

# Public Document Pack



## RUSHMOOR BOROUGH COUNCIL

### CABINET

*at the Council Offices, Farnborough on  
Tuesday, 8th January, 2019 at 7.00 pm*

To:

Cllr D.E. Clifford, Leader of the Council  
Cllr K.H. Muschamp, Deputy Leader

Cllr Barbara Hurst, Planning and Economy Portfolio Holder  
Cllr G.B. Lyon, Corporate and Democratic Services Portfolio Holder  
Cllr M.L. Sheehan, Operational Services Portfolio Holder  
Cllr P.G. Taylor, Customer Experience and Improvement Portfolio Holder  
Cllr M.J. Tennant, Major Projects and Property Portfolio Holder

Enquiries regarding this agenda should be referred to Chris Todd, Democracy and Partnerships, on 01252 398825 or e-mail: [chris.todd@rushmoor.gov.uk](mailto:chris.todd@rushmoor.gov.uk)

## A G E N D A

1. **MINUTES** – (Pages 1 - 6)

To confirm the Minutes of the meeting held on 11th December, 2018 (copy attached).

2. **RUSHMOOR COMMUNITY LOTTERY** – (Pages 7 - 18)  
(Cllr Gareth Lyon, Corporate and Democratic Services Portfolio Holder)

To consider Report No. DSP1901 (copy attached), which sets out a review of the Rushmoor Community Lottery, following the first year of operation, and proposes changes to its working arrangements.

3. **BUSINESS RATES - DISCRETIONARY GROWTH INCENTIVE RELIEF APPLICATION** – (Pages 19 - 28)  
(Cllr Gareth Lyon, Corporate and Democratic Services Portfolio Holder)

To consider Report No. FIN1901 (copy attached), which gives details of an application for discretionary rate relief under the Council's Discretionary Growth Incentive Relief Policy.

4. **EXCLUSION OF THE PUBLIC** –

To consider resolving:

That, subject to the public interest test, the public be excluded from this meeting during the discussion of the undermentioned items to avoid the disclosure of exempt information within the paragraph of Schedule 12A to the Local Government Act, 1972 indicated against such items:

<b>Item Nos.</b>	<b>Schedule 12A Para. No.</b>	<b>Category</b>
5, 6 and 7	3	Information relating to financial or business affairs

5. **ALDERSHOT REGENERATION - SITE ASSEMBLY** – (Pages 29 - 36)  
(Cllr Martin Tennant, Major Projects and Property Portfolio Holder)

To consider Exempt Report No. RP1901 (copy attached), which sets out matters regarding the acquisition of properties in relation to the regeneration of Aldershot town centre.

6. **PROPERTY INVESTMENT PURCHASE** – (Pages 37 - 44)  
(Cllr Martin Tennant, Major Projects and Property Portfolio Holder)

To consider Exempt Report No. RP1902 (copy attached), which sets out details relating to the potential acquisition of property.

7. **APPLICATION FOR SECTION 49 REMISSION OF NON-DOMESTIC RATES** – (Pages 45 - 52)  
(Cllr Gareth Lyon, Corporate and Democratic Services Portfolio Holder)

To consider Exempt Report No. FIN1902 (copy attached), which gives details of an application for the remission of non-domestic rates due to hardship.

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# CABINET

Meeting held on Tuesday, 11th December, 2018 at the Council Offices, Farnborough at 7.00 pm.

## Voting Members

Cllr D.E. Clifford, Leader of the Council  
Cllr K.H. Muschamp, Deputy Leader

Cllr Barbara Hurst, Planning and Economy Portfolio Holder  
Cllr G.B. Lyon, Corporate and Democratic Services Portfolio Holder  
Cllr M.L. Sheehan, Operational Services Portfolio Holder  
Cllr P.G. Taylor, Customer Experience and Improvement Portfolio Holder  
Cllr M.J. Tennant, Major Projects and Property Portfolio Holder

The Cabinet considered the following matters at the above-mentioned meeting. All executive decisions of the Cabinet shall become effective, subject to the call-in procedure, from **24th December, 2018**.

### 59. **MINUTES –**

The Minutes of the meeting of the Cabinet held on 13th November, 2018 were confirmed and signed by the Chairman.

### 60. **PROVISIONAL SETTLEMENT 2019/20 AND BUDGET UPDATE –** (Cllr Gareth Lyon, Corporate and Democratic Services Portfolio Holder)

The Cabinet received Report No. FIN1840, which provided information in relation to the Government's funding for Local Government in 2019/20, known as the Provisional Settlement.

It was explained that the announcement of the Provisional Settlement had been delayed by the Government. This would set out the funding for specific and general revenue grants, as well as capital. The Provisional Settlement announcement had been due on 6th December, 2018 and it was now expected that this would be announced later in December, with the Final Settlement announcement due in late January, 2019.

**The Cabinet NOTED** the latest position in relation to the Provisional Settlement and the effect it would have on the Council's 2019/20 budget, as set out in Report No. FIN1840.

### 61. **TREASURY MANAGEMENT OPERATIONS MID-YEAR REPORT 2018/19 –** (Cllr Gareth Lyon, Corporate and Democratic Services Portfolio Holder)

The Cabinet received Report No. FIN1836, which set out the main activities of the treasury management operations during the first half of 2018/19.

The Cabinet was informed that the Council had continued to receive treasury management advice from Arlingclose Limited, who had provided a detailed commentary on the economic background, which was set out at Appendix A to the Report. In relation to investment activity in 2018/19, Arlingclose had produced a graph that was set out at Appendix B to the Report. Whilst this indicated total investment returns generated were down on the same period in the previous year, when benchmarked against all of Arlingclose's 135 local authority clients, the current half-year performance was good. Appendix C to the Report showed the actual prudential indicators relating to capital and treasury activities for the first half of 2018/19 and compared these to the indicators which had been set in the Annual Treasury Management Strategy 2018/19, which had been approved by the Council on 22nd February, 2018.

In response to a question, it was confirmed that, when retendering for the provision of treasury management advice, the Council would consider bids from any suitably qualified, providers including any local companies that met the Council's specification and criteria.

**The Cabinet RESOLVED that**

- (i) the Council's treasury management operations in the first half of 2018/19, as set out in Report No. FIN1836, be noted;
- (ii) the low return of investment income returned from Payden and Rygel's Sterling Reserve pooled fund and the option to replace it with a higher yielding fund, be noted; and
- (iii) an increase of £5 million in the Collective Investment Schemes (pooled funds) investment limit, as set out in the Annual Treasury Management Strategy 2018/19, be approved in order to allow the reinvestment of the remaining Covered Bonds, due to redeem in December 2018, and to increase investment income return.

**62. COUNCIL TAX SUPPORT SCHEME 2019/20 –**

(Cllr Diane Bedford, Chairman of the Council Tax Support Task and Finish Group)

The Cabinet considered Report No. CTSG1801, which set out work undertaken by the Council Tax Support Task and Finish Group to review the Council's Council Tax Support Scheme. The Chairman welcomed the Group's Chairman, Cllr Mrs. D.B. Bedford, and Cllr Jennifer Evans, who was a member of the Group and had requested to address the Cabinet on this issue.

It was confirmed that the Task and Finish Group had met twice to discuss options for changes to the Council Tax Support Scheme 2019/20, in particular to the minimum contribution for working age recipients, which was set currently at 12%. The Report set out the Group's deliberations and options considered. It was confirmed that the Group's preferred option was to undertake a consultation exercise to seek views regarding an increase in the minimum contribution for working age recipients of Council Tax Support from 12% to 15%. Members were reminded that, following the consultation, any proposal to increase the minimum contribution would be brought back to the Cabinet to make a recommendation to the Council.



Cllr Evans expressed opposition to any increase of the minimum contribution from 12% and requested that the consultation should include an option to opt for no change to the current scheme.

In response to a question, it was confirmed that, with the proposed consultation only seeking views on one option, to increase the minimum contribution to 15%, it would be clear how many respondents had opted for no change.

**The Cabinet RESOLVED** that

- (i) the undertaking of a public consultation on the option to increase the minimum contribution payable in respect of the Council's Council Tax Support Scheme to 15%, as set out in Report No. CTSG1801, be approved;
- (ii) the deliberations and considerations of the Council Tax Support Task and Finish Group in arriving at its recommendation, as set out in the Report, be noted; and
- (iii) a report on the outcome of the consultation and any subsequent proposals to amend the Council Tax Support Scheme be considered by the Cabinet at its meeting on 5th February, 2019.

63. **AIR QUALITY PLAN TO REDUCE NITROGEN DIOXIDE CONCENTRATIONS ON THE A331 - OUTLINE BUSINESS CASE –**  
(Cllr Maurice Sheehan, Operational Services Portfolio Holder)

The Cabinet considered Report No. OS1832, which set out a proposal to improve air quality on the A331 (Blackwater Valley Relief Road), in order to comply with a Ministerial Direction, served on the Council on 27th July, 2018.

The Report set out the background behind the requirement to prepare an Outline Business Case to explore measures to achieve compliance with EU limits for roadside nitrogen dioxide concentrations along the A331 within the shortest possible time. Members were informed that the Secretary of State expected the Outline Business Case to have been approved by the Cabinet by 31st December, 2018 at the latest. The scheme would be funded by the Government and would carry no financial implications for the Council. In reply to a question, it was confirmed that the Council was at risk of a financial penalty if it did not comply with the Ministerial Direction.

**The Cabinet RESOLVED** that

- (i) the Outline Business Plan, along with the preferred option of a 50mph speed limit on a section of the A331, as set out in in Report No. OS1832 and shown in Figure 2, be endorsed;
- (ii) the Head of Operations, in consultation with the Operational Services Portfolio Holder, be authorised to finalise and submit the Outline Business Case to the Government by 31st December, 2018;

- (iii) the Head of Operations, in the consultation with the Operational Services Portfolio Holder, be authorised to finalise and submit the Full Business Case to the Government when complete; and
- (iv) the Head of Operations be authorised to approve future income and expenditure in relation to the Plan through the budget monitoring process, whilst ensuring that expenditure should be kept in line with income.

64. **EXCLUSION OF THE PUBLIC –**

**RESOLVED:** That, taking into account the public interest test, the public be excluded from the meeting during the discussion of the under mentioned item to avoid the disclosure of exempt information within the paragraph of Schedule 12A to the Local Government Act, 1972 indicated against the item:

<b>Minute No.</b>	<b>Schedule 12A Para. No.</b>	<b>Category</b>
65	3	Information relating to financial or business affairs

**THE FOLLOWING ITEM WAS CONSIDERED  
IN THE ABSENCE OF THE PUBLIC**

65. **APPLICATION FOR SECTION 49 REMISSION OF NON-DOMESTIC RATES –**  
(Cllr Gareth Lyon, Corporate and Democratic Services Portfolio Holder)

The Cabinet considered the Exempt Report No. FIN1837, which set out an application for the remission of non-domestic rates on the grounds of hardship.

Members assessed the application from Fight Science Limited, Maida Gym, Hospital Road, Wellesley, Aldershot, taking into account the evidence of financial hardship supplied and whether it was in the interests of local taxpayers to subsidise the business. The Cabinet took into account the nature and circumstances of the business and the availability of alternative facilities in the area.

The Corporate and Democratic Services Portfolio Holder and the Principal Revenues and Benefits Officer had visited the premises to discuss the application with the proprietor. The Cabinet discussed the application and expressed support for this business, particularly in light of the company’s engagement with the local community.

**The Cabinet RESOLVED** that 50% hardship relief be granted to Fight Science Limited for a period of six months in the 2018/19 financial year.

66. **ADDITIONAL ITEM - COUNCIL OFFICES - REPLACEMENT HEATING BOILER –**  
(Cllr Gareth Lyon, Corporate and Democratic Services Portfolio Holder)

The Cabinet considered Report No. ITFMP1802, which sought approval to vary the 2018/19 Capital Programme to allow urgent works to be undertaken to replace one of the two gas condensing boilers serving the Council Offices. The item had been

added to the agenda as a matter of urgency due to a lack of resilience in the heating of the Council Offices in the winter with only one boiler in operation.

The Cabinet was informed that the works would cost up to £35,000 to complete and this included associated works that were required to bring existing flue and ventilation arrangements up to modern day standards.

**The Cabinet RESOLVED** that approval be given to a variation to the 2018/19 Capital Programme of up to £35,000 to enable the replacement of the faulty boiler to be completed, as set out in Report No. ITFMP1802.

The Meeting closed at 8.58 pm.

CLLR D.E. CLIFFORD, LEADER OF THE COUNCIL

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CABINET

COUNCILLOR GARETH LYON  
CORPORATE AND DEMOCRATIC SERVICES  
PORTFOLIO HOLDER  
REPORT NO. DSP1901

8<sup>TH</sup> JANUARY 2019**RUSHMOOR COMMUNITY LOTTERY****SUMMARY AND RECOMMENDATIONS:**

The Rushmoor Community Lottery has recently celebrated its first anniversary. Since its launch in 2017, 89 good causes have signed up and over £26,000 of new money has been raised for local causes.

Each time a ticket is purchased a percentage of the money goes into the Rushmoor Community Fund. It is recommended that a Community Forum is set up to allocate the proceeds of the Community Fund to local organisations signed up to the Lottery. Organisations, will be invited to, apply annually via an application process.

The Cabinet is recommended to

- Support the establishment of the Community Forum, as set out in Section 3; and
- Delegate authority to the Community Forum, to allocate the Community Fund in accordance with the arrangements set out in section three.

**1. INTRODUCTION**

- 1.1 The Purpose of this report is to seek approval to establish a Community Forum and to delegate authority to the forum to allocate the proceeds of the Community Fund.
- 1.2 The Community Forum will review and approve grant applications made to the Community Fund. The forum will comprise representatives from local organisations and meet annually.
- 1.3 Appendix 1 to this report provides a background introduction to the Lottery and an informal review of the first year. Appendix 2 gives a summary of the communications campaign that has supported it.

## **2. BACKGROUND**

- 2.1 The Rushmoor Community Lottery has been operating since July 2017. It was set up as a new way of raising funds within the local community and enabling the voluntary sector to be more self- sufficient.
- 2.2 To date the Lottery has raised over £33,300 of new money, £12,100 of which is via the Community Fund. The Community Fund receives 10p from every ticket bought, but where players choose the Community Fund as a good cause directly, an extra 50p from their tickets goes into the fund.
- 2.3 In May 2018 the balance of the Community Fund was distributed, on a pro rata basis, to all good causes who had signed up before the end of December 2017. This was an act of goodwill to thank good causes for supporting the Lottery. A simple, but more, formalised approach to the allocation of the fund is now required.

## **3. DETAILS OF THE PROPOSAL**

### **General**

- 3.1 The Community Forum will be set up to approve funding applications made to the Community Fund.
- 3.2 The Forum will be administered by Rushmoor Borough Council and comprise the following members:
  - Corporate and Democratic Services Portfolio Holder
  - Invitee from the Faith Group
  - Invitee to represent young people
  - Invitee to represent the business community
  - Invitee to represent Sport
  - Invitee from the Aldershot and Farnborough Senior Citizens Forum
  - Invitee from the local voluntary and community sector
- 3.3 Applicants will apply via a simple application process similar to that of the community grants programme. Applications to the fund will be open annually and need to meet set eligibility criteria.
- 3.4 The Community Fund will be restricted to organisations who are registered with the Rushmoor Community Lottery and who have sold tickets. Ringfencing the fund to organisations within the Lottery family will reward those organisations who have supported the Lottery whilst incentivising others to join.
- 3.5 The application process is to be reviewed after one year and will consider distributing the funds beyond the organisations involved in the Lottery.

## **4. IMPLICATIONS**

### **Risks**

- 4.1 The Council is experienced in small grant management and the risk to the Council is very low.

### **Legal Implications**

- 4.2 There are no legal implications

### **Financial and Resource Implications**

- 4.3 There is currently £7,883 in the Community Fund but it is projected that by June there will be £12,500 to be allocated.

It is recommended that the maximum level of grant be £1,000.

### **Equalities Impact Implications**

- 4.4 There are no equalities Impact Implications

## **5. CONCLUSIONS**

- 5.1 The Corporate and Democratic Services Portfolio Holder is very supportive of the Community Forum and keen to see the local community taking an active role in the Rushmoor Community Lottery.

### **BACKGROUND DOCUMENTS:**

Appendix 1: Lottery Operations Report

Appendix 2: Communications – The First Year

### **CONTACT DETAILS:**

**Report Author** – Emma Lamb [emma.lamb@rushmoor.gov.uk](mailto:emma.lamb@rushmoor.gov.uk) 01252 398456

**Head of Service** – Andrew Colver [andrew.colver@rushmoor.gov.uk](mailto:andrew.colver@rushmoor.gov.uk) 01252 398820





## Rushmoor Community Lottery Operations Report

### 1. Introduction & Purpose

1.1 The Rushmoor Community Lottery (RCL) has been operating since July 2017. It was set up as a new way of raising funds within the local community and enabling the voluntary sector to be more self-sufficient. Since its launch, 89 good causes have signed up and £25,708.80 of new money has been raised.

This report provides some background information and reviews the first year of the Lottery.

### 2. Background

2.1 The Rushmoor Community Lottery was launched in July 2017, and the first draw took place on 26 August 2017.

2.2 Gatherwell, an External Lottery Manager (ELM) manage the lottery for the Council but a core project team from RBC Community Development, Democracy, Strategy & Partnerships, Communications, and Customer services are responsible for the overall co-ordination, day to day support, and promotion.

2.3 50p from every £1 goes directly to the good cause chosen and an additional 10p goes into the Community Fund, which is administered by the Council. Players can also choose to select the Community Fund as their good cause in which case the fund receives 60p from every ticket.

### 3. Review of the first year

3.1 The RCL celebrated its first birthday in September, inviting the good causes to a party at the West End Centre, Aldershot. The celebrations, supported by Parkside and a local musician, were attended by over 40 representatives from the good causes the Mayor and the Leader of the Council.

The table below summarises the first year in numbers.

<b>RUSHMOOR COMMUNITY LOTTERY – IN NUMBERS</b>	
Number of draws	53
Amount raised	£25,708.80
Community fund ticket)	£ £9,935.50 (includes 10p from every ticket)
Number of good causes	89
Total number of tickets	46,406 (includes free tickets)
Number of tickets in first draw	732
Number of tickets in anniversary draw	848
Number of players	416
Number of winners	893 (/ with bolt-on winners)
<b>Prizes</b>	
£2,000 x 1	
£250 x 8	
£25 x 5	
3 extra tickets x 805	
Value of prizes	£4,058
<b>Bolt-on prizes</b>	
• Fitness watch (supplied by Decathlon)	
• Framed British Athletics shirt signed by GB Olympian Steph Twell	
• Afternoon tea for two at the Aviator	
• Panto family ticket (supplied by Princes Hall)	
• Leisure Centre family membership (supplied by Places for People)	
• Farnborough Bowl family ticket (supplied by Places for People)	
• Aldershot Lido family ticket (supplied by Places for People)	
• Amazon Fire 7 tablet	
<b>Top 10 earning good causes</b>	
1st	£1,732.50 Farnborough Rugby Club
2nd	£1,000.50 Farnborough Bowling Club
3rd	£899.50 Farnborough & District Parkinson's UK
4th	£709.00 BRAAIN
5th	£677.50 Parkside
6th	£657.00 Twinning Association
7th	£610.50 Rushmoor Healthy Living
8th	£552.50 Farnborough Air Sciences Trust
9th	£504.50 Mayfield Patients Awareness Group
10th	£491.00 South Farnborough Infant School

## **3.2 The First Year – A summary**

3.3 The RCL did not set itself any targets for the first year so measuring the success is slightly ambiguous. However, based on consistent ticket sales, engagement from a high number of good causes and income, earned from the top ten causes, the first year is considered to have been a success. In October, the RCL paid out £2,000, its biggest prize to date, to a ticket holder supporting Rushmoor Healthy Living, providing a timely opportunity shortly after the first anniversary celebrations to promote the lottery and boost ticket sales further.

3.4 The Lottery has raised over £25,000 of new money £10k of which is from the community fund. Over 44,000 tickets have been sold and whilst numbers did decline slightly after the initial launch and first draw, in general, they have remained consistent.

3.5 The top earning good cause, Farnborough Rugby Club, has earned £1,732 and several others have received funds in the high hundreds – all of this is new money that would not have been possible without the Lottery.

3.6 The Rugby Club is one of 89 good causes that have signed up to be part of the Lottery. Of those 89, there is a good mix of organisations and charities and a varying level of activity with some being more active than others. The RCL has a significant number of organisations who have sold less than 10 tickets and there is potential to support organisations to enable them to yield greater benefits but the level of support that the Lottery Team can provide in the medium and long term needs to be carefully considered against resources and potential output.

3.7 The Lottery Team has utilised support and examples of good practice through the local authority Lottery forum run by Gatherwell. Attendance at these meetings has been helpful to date and the Council has been able to share some of our success, for example we were the first authority to develop a YouTube Video. The Forum has also enabled the team to compare our progress with other authorities.

3.8 When comparing our figures with other local authorities of a similar size, they compare relatively well. Hart DC, for example has 69 good causes and sells a similar number of tickets each month.

3.9 The Lottery Team is rightly proud of the first year. The team recognises that there is the potential to do more but it is important to acknowledge the achievements of year one and the dedication of officers who have supported the lottery alongside their core jobs and with limited resources.

## 4. Lottery Survey

4.1 Prior to the first anniversary of the launch, the Lottery Team agreed that it would be useful to get some feedback and understand where people might need more support. All the good causes were invited to complete the Rushmoor Community Lottery online survey.

4.2 The survey ran from 19<sup>th</sup> March to 13<sup>th</sup> May and 23 organisations completed it, providing a response rate of 30%. A summary of the findings include:

- **The majority of people are satisfied with the support and communications from the lottery.**
- **Respondents felt that the bolt on prizes had little impact on ticket sales**
- **43.5% of people were not satisfied with the number of tickets they have sold**
- **Respondents were interested in receiving help**
- **61% were interested in regular newsletters and 55% in a good causes closed Facebook group.**
- **13 out of 23 organisations identified barriers preventing people from buying tickets – including: Supporters on low incomes, commitment of regular payments, giving directly rather than through the lottery.**

## 5. Community Fund

5.1 In May 2018 the Community Fund was distributed, on a pro rata basis, to all good causes who had signed up before the end of December 2017. After the first six months the fund stood at £5,465. Organisations received between £42.26 and £84.51 each.

5.2 This enabled the lottery to give something back to those who have supported it and ensure the local community reap the benefits. This was a one off allocation and a decision is required to decide how the Community Fund be allocated going forward.

5.3 Councillor Lyon has previously proposed the creation of a community forum to distribute funds but this needs to be developed and will require administrative support and co-ordination.

## 6. Good Causes

6.1 The list of the top ten earning causes clearly indicates how organisations can benefit financially from the RCL. Farnborough Rugby Club is very active promoting the Lottery to its Members and supporters and they are, quite comfortably, the top earning cause. The Rugby Club has benefited from a very high number of winners who they announce weekly and there are many lessons to be learned and shared with other good causes about how to maximise support.

6.2 In contrast to the Rugby Club and other top earning causes, there are 60 good causes who have sold less than 10 tickets including 21 who are zero tickets organisations (sold no tickets). This is fairly standard and similar to other local authority lotteries but the RCL team are keen to address this and have identified some actions to support those causes and enable them to sell more tickets.

6.3 The on line survey indicated that 43.5% of respondents were dissatisfied with the number of tickets they have sold and that they would like support to improve this.

6.4 The Lottery Team would like to provide some additional support for those organisations and deliver workshops to help good causes understand their figures in more detail and support them to promote their cause and build supporters.

6.5 A closed Facebook group has also been set up enable good causes to share tips, stories and seek advice from one another. This will empower the good causes and reduce the reliance on the Council.

## **7. Bolt On Prizes**

7.1 Gatherwell recommend that local lotteries source bolt on prizes as an additional incentive to play.

7.2 The Lottery team faced some challenges securing prizes from external businesses, resulting in the majority of prizes being sourced and paid for by Council owned organisations (Princes Hall, Leisure Centres) or paid for by the Council directly (Kindle Fire and Afternoon Tea at the Aviator)

7.3 The team analysed the correlation between bolt on prizes and ticket numbers and found that that the prizes did not have a significant impact on ticket numbers. Therefore the level of effort and time spent securing prizes is not considered to be worthwhile and bolt on prizes will be limited to once a year as part of the annual lottery celebrations.

## **8. Administration of the Lottery**

8.1 A core group of officers from Community Development, Democracy, Strategy & Partnerships, Communications, and Customer services have supported the Lottery since its inception. The amount of time spent working on the Lottery varies between each officer but is also dependent on the work. For example an increased amount of time was spent during the allocation of the Community Fund and during the planning of the Lottery celebration event.

8.2 General work involved includes:

- Checking weekly draw results & logging data
- Checking and approving new causes joining the lottery
- Budget management
- Drawing up criteria for good causes
- Communication and Social media work –Including, Newsletters, Facebook Posts, twitter, arena, staff hub
- Liaising with Gatherwell as required
- Gambling returns
- Authorising payments
- Event organisation
- Survey analysis

## **9.Success and Learning Points from the first year**

### **Success**

- The You Tube Video created by the RCL proved to be a simple and very effective method of explaining and promoting the lottery. Gatherwell has held it up as an exemplar model.
- RCL's first year compares well to our neighbouring authorities and local lotteries of similar sizes.
- The first anniversary celebration was a great success and united many organisation. The Lottery Team had positive feedback about the opportunity for groups to network.

### **Learning Points**

- Social Media is the most powerful tool for promoting the lottery and celebrating any winners. The RCL team need to adopt a sophisticated and detailed marketing/comms plan with greater and more frequent use of social media – including twitter and creation of a Facebook page for good causes.
- The impact of bolt on prizes is not as significant as first thought. Ticket sales do not significantly increase because of a prize and considering the time and effort that is put into sourcing prizes it is not considered good use of time.
- The lottery does require a level of regular officer input in order to maintain communications, and support causes.
- There is an opportunity to be more proactive and innovative – potentially resulting in an increased number of tickets – but this will, initially, impact on officer time and workload.

**Alison Nicholls, Community Development**

**Mary Timmins, Customer services**

**Rachael Measey, Communications,**

**Emma Lamb, Democracy, Strategy & Partnerships**



The first year

First birthday celebrations (September 2018)



Get Involved Fair (June 2018)





# Launch (summer 2017)



## Promotional materials



## Arena articles

### Support good causes this Christmas

This Christmas, consider giving a regular gift to a local good cause through the Rushmoor Community Lottery.

Tickets cost £1, with 60p going to good causes and for you there is a chance to win up to £25,000 with every ticket!

John Burrow (left) of Farnborough has a reason to celebrate after being the first person to scoop a massive £2,000 prize.

John has been buying a weekly ticket since the lottery began and supports Rushmoor Healthy Living, a cause very close to him.

He said: "I suffered from a heart attack eight years ago and I have been attending fitness classes run by Rushmoor Healthy Living since then. At first, it was for rehabilitation, but I've continued to go now because I've made so many friends and it helps to keep me fit."

"I was lucky enough to win £25 in one of the very first draws, as well as some extra tickets along the way, but the £2,000 was a very welcome surprise!"

"£1 a week on my ticket is such a small amount and I see it as my way of helping other people like myself. I'd encourage



anyone whose had health issues, to keep going with exercise; it has made such a huge difference to my life."

Brad Dale of Rushmoor Healthy Living (right) added "Last year, we had more than 23,000 attendances at our rehabilitation classes and the money we receive through the lottery, thanks to people like John, will help us to support even more people."

Thanks to the generous community of Rushmoor, the lottery has raised more than £30,000 for good causes - and with your help, we can raise even more!

### Our community lottery is proving a winner

With more than 23,000 tickets sold, it has been an exciting six months for the Rushmoor Community Lottery.

Since we launched it last summer, the lottery has raised more than £13,000 for good causes across Aldershot and Farnborough.

Community organisations, charities and groups of all shapes and sizes, from Scout groups to pre-schools and brass bands to sports clubs have already received more than £8,000 directly.

Another £5,000 (ten per cent of every ticket sold) has gone into the Rushmoor Community

Fund, which will be dividing between the good causes signed up before the end of 2017, as thanks for their support so far.

We've dished out plenty of prizes too, with more than £2,000 of cash prizes and extra tickets won.

Councillor Gareth Lyon, our cabinet member for concessions and community support, said: "We are thrilled with the success of the lottery and would like to thank every single person who has bought a ticket or helped to spread the word by telling friends and family."



"We're on target to raise more than £25,000 of new money for good causes in the lottery's first year, which is amazing."

If you buy a ticket for the draw on 25 March, you could also win yourself a family bowling voucher at Farnborough Bowl.

To find out more and buy your tickets, visit [www.rushmoorlottery.co.uk](http://www.rushmoorlottery.co.uk)

### Rushmoor Lottery scores big for Farnborough Rugby



Rushmoor Community Lottery has got off to an amazing start, with Farnborough Rugby supporters lined up to raise more than £1,700 for their club.

We created the Rushmoor Community Lottery to benefit local good causes, such as voluntary groups, sports clubs, community groups, societies, charities and schools.

A weekly lottery ticket costs £1, with half the money going straight to a nominated good cause and a further ten pence to a new Rushmoor Community Fund.

A percentage of each ticket sold is also set aside for the prize fund, with the chance of winning cash prizes from £25 up to £25,000 from the weekly draw.

Since signing up as a beneficiary, Farnborough Rugby Union Football Club has topped the league in ticket sales, putting them on target to earn more

than £1,700 this year for their club. Gary Alcock, the chairman of the club said: "Our members and supporters have really got behind the lottery and that's great news for us. We hope the money we receive will help us carry out clubhouse improvements, which will benefit everyone."

The weekly lottery draw takes place every Saturday at 8pm and occasionally there are exciting bolt-on prizes including, for the 6 January draw, a one-year family gym membership at Farnborough Leisure Centre or Aldershot Pools and Fitness Centre, kindly donated by Places for People Leisure.

**Keep up to date**  
To sign up as a Rushmoor Lottery good cause and to buy tickets, visit [www.rushmoorlottery.co.uk](http://www.rushmoorlottery.co.uk)



CABINET

COUNCILLOR GARETH LYON  
CORORATE AND DEMOCRATIC SERVICES  
PORTFOLIO HOLDER  
REPORT NO. FIN1901

8<sup>TH</sup> JANUARY 2019KEY DECISION? ~~YES~~/NO

**BUSINESS RATES – DISCRETIONARY GROWTH INCENTIVE RELIEF  
APPLICATION**

**SUMMARY AND RECOMMENDATIONS:**

**SUMMARY**

This report sets out one new application for Discretionary Rate Relief under the Council's new Discretionary Growth Incentive Relief Policy.

The applicant is from Hancock's Restaurant Limited who occupy one of the new restaurant outlets in Kingsmead Shopping Centre, Farnborough.

**RECOMMENDATIONS**

Cabinet are recommended to approve the award of 50% Discretionary Rate Relief to Hancock's Restaurant Limited for a period of 12 months.

**1. INTRODUCTION**

1.1 The purpose of this report is to:

- Outline the background and financial implications of Discretionary Growth Incentive Relief; and
- Consider one new application for Discretionary Growth Incentive Relief.

**2. BACKGROUND**

2.1 The Local Government Finance Act 1988, as amended provides local authorities with discretionary powers to grant relief from non-domestic rates on properties occupied by charities and other non-profit making organisations.

2.2 A local authority has discretion to grant "top up" relief of up to 20% to charities that had received 80% mandatory relief

2.3 In addition, an authority can grant relief of up to 100% to non-profit making organisations.

- 2.4 The Localism Act 2011 introduced a new power for local authorities to award a local discretionary relief, in any circumstances, where it is in the Council Taxpayers interest to do so.
- 2.5 In April 2017, cabinet agreed a new policy to award temporary Discretionary Relief to support its growth aims, which is a key item under the council purpose around sustaining a thriving economy and boosting local business.
- 2.6 This new policy is known as “Growth Incentive Relief”. Full details of this policy can be found in Appendix 1.
- 2.7 The main aims of this policy is to:-
- Bring long term empty commercial properties back into use.
  - Create new job opportunities, and
  - To attract inward investment and economic growth, by building new commercial property or extending existing commercial property.
- 2.8 With Growth Incentive Relief we can promote sustainable occupation in areas where the level of unoccupied units are high and also to attract new businesses to the borough to increase employment and to boost the local economy.
- 2.9 At present, there are 5 unoccupied units in Kingsmead. Three of which have been reconfigured to allow for the new restaurants around the cinema area. The other two are a large retail unit previously occupied by Debenhams and a unit at the south entrance of Kingsmead, previously occupied by Manpower.

### **3. APPLICATION FOR RELIEF**

- 3.1 Hancock’s Restaurants Limited are a chain of American Kitchen and Bar restaurants, with 5 restaurants located in Kent, Surrey and Hampshire.
- 3.2 Hancock’s Restaurants Limited have opened a new restaurant in Kingsmead, Farnborough in November 2018 located in the new suite of units around the cinema area. This is Hancock’s sixth restaurant.
- 3.3 Hancock’s response to the application form is laid out in Appendix 2.
- 3.4 When Hancock’s Restaurants Limited opened, it created employment for 20-25 new employees, almost all of which come from the local area.
- 3.5 In addition to creating new employment, the restaurant adds to the local economy as well as occupying one of the reconfigured units in Kingsmead, which has been vacant since August 2014.
- 3.6 The Corporate and Democratic Services Portfolio Holder met with the Principal Revenues and Benefits Officer on 21<sup>st</sup> November 2018 in respect of this application.

- 3.7 During this meeting, the Portfolio Holder examined the application in detail, and has set out a recommendation for the level and period of support that could be provided for Hancock's Restaurant as outlined in paragraph 3.8 to 3.11 below
- 3.8 The suggested level of support is 50% relief for a period of 12 months.
- 3.9 This decision was made on the basis that Hancock's Restaurants will create employment locally, boosting the local economy and occupying one of the empty units in Kingsmead, Farnborough.
- 3.10 The unit(s) that Hancock's have moved into, have yet to be rated. Therefore, it is unknown how much the business rates will be per annum. However, the existing restaurants in Kingsmead, being Prezzo and Sticky Sisters, have rates payable of £18,360 and £15,480 respectively, per annum.
- 3.11 Assuming the Business Rates payable for Hancock's Restaurants Limited is the higher of the amount payable, the amount of relief awarded will be approximately £9,180.00.

## **4 IMPLICATIONS**

### **Financial Implications**

- 4.1 Since 1<sup>st</sup> April 2013, the Business Rates Retention Scheme has introduced a fundamentally new set of arrangements for dealing with the cost of business rates. The cost to the Council of granting any Discretionary Relief is most reliably estimated at being 40% of the value of the relief granted, although the total cost is ultimately determined by a range of factors, such as the Council's total rate receipts measured against its estimated threshold for growth and taking into account whether any payment levies or safety net contributions are payable or receivable.
- 4.2 The remaining 60% of the costs will be met by Central Government (50%), Hampshire County Council (9%) and Hampshire Fire and Rescue Authority (1%), under the Business Rates Retention Scheme.
- 4.3 If the suggested level of support is awarded, the financial effect on Rushmoor BC remains relatively low at £3,672.00.
- 4.4 However, any award of Growth Incentive Relief is offset by an annual business rates income of approximately £18,000.

### **Legal Implications**

- 4.5 Section 47 of the Local Government Finance Act 1988, as amended, enables Councils to grant discretionary rate relief to any ratepayer.

- 4.6 This new policy to award Discretionary Growth Incentive Relief, follows guidance and advice provided by the Department of Communities and Local Government following the introduction of The Localism Act 2011.
- 4.7 Full details of this guidance can be found at the following web link: <https://assets.publishing.service.gov.uk/government/uploads/system/.../1896534.pdf>

To summarise, page 6 reads:-

**“Greater local control over business rates**

One of the most important things that councils can do to improve local life is to support the local economy. The Localism Act gives councils more freedom to offer business rate discounts - to help attract firms, investment and jobs. Whilst councils would need to meet the cost of any discount from local resources, they may decide that the immediate cost of the discount is outweighed by the long-term benefit of attracting growth and jobs to their area”.

**5. CONCLUSIONS**

- 5.1 In conclusion, Cabinet are asked to approve the award of 50% Growth Incentive Relief for a period of 12 months.
- 5.2 The Portfolio Holder for Corporate and Democratic Services is supportive of the application to the level set out in this report.
- 5.3 The case was reviewed in its own merit and the decision was made using the Growth Incentive Relief Policy, which was approved following guidance provided by the Department of Communities and Local Government.
- 5.4 Hancock’s benefits the local economy by:-
- Creating employment opportunities,
  - Boosting the local economy, and
  - Occupying an empty unit in Kingsmead around the cinema area.

**BACKGROUND DOCUMENTS:**

S47 Local Government Act 1988, as amended  
Full applicant case file in respect of the applicant  
Rushmoor Policy on Growth Incentive Relief

**CONTACT DETAILS:**

**Report Author** – David May / [david.may@rushmoor.gov.uk](mailto:david.may@rushmoor.gov.uk) / 01252 398330  
**Head of Service** – Peter Timmins / [peter.timmins@rushmoor.gov.uk](mailto:peter.timmins@rushmoor.gov.uk) 01252 398440

# Business Rates Growth Incentive Relief

**Policy Guidelines for the granting  
of Discretionary Rate Relief**



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## Introduction

If Rushmoor is to continue to grow and prosper the council needs to take away barriers that might stifle business growth so our communities can all share the benefits of sustainable economic growth.

We recognise that a period of growth in a business can cause uncertainty and many businesses are naturally concerned that they do not over stretch themselves.

To help businesses achieve their growth potential the council has introduced a new scheme to give discretionary rate relief to help businesses with high potential to grow, bring empty buildings with significant economic value back into use and to attract inward investment and economic growth.

This new policy allows the council to use its discretionary powers to award temporary discretionary rate relief to support its growth aims. This supports one of the council's aims, which is to support local business and to help sustain a thriving economy in Rushmoor.

The aim of these guidelines is to set out the policy for awarding this relief to certain types of business rates payers within Rushmoor.

## Localism Act 2011

Prior to the Localism Act 2011, Section 47 of the Local Government Finance Act 1988 (LGFA 1988), Councils were able to grant discretionary rate relief only in certain specified circumstances. They could top up the 80% mandatory relief available on premises occupied by charities and Community Amateur Sports Clubs and they could award up to 100% relief to non-profit making bodies.

Section 69 of the Localism Act 2011 amended Section 47 of the LGFA 1988, and came into effect on 1 April 2012. The purposes of that Act allowed for an extension of the existing provisions in that discretionary rate relief may be granted in any circumstances where a local authority sees fit, having regard to the effect on Council Tax payers in the area.

The amendments also require billing authorities to have regard to any relevant guidance issued by the secretary of state when deciding whether to grant relief under S47 of the LGFA 1988.

Government has not issued any further guidance in respect of how this power might be used.

The English Guide to the Act addresses this as follows:-

*“The Localism Act gives councils more freedom to offer business rates discounts – to help attract firms, investment and jobs. Whilst the local authority would need to meet the cost of any discount from local resources, it may be decided that the immediate cost of the discount is outweighed by the long-term benefit of attracting growth and jobs to their area”.*

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## Rushmoor Borough Council's Growth Incentive Policy

Any ratepayer applying for relief under these provisions and who does not meet the criteria for existing relief (charities, CASC's and not for profit making organisations), must meet all of the following criteria and the amount of relief granted will be dependent on the following key factors:

- The ratepayer must not be entitled to mandatory or 100% small business rate relief;
- The ratepayer must not be an organisation that could receive relief as a non-profit making organisation or as a sports club or similar;
- The premises and organisation must be of significant benefit to the residents of the borough;

The ratepayer must also demonstrate that they satisfy as much of the following criteria as possible:

- The award relates to business rates payable in respect of a new hereditament or an increase in rateable value of an existing hereditament and as a result of the new or extended hereditament the following benefits will be derived:
  - New employment opportunities will be created;
  - The organisation must bring social, environmental or economic benefit to the community; or
  - Contribute to the sustainable development of the borough;

- The applicant must prove economic value of bringing empty commercial properties back into use and the following benefits derived (The property must have been vacant for a minimum of 12 months):
  - New employment opportunities will be created;
  - The organisation must bring social, environmental or economic benefit to the community; or
  - Contribute to the sustainable development of the borough;
- Provide the resident of the borough with such services, opportunities or facilities that cannot be obtained locally or are not provided locally by another organisation;
- The ratepayer must demonstrate that assistance (provided by the discretionary rate relief) will be for a short time only and that any business/operation is financially viable in the medium and long term;
- The ratepayer must show that the activities of the organisation are consistent with the Council plan.

Where a ratepayer can demonstrate that the criteria is met, the period and value of relief granted will be solely at the discretion of the Council.

A formal application from the ratepayer will be required in each case and any relief granted, will be in line with State Aid requirements.

## Excepted organisations

Relief cannot be granted to excepted properties, i.e. one where all or part of the property is occupied by any of the following:

- A billing authority, such as Rushmoor Borough Council, or
- A precepting authority such as Hampshire County Council, Police and Crime Commissioner and Hampshire Fire and Rescue Authority.

## Cost of awarding relief

The cost of awarding all forms of rate relief is split between central government, billing authorities and major preceptors on a fixed percentage basis.

Central Government bears 50% of the cost, the county 9%, the fire authority 1% and billing authorities the remaining 40%.

In regard to discretionary rate relief, if the relevant conditions are satisfied, the local authority has the discretion to award or refuse the application. When making their decision the local authority must consider the guidelines and appendices in this document and take into account the impact that such awards might have on local authority tax payers in the area, as 40% of the cost is borne by the local authority.

## State aid

The issue of some rating reliefs being considered as qualifying as state aid is now of some significance and is briefly explained in the “Rate Relief for Charities and other Non-Profit Making Organisations” guidance note issued by the Office of the Deputy Prime Minister in December 2002.

Broadly, any award of discretionary rate relief is subject to State Aid De Minimis limits. The De Minimis regulations allow an undertaking to receive up to €200,000 of De Minimis Aid in a three-year period (consisting of the current financial year and the two previous financial years).



Application for Discretionary Growth Incentive Rate Relief

Hancocks Restaurants Limited

46-50 Kingsmead, Farnborough, GU14 6FD



Hancock's Restaurants Limited are a chain of American Kitchen and Bar restaurants who currently have a chain of restaurants located in Camberley, Chatham, Maidstone, Eastleigh and Fareham.

In their application, Hancock's Restaurants Limited advise the following:-

**Please describe the nature of your business?**

We are a American style restaurant and bar catering to families and couples mainly.

**For what purposes does the organisation use the premises?**

We will be using it as a restaurant and bar.

**Are there any other businesses of a similar nature in the borough**

There are other restaurants, although not many, and none of our style, in fact there are several empty units within the development ready for restaurants.

**Employment opportunities?**

No of employees = 20

Resident Locally = 18

The restaurant will require approx. 20-25 new employees, almost all of which will come from the local area. This will be a range of waiters, bar staff, kitchen staff and management.

**Please give the reason for your application, including how the business brings social environmental or economic benefit to the borough and contributes towards the sustainable development of the borough?**

In addition to providing employment for a number of people our business adds significantly to the economy of the local area by its very nature. Particularly the night time economy, which is trying to be created by the redevelopment of the kingsmead centre. There are several empty units in this development and more restaurants in this development would mean more people would come and use the cinema and the general area – creating a new lease of life for the area and hopefully helping to develop and improve the centre.

**Please explain why you consider your business benefits local taxpayers?**

Taxpayers will benefit from the area generally being more populated by business and indeed an improvement in night time economy is often seen to be very good for a local area and the tax payers in it. Giving them more choice of eating options will ensure that they stay within the borough rather than travelling outside of it to go out for the evening.

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

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