



RUSHMOOR BOROUGH COUNCIL

CABINET

Tuesday, 28th April, 2015 at 4.30 p.m.
at the Council Offices, Farnborough

Councillor P.J. Moyle (Leader)
Councillor K.H. Muschamp (Deputy Leader and Business, Safety and
Regulation Portfolio)

Councillor Sue Carter (Leisure and Youth Portfolio)
Councillor R.L.G. Dibbs (Environment and Service Delivery Portfolio)
Councillor R. Hughes (Health and Housing Portfolio)
Councillor A. Jackman (Concessions and Community Support Portfolio)
Councillor P.G. Taylor (Corporate Services Portfolio)

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 **12th May, 2015**.

106. MINUTES –

The Minutes of the meeting of the Cabinet held on 31st March, 2015 were confirmed and signed by the Chairman.

107. ALDERSHOT INTERACTIVE WAYFINDING AND DIGITAL ADVERTISING –
(Environment and Service Delivery)

The Cabinet considered the Head of Community's Report No. COMM1509, which sought approval to extend the concept of digital advertising to locations in the Borough, such as bus shelters, roads, car parks and civic buildings.

The Cabinet was reminded it had previously approved the principle of installing interactive wayfinding in Aldershot as part of the Activation Aldershot scheme. It was now proposed to add digital advertising to the wayfinding

initiative. This would provide the potential for the Council to generate income and would also provide advertising opportunities for local businesses as well as for Council services and events. It was confirmed that the proposed wayfinding kiosks would be fully interactive with touch screen technology allowing the public to access the Council's website, directional maps and other information. A digital advertising screen would be displayed on the reverse of the kiosk. The provision of the wayfinding initiative would be funded, as part of the Activation Aldershot scheme, up to £200,000 and indicative additional costs for the digital advertising element would be in the region of £18,000. It was confirmed that this additional cost would be met from capital savings in the Activation Aldershot budget. It was expected that advertising income to the Council would be in the region of £67,000 per annum.

The Cabinet was supportive of this initiative and felt that the kiosks should be used to advertise Council events and other opportunities, such as volunteering. It was also hoped that further kiosks could be established across Aldershot and Farnborough in due course.

The Cabinet RESOLVED that

- (i) the principle of pursuing further digital advertising opportunities be approved;
- (ii) the addition, within existing budgets, of digital advertising to the Activation Aldershot wayfinding project be approved; and
- (iii) the Head of Community be authorised to make applications for the necessary advertising contents.

108. FARNBOROUGH AIRPORT COMMUNITY ENVIRONMENTAL FUND –
(Environment and Service Delivery)

The Cabinet considered the Head of Community's Report No. COMM1508, which sought approval to award grants from the Farnborough Airport Community Environmental Fund to assist local projects.

The Cabinet Member for Environment and Service Delivery had considered three applications and had recommended that funding should be awarded to all three projects.

The Cabinet RESOLVED that grants be awarded from the Farnborough Airport Community Environmental Fund to the following organisations:

The Community Matters Partnership	£7,750
1st Gear Trials	£6,650
Hampshire and Isle of Wight Wildlife Trust	£4,800

109. **BASINGSTOKE CANAL PARTNERSHIP – REVISED MEMORANDUM OF AGREEMENT –**
(Leisure and Youth)

The Cabinet considered the Head of Community's Report No. COMM1507, which sought authority to approve updates to the existing Memorandum of Agreement, signed in 2008, following a number of changes to the operation of the Basingstoke Canal Authority, particularly in terms of personnel and structure.

Members were informed that officers from the partner authorities, the Basingstoke Canal Society and Natural England had been involved in the development of the revised Memorandum as part of the Joint Advisory Group. It was reported that the former Service Plan would be replaced by separate Operations and Recreation Management Plans. One of the objectives of the review was to allow the management team to maximise income and funding opportunities. It was confirmed that the proposed changes would have no additional financial implications for the Council, as it was proposed that partners' contributions should not be amended.

The Cabinet was supportive of the changes and considered that this was likely to improve the operation of the Basingstoke Canal Partnership. It was noted that the Basingstoke Canal was a valued leisure facility within the Rushmoor area.

The Cabinet RESOLVED that the revised Memorandum of Agreement, as set out in the Head of Community's Report No. COMM1507, be approved.

110. **GROUP LITIGATION ORDER – VAT RECOVERY –**
(Corporate Services)

The Cabinet considered the Solicitor to the Council's Report No. LEG1509, which confirmed the action taken by the Solicitor to the Council, in consultation with the Cabinet Member for Corporate Services, to join a Group Litigation Order to be issued against the Royal Mail in an attempt to recover VAT charged on franking services to the Council. Rushmoor's share of the cost of the action would be approximately £15,000 and the Council stood to recover up to £270,000 if the proceedings were successful.

The Cabinet RESOLVED that the action taken, as set out in the Solicitor to the Council's Report No. LEG1509, be noted and endorsed.

The Meeting closed at 5.40 p.m.

CR. P.J. MOYLE
LEADER OF THE COUNCIL
