

# HAMPSHIRE COUNTY COUNCIL

## Decision Report

<b>Decision Maker:</b>	Executive Member for Policy and Resources		
<b>Date:</b>	18 October 2017		
<b>Title:</b>	Rural Delivery Strategy – rural delivery funding		
<b>Report From:</b>	Director for Culture, Communities and Business Services		
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### 1. Executive Summary

- 1.1. The purpose of this report is to outline proposals for Rural Delivery funding for 2017/18. The proposals have been developed in accordance with the Rural Delivery priorities approved by Cabinet in March 2014.
- 1.2. The report outlines a proposal for funding towards an Adults' Health and Care initiative to support the development of community and micro-enterprises for care in rural areas.
- 1.3. The report also outlines one application for funding from the Rural Communities Fund, under the retailers and community enterprises theme.

### 2. Contextual information

- 2.1. The revised County Council Rural Delivery priority actions were agreed by Cabinet in March 2014 (report 5684). These include supporting community resilience, rural transport, self-help, communications and economic development.
- 2.2. The funding proposals presented in this report fit within the priority actions and build on existing initiatives to maximise impact and use of available resources. The proposals have been reviewed by cross-departmental colleagues and Councillor Edward Heron, the Assistant to the Executive - Rural Affairs Champion, who are supportive of the recommendations.

### 3. Finance

- 3.1. The Rural Delivery budget for 2017/18 is £200,000. £90,000 of this budget has already been allocated, approved by the Executive Member for Policy and Resources at his Decision Days in June 2017 and July 2017.
- 3.2. One new proposal is presented for consideration, to be allocated from the Rural Delivery budget 2017/18, for funding totalling £36,320. £31,203 is also requested from the Rural Delivery budget 2018/19.

- 3.3. The Rural Communities Fund budget for 2017/18 is £139,500, split across four themes (countryside access, flood alleviation, retailers and community enterprises, and general community resilience and self-help initiatives). £16,071 of this budget has already been allocated, approved by the Assistant Director for Culture and Heritage, in consultation with the Assistant to the Executive - Rural Affairs Champion.
- 3.4. Decision making for grant applications up to £5,000 was delegated to the Assistant Director for Culture and Heritage by the Executive Member for Policy and Resources at his decision day on 16 June 2017. One new application for funding over £5,000 has been received for consideration; this is for £10,000 from the Rural Communities Fund – retailers and community enterprises theme (see paragraph 5).

#### **4. Funding proposal – community and micro-enterprises for care**

- 4.1. The Adults' Health and Care Department is seeking to collaborate with a capacity building organisation which would provide a person to act as a Local Catalyst. They would work to identify and nurture community and micro-enterprises to create self sustaining solutions to support older people living in rural areas (hamlets and isolated dwellings, rural villages and towns).
- 4.2. The Socio-economic profile of rural Hampshire 2016 highlighted that people living in rural towns and fringe areas are most likely to live alone and there are higher proportions of older couple occupation households within rural communities than urban areas of Hampshire<sup>1</sup>. Furthermore, Hampshire's rural population is set to age more than its urban counterparts, with significantly more growth amongst the very old (namely those aged 85 and over)<sup>2</sup>.
- 4.3. The aim of the initiative is to develop small, very local enterprises to enable people to have flexible support which enables them to live a good life and connects them into community activities, thereby reducing social isolation and loneliness and supporting carers. Solutions will enable people to take part in community life, live in their own home and stay in the area where they live for as long as possible. This will be achieved by overcoming the barriers which prevent this from happening such as personal care needs, maintaining their home (including gardening and domestic help) and maintaining social relationships (through transport, trips, companionship).
- 4.4. The outcome of the initiative will ultimately contribute to supporting Hampshire's rural areas to become more future proof to the demographic changes, remain vibrant and viable, while increasing rural economies and providing local employment opportunities, particularly for younger people and those over fifty-five. A similar community led project, focused on home care and domiciliary care solutions, generated annual savings of £938,607 of which £525,619 were direct and on-going annual savings to the Council.

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<sup>1</sup> [Socio- economic profile of rural Hampshire 2016 - Health and well-being](#)

<sup>2</sup> [Socio- economic profile of rural Hampshire 2016 – Demography and area](#)

- 4.5. It is proposed that the initiative is commenced in late 2017, to continue for two years. The total cost of the project over the two years would be £135,045. This investment will financially support a full-time Local Catalyst, based in Hampshire, to co-design and deliver a Hampshire specific project. It will not be used to finance care costs or delivery of care.
- 4.6. Adults' Health and Care is committing a 50% contribution towards the initiative and is requesting 50% from the Rural Delivery Budget, split across two financial years (£36,320 in 2017/18 and £31,203 in 2018/19). The funding will be released in two stages, the first on receipt of an agreed action plan and the second on receipt of the first year report evidencing achievement of agreed measures of success. The usual governance, monitoring and evaluation arrangement of Adults' Health and Care will be used to oversee the project within the Supportive Communities Programme.
- 4.7. In recognition of the potential of the initiative to create long-term, self sustaining solutions to domiciliary care support in Hampshire's rural areas, it is recommended that this project is supported with a 50% contribution from the Rural Delivery budget, to include £36,320 from the 2017/18 budget and £31,203 from the 2018/19 budget. The 2018/19 instalment will only be released subject to approval from the Assistant to the Executive – Rural Affairs Champion following the submission of the first year report.

## **5. Grant application**

- 5.1. 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.

### ***Cross Stores, £10,000 requested (grant reference 14239)***

Cross Stores and Post Office in Kings Somborne is a family run business situated in a traditional late Victorian shop, built approximately 1895, in a conservation area.

- 5.2 Over the years Kings Somborne has seen the loss of its bank, all but one of its pubs and several small shops. Public transport serving the village is predominately for access to schools and colleges and the frequency of buses is therefore reduced during the school holidays. Nearly half the population of approximately 1,700 have limited or no private transport and rely on volunteer good neighbour schemes to travel to supermarkets, doctor's appointments etc. Cross Stores therefore provides essential provisions, prescription collection point and Post Office services to residents of Kings Somborne and the surrounding villages of Up Somborne, Little Somborne and Ashley.
- 5.3 Funding is requested towards various shop improvements that will improve shop security (e.g. external shutters, re-enforced post office ceiling) and fire safety (e.g. exterior fire door) and provide the opportunity for the shop to increase its

economic potential by enhancing the space and appearance and allowing the range of stock to be extended (e.g. repositioning the staircase, installing a new post office counter and screen, purchasing a new energy efficient fridge and freezer). The opportunity for an increased range of stock will benefit both customers and local suppliers (the store provides an outlet for a variety of local products e.g. fresh farm eggs, locally made cards, cheese and additional seasonal homemade items like jams).

- 5.4 The changes to the shop have been well thought out in order to improve security and safety, increase income and improve the provision available for residents of Kings Somborne and surrounding villages. The owners have also undertaken a number of improvements not included as part of this funding request, which have been self-funded, including new external signage and new consistent shelf price ticketing.
- 5.5 The issue of whether or not Cross Stores is eligible to apply for a grant, given there is another store in Kings Somborne where some convenience items can also be purchased, was addressed in 2016. It was agreed with Cllr Humby, in his previous capacity of Assistant to the Executive – Rural Affairs Champion, that Hampshire County Council would follow the lead of the Post Office, which had conducted its own investigations and deemed Cross Stores the only suitable location for Post Office services in the village (Cross Stores was subsequently awarded Community Post Office status).

The shop is committing £12,860 of its own funds to support the proposal, and has also successfully secured £11,000 match funding from the Post Office.

In recognition of the benefits of the proposed improvements and the match funding secured, it is recommended that the full amount requested is awarded (£10,000).

## **6. Recommendations**

It is recommended that the Executive Member for Policy and Resources:

- 6.1. Approves the proposal to provide a £76,000 contribution to the Adults' Health and Care initiative to support the development of community and micro-enterprises for care in rural areas, as set out in section 4 of this report. This is to include:
- a. a £36,320 contribution from the Rural Delivery budget 2017/18;
  - b. a £31,203 contribution from the Rural Delivery budget 2018/19, subject to approval from the Assistant to the Executive – Rural Affairs Champion.
- 6.2. Approves the Rural Communities Fund grant application to provide a £10,000 contribution towards improvements at Cross Stores, Kings Somborne, as set out in section 5 of this report.

**CORPORATE OR 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>	No
<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>
Rural Delivery Strategy: rural delivery funding	July 2017
Rural Delivery Strategy: rural grants	June 2017
Hampshire County Council's Rural Delivery Strategy	March 2014

**Section 100 D - Local Government Act 1972 - background documents**

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.)

<u>Document</u>	<u>Location</u>
None	

## **IMPACT ASSESSMENTS:**

### **1. Equality Duty**

1.1. 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 under the Act;
- Advance equality of opportunity between persons who share a relevant protected characteristic (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

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

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

### **1.2. Equalities Impact Assessment:**

The proposals are expected to have a high positive impact on people living in rural areas. No negative impacts are anticipated.

A full equality impact assessment for the community and micro-enterprises for care project is available online ([www.hants.gov.uk/as-equality-ia-archive](http://www.hants.gov.uk/as-equality-ia-archive)).

### **2. Impact on Crime and Disorder:**

2.1. More vibrant and active communities are likely to suffer less crime and anti-social behaviour.

### **3. Climate Change:**

3.1 How does what is being proposed impact on our carbon footprint / energy consumption? Supporting rural retailers encourages residents to shop locally thus reducing car use. The application supports the purchase of more energy efficient appliances.

How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts? The initiative proposed supports the culture of self-help and community resilience in rural areas.