552), it is recommended that the full amount requested is supported (£11,378.46), to be confirmed at the next EMCRA Decision Day on 13<sup>th</sup> June 2019.</p>	
Officer name: Lisa Wood	Date: 07/05/2019
<p><b>Rural Manager comments and recommendation</b></p>	
<p>The project proposal meets the aims of the 'rural retailers' theme within the RCF. It is well supported by the business plan which presents a robust locally led solution to maintaining a highly valued community asset.</p> <p>As well as providing services to a significant number of residents I am pleased to see the 'café' style facilities being incorporated. The added value of such a service helping build social cohesiveness and in tackling isolation.</p> <p>The wider partnerships with the Sparsholt and local suppliers also demonstrate a more robust connected approach, with direct benefits to and integration within the local rural economy.</p>	
Officer name: Sam Jones	Date: 18/05/2019
<p><b>Local member comments</b></p>	
<p>Councillor Jan Warwick has provided full written support. She has also declared her involvement with the HCSA as a Committee Member, providing further voluntary support and advice.</p>	

## Appendix 2

### Rural Communities Fund - rural retailers and community enterprises scheme guidance

#### Introduction

The 'rural retailers and community enterprises' theme of the Rural Communities Fund provides funding for retailers and community enterprises in rural Hampshire.

The priorities of the theme are to:

- Help retailers grow and increase their productivity by enhancing the services they offer and providing new ones.
- Help develop both new and existing community enterprises that have a retailing element and show potential to develop into a profitable business that will impact positively on the local area, community and economy.
- Support the introduction or expansion of local products and locally produced food and drink into rural retailing outlets, in particular through collaboration with Hampshire Fare and other local businesses and producers.

#### Grant criteria and eligibility

- Applications must include a short three year business plan (template provided in the Supporting Information Form).
- Projects must demonstrate how they will grow their business and provide value for money.
- Projects must show how they will enhance the local community.
- Projects must prove that they are not in direct competition with another business in the same village.
- Projects must be in an area/village with a population of less than 5,000 residents.
- Successful applicants must complete the project and all purchases within 12 months and send all information required to claim the grant.

#### Funding criteria

We can provide grants of between £1,000 and £10,000. Eligible businesses/enterprises must contribute a minimum of 50% of total eligible costs. Therefore, the total minimum project cost would be £2,000 (achieving a grant of £1,000).

For commercial businesses, the match funding cannot be sourced from any other grant making authority. Successful applicants will receive 50% of the grant upfront and the final 50% when the project is complete.

For community enterprises, the match funding can be sourced from other grants. Successful applicants will receive 100% of the grant upfront, however any unspent funding must be returned when the project is complete.

#### Who can apply

The scheme is open to any retailing business/enterprise selling any of the following:- food/drink; essential fresh produce; locally sourced food (applicants are encouraged to consider becoming members of Hampshire Fare). Craft industries may be considered if a positive impact on other local food retailing businesses can be demonstrated.

Eligible businesses/enterprises include:

- Retailing businesses or community buildings comprising post offices
- Village shops
- Village markets
- Butchers
- Bakeries
- Farm shops

- Cafes and tea rooms
- Newsagents
- Mobile facilities
- Pubs
- Community owned woodlands (if comprising a retail element such as a café)
- Pop up shops/cafes

### What we can fund

- Introducing/increasing the range of locally produced high quality foods
- Improvements to sales area e.g. food counters, shelving, lighting, heating etc.
- Internal modernisation e.g. flooring, internal fit-out, energy saving devices etc.
- External appearance e.g. signage, shop front improvements, window blinds etc.
- Development of parking facilities e.g. creating additional parking or improvements to layout of existing parking
- Development of local delivery services
- Security e.g. CCTV, alarms etc.
- Developing websites and advertising (to support the eligible retail activity)
- Upgrade of equipment to improve business efficiency e.g. improved energy efficiency, stock control (e.g. epos systems)
- Retail advice and guidance, marketing and promotion e.g. we encourage applicants seeking to improve the efficiency of their business to get independent advice and a grant can be used for reports/business plans to help do this in the first instance, as well as to implement the recommendations made (as a second application)
- Projects supporting creative locations for essential services, such as shops within pubs, village halls, churches or parish halls etc.
- Setting up a community enterprise that will develop rural retail services
- Collaborative projects with local producers and other local retailers

### What we can't fund

The scheme will not fund:

- Businesses within population areas of more than 5,000 residents. Priority will be given to smaller settlements with limited services.
- Like for like replacement equipment or any general maintenance. We will only fund items that will add new value to the business/enterprise.
- Running costs e.g. staff costs, purchase of stock or perishable items
- Standard computer equipment
- Non-independent commercial organisations (i.e. with more than one outlet)
- Loans

## HAMPSHIRE COUNTY COUNCIL

### Decision Report

<b>Decision Maker:</b>	Executive Member for Countryside and Rural Affairs
<b>Date:</b>	13 June 2019
<b>Title:</b>	Parish and Town Council Investment Fund: Fawley Parish Council – Application CG00017244
<b>Report From:</b>	Director of Culture, Communities and Business Services

**Contact name:** Lisa Wood/Robert Stead/Sam Jones

**Tel:** 01962 832350  
02380 605100

**Email:** [lisa.wood@hants.gov.uk](mailto:lisa.wood@hants.gov.uk)  
[sam.jones2@hants.gov.uk](mailto:sam.jones2@hants.gov.uk)

### Purpose of this Report

1. The purpose of this report is to seek approval for the Parish and Town Council Investment Fund (PTCF) application from Fawley Parish Council with the reference CG00017244, entitled 'Supporting Adults Health & Wellbeing through Supportive Physical Activities'. Detailed information regarding the application as presented to the Rural Programme Board is included in the Summary Assessment Form attached as Appendix 1.

### Recommendation

2. It is recommended that the Executive Member for Countryside and Rural Affairs approves the PTCF award of £30,457 to Fawley Parish Council to support the application as referenced above.

### Executive Summary

3. The PTC Fund aims to support local partnerships and provide pump priming investments to pilot new innovative ways of working. Successful applications will need to demonstrate how they build resilience within a local community and in response to the growing pressure on County Council services.
4. This project which will be delivered by Fawley Parish Council and fully supported by the Adults' Health and Care Demand Management and Prevention Team (DMPT), addresses a demonstrable need to expand the support it provides in keeping older people, and those with disabilities, active.

5. The two-year pilot project is intended to demonstrate the benefit of specialised medical fitness care, so as to reduce the need for in-house care for vulnerable members of the community.
6. The outcomes will inform the viability of additional rollout across Hampshire to benefit a larger number of residents. They will also demonstrate the effectiveness of the Fawley project in Social Prescribing and support the possibility for longer term funding from the NHS and Clinical Commissioning Groups.

### **Contextual information**

7. The PTCF was established in November 2018 to support working partnerships with Parish and Town Councils, and local Community Groups. The aim of the fund is to provide pump priming investments to pilot new innovative ways of working, building resilience within a local community, and responding to the growing pressure on County Council services. Applications are fully assessed and approved by the partnering HCC Service, in this instance the Adults' Health and Care DMPT, and against the fund criteria (see Appendix 3).
8. Following previous requests by their local GP practice to assist on GP referrals (with over 24,000 registered patients), this project aims to encourage more vulnerable members of the community to remain in their own homes for longer, reducing reliance on in house care for older people, and those with disabilities.
9. Fawley Parish Council, in the north-east of the New Forest District, own the Gang Warily Community Centre. They have committed to make existing staff at the Gang Warily Community Centre available to deliver this project.
10. The project enables the Gang Warily Community Centre to expand the activities and equipment it provides, to support keeping older people and those with disabilities active. The fund award will be used to purchase additional specialist 'accessible fitness equipment' and train staff in GP referrals and additional specialised medical fitness care.
11. The project has gained strong support from DMPT, and from the Rural and Parish and Town Council Programme Board, as per the statements submitted in the summary form in Appendix 1.
12. The project is also well supported by County Councillor McEvoy as Fawley Parish Council's local member, and other working partners involved in the project (see Appendix 2), all of whom have provided written support for the project.



## **Finance**

13. The PTCF was established in November 2018 with an availability of £500,000. The fund can offer both Capital and Revenue targeted investments to support to locally led initiatives which meet the criteria of the fund, usually up to £30,000 (see Appendix 3).
14. The total award sought is £30,467, to include £27,477 Capital funding to purchase additional accessible fitness equipment, and £2,990 in Revenue funding to train staff in GP referrals and additional specialised medical fitness care.
15. Were the organisation to receive the full amount requested - £30,467 this would leave £465,337 remaining in the PTCF account.

## **Performance**

16. The pilot project spans a period of two-years, with four, six-monthly evaluation deadlines. The programme of work has been clearly set out with measurable targets against planned benchmarks. Ongoing monitoring is planned ensuring regular updates to the Rural Programme Board and Adults' DMPT.
17. Review of the applications Full Business Case and Summary Assessment Form (see Appendix 1) was undertaken by the Rural Programme Manager and supported in principle by the Rural Programme Board and Head of DMPT.

## **Future direction**

18. Both the County Council's DMPT and Health and Care Team recognise and support the value which this innovative approach could deliver for users of services in the vicinity of Fawley and its wider catchment. Close monitoring of the programme will be employed to ensure the targets are met. The ongoing review of delivery will inform the viability of further rollout across Hampshire to benefit a larger number of residents.
19. The Adults' Health and Care Department are currently in the design phase of a county-wide 'Connector Project' which seeks to link users of services to local projects, groups and charities who may be able to meet their individual needs and grow these services where required.
20. The Connector Project has identified potential gaps in service provision for those with a physical disability seeking to improve their fitness and wellbeing. This proposal creates an opportunity to implement and measure the benefits of a pilot project to fill such gaps, which has the potential to be rolled out to other areas.

21. The 'NHS 10 Year Plan (2019)' placed significant focus on social prescribing in the community. Fawley Parish Council aims to use this 2-year pilot to measure and demonstrate proven effectiveness to position themselves for associated future funding from the NHS and Clinical Commissioning Groups.

**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

<b>Hampshire maintains strong and sustainable economic growth and prosperity:</b>	yes
<b>People in Hampshire live safe, healthy and independent lives:</b>	yes
<b>People in Hampshire enjoy a rich and diverse environment:</b>	yes
<b>People in Hampshire enjoy being part of strong, inclusive communities:</b>	yes

**Other Significant Links**

<b>Links to previous Member decisions:</b>	
<u>Title</u> EMPR Report – Parish and Town Council Investment Fund.	<u>Date</u> 26/09/2018
<b>Direct links to specific legislation or Government Directives</b>	
<u>Title</u> NHS 10 Year Plan (2019)	<u>Date</u> 07/01/2019

<b>Section 100 D - Local Government Act 1972 - background documents</b>	
<p>The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)</p>	
<u>Document</u>	<u>Location</u>

## **EQUALITIES IMPACT ASSESSMENT:**

### **1. Equality Duty**

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment:**

The project is expected to support referred members of the community free of charge, but also remains available to all members of the community, maintaining access to important services, and as such no negative impacts are anticipated.

## Appendix 1.

### Parish and Town Council Investment Fund 2019/20 - Summary Assessment Form

Organisation name:	Fawley Parish Council
Project title:	Supporting Adults Health & Wellbeing through Supportive Physical Activities
Project location:	Gang Warily Community Centre, Fawley
Total project cost:	£74,467
Amount requested:	£30,467
Match funding – cash:	£44,000 (staff salaries 22.2hrs/week for 2 years)
Match funding - volunteer hours:	
Match funding - in-kind:	
Match funding – total value	£44,000
AMOUNT RECOMMENDED:	£30,467

Eligibility checklist	Yes/No
Is the applicant a Parish or Town Council, or a Local Community Group, directly benefitting the local community, with clear management structure within its constitution or suitable governance/terms of reference?	Yes
Does the project/activity deliver against the scheme priorities (to build community resilience and ease pressure on HCC Services)?	Yes
Does the application have support from the local community and Parish/Town Council?	Yes

Project summary
<p>Fawley Parish Council own Gang Warily Recreation &amp; Community Centre (GW).</p> <p>Following previous requests by local GP's to assist on GP referrals (which without this project they will be unable to deliver), this project allows for an expansion of the activities and equipment provided, to support keeping older people, and those with disabilities, active. The funds will be used to purchase additional accessible fitness equipment and train staff in GP referrals and additional specialised medical fitness care.</p> <p>The offering will be freely available to all members of the community who are referred, with additional availability of the community minibus where necessary.</p>
HCC – Officer Feedback/Comments (relevant Services)
<p><b>Peter Stokes</b> - Strategic Development Manager – Demand Management and Prevention</p> <p>The Adults Health and Care team fully supports the piloting of 'connector services' where agencies connect residents with local services, groups, charities or other organisations who can meet their specific needs and provide the support they require. For this to work it is essential that there is a strong network of local services to connect to.</p> <p>Across the New Forest there is an identified gap in health and fitness provision for those with physical disabilities and mobility issues, which this scheme seeks to address. Value</p>

to HCC will be delivered through plugging this gap to ensure that people with physical disabilities and mobility issues have the same access to health, fitness and lifestyle support and guidance that other members of the population have ensuring they stay healthier, fitter and independent for longer.

Exercise, particularly condition and age appropriate strength exercises, can also help reduce the risk of falls. Falls are a key factor in hospital admissions in older people, and often lead to social care interventions once they are discharged from Hospital. By supporting the target populations identified, the referred individuals can have increased access to appropriate exercise and support, hence preventing falls, and the health and social care costs that result.

Being able to refer direct from HCC and GPs to a free service run by qualified instructors is innovative, and with strict targets and milestones set, will allow us to judge the benefit of rolling similar services out to other parts of the county with minimal risk.

#### **Officer comments and recommendation**

The project's Business Case presents a well-planned, well supported programme, targeting a real need identified and agreed by GP's and Social Care Services.

The programme has been clearly set out with measurable targets against planned benchmarks. Ongoing monitoring is planned ensuring regular updates to the PTC Fund team and Adults H&C.

Reasonable steps are being taken to deliver sustainability, demonstrated through the groups early discussions with the Clinical Commissioning Group (CCG). Adults believe this avenue provides a viable longer-term funding source after the two-year pilot, given the projects direct address to the NHS 10 Year plan of implementing permanent projects for 'Social Prescribing'.

In light of the above, and the substantial match funding investment by Fawley PC I would recommend the organisation is awarded the full £30,467 (the discretionary option for the Funds investment limits to include the additional £467).

Officer name: Sam Jones

Date: 20/03/2019

#### **Local Member comments**

Cllr McEvoy – 'Anything that supports keeping people in their own homes by improving their wellbeing, physical strength and mobility will be a considerable benefit to local residents'.

## **Appendix 2.**

**Supporting information received from other organisations involved or impacted in this project/initiative:**

- **Gary Marsh - Dementia Advisor** – New Forest (East) Alzheimer’s Society
- **Jane Ward – Lead Dementia Friendly Hampshire**
- **Primary Care Development (South West) NHS West Hampshire Clinical Commissioning Group**
- **Paula Reaney, Team Manager**, New Forest East Community Team, Adults’ Health and Care, Hampshire County Council

### **Appendix 3.**

#### **Eligibility and criteria of the Parish and Town Council Investment Fund**

To secure investment from the Fund, the local partnership should ensure:

- They include representatives from both the relevant PTC/s or CG and the relevant County Council service
- The scheme will deliver measurable results against the priorities of the Fund
- The scheme has a project or business plan along with any additional documentation deemed necessary by the County Council service involved. For example, safeguarding measures for schemes engaging social isolation, or design standards for rights of way projects. Templates and support will be provided as necessary
- Clearly defined roles and responsibilities for all members in the local partnership
- Clear demonstration that without support from the Fund the scheme would not be able to proceed at all or to the extent outlined in the application
- Applicants with significant funds in place or higher levels of reserves must demonstrate why investment from the Fund is needed
- It is recognised that applicants will have varying levels of resources and reserves, therefore some flexibility will be permitted in terms of the amount of match funding required. Schemes will be assessed upon the value and financial saving the scheme will create to the community and in support of County Council services
- If the scheme is ongoing, how it will remain sustainable after the initial investment has been made
- An effective monitoring and reporting process are in place, including a final review of the benefits of continuing and/or variability of wider roll out of the scheme to more communities