

**COUNCIL MEETING – 25TH JULY 2019****AGENDA ITEM NO. 5. (1)****YOUR FUTURE, YOUR PLACE – VISION FOR ALDERSHOT  
AND FARNBOROUGH 2030**

Background report from the meeting of the Cabinet on 23rd July 2019.

**1. INTRODUCTION**

- 1.1. For many years the Council has prepared an annual plan which has identified its key objectives and priorities for the Borough. The Council has now decided to prepare a long term vision setting out its future ambitions for Aldershot and Farnborough to 2030. This report sets out the background to the work, the consultation that has taken place and the key messages that have emerged from the consultation. It then sets out a place based vision which has been created following research and the programme of engagement.
- 1.2. A report containing the proposed vision has been submitted to the Cabinet on 23rd July, 2019 and an update will be provided at the Council meeting.

**2. BACKGROUND**

- 2.1. The Council has been subject to a number of significant organisational changes over the past 2-3 years and a priority has been established to develop a longer term vision for the Borough. This was highlighted by a Corporate Peer Challenge that was undertaken in late 2017 which recommended that a vision should be prepared for the Borough and that the Council should extend the planning horizon of the Council Plan to support the delivery of that vision.
- 2.2. As a result it was agreed that the development of the vision should commence and that a supporting Council Business Plan should be prepared on the basis of a three-year time horizon with annual reviews. This would replace the existing annual Council Plan.
- 2.3. A process was then established for creating the vision and Business Plan which encompassed a number of key stages:
  - Review of evidence on the PESTLE analysis and the results of a residents' survey
  - Working with the Cabinet on an emerging vision and ambitions
  - Consulting with Rushmoor stakeholders at network events
  - Engaging widely with residents, interest groups and local businesses
  - Using the outcomes and evidence to build the vision
- 2.4. The Council's starting point in the process was a review of where it currently was using a PESTLE (political, economic, sociological, technological, legal and environmental) analysis which provided evidence of the key factors influencing the organisation. In addition, a survey of residents was undertaken in 2018 about their views and priorities. This was primarily an online survey with the main questions based around asking what is important to residents and what needs improving in the area. A total of 1,042 responses were received.

- 2.5. The Cabinet, drawing on their own experiences and a range of data sources, including the PESTLE analysis and the results of the residents' survey outlined above, drew up a set of longer term ambitions.
- 2.6. Other information that was used in the process included emerging evidence from the Hampshire County Council's Commission of Inquiry to develop a Vision for Hampshire 2050 and the forward view from the Enterprise M3 Strategic Economic Plan 2018-2030.
- 2.7. The evidence and information, which included the key ambitions that could form part of a future vision, were presented at an event attended by a significant number of Rushmoor stakeholders. At this event, the partners and stakeholders were supportive of the key ambitions and gave feedback on what each element of a vision might look like. Partners also indicated a strong interest to be involved in the delivery of the future vision and were looking to the Council to act as a key enabler and facilitator in the delivery process.
- 2.8. Subsequently, the content of the emerging long-term future vision was developed into six themes for the purposes of public consultation. The six themes, with the headings as set out below, reflected the issues that were thought to be the most important for the place, and for residents and businesses:
- Vibrant and distinctive town centres
  - Housing for every stage of life
  - Connected communities, proud of our area
  - Healthy and active residents
  - A growing local economy – kind to the environment
  - Opportunities for everyone – quality education and a skilled local workforce
- 2.9. The public consultation approach was developed by a cross-Council group of staff and took place between 22nd February and 31st March 2019. There were three main strands to the consultation, comprising an online survey, drop in consultations and discussions which were supported by Members and an Instagram poll. The appendices in Annex 1 provide the details of the approach and results covering:
- Appendix 1 – The Six Ambitions
  - Appendix 2 – Communications, Activities and Resources
  - Appendix 3 – Full Survey Results
  - Appendix 4 – Short Survey Results
  - Appendix 5 – Analysis of Feedback/Comments
  - Appendix 6 – Instagram Story Polling
- 2.10. The information obtained from the consultation was then analysed by the cross-Council group and the summary of key messages is as follows:
- Overall, there was strong support for the themes and aspirations within the draft vision consultation, 'Your future, Your place – Vision for Aldershot and Farnborough 2030'. Generally, feedback affirmed that the Council is seeking to focus on the issues that matter to local people, and that the improvement of the town centres, and enabling opportunities for high quality education and skilled local jobs are some of the issues that matter the most.

- In addition, the consultation has helped to clarify, or understand those aspects of each theme that are most important to people. These aspects helped to guide the emphasis of the new vision. For example, the draft vision is aspirational about more people cycling to and around our towns, but building on this, consultation feedback shows that it is important that people can cycle safely.
- Reviewing the key outcomes and messages, there were three issues recommended to be incorporated in the long-term vision, which didn't appear strongly in the draft vision:
  - Community safety
  - Stronger communications with the community to inform and share news and information – whether it is the latest on the town centre developments or clubs/activities and events taking place in the area.
  - A greater emphasis within the vision on green and environmentally-friendly living across all themes – homes/travel and leisure.

### **3. PREPARING THE VISION**

- 3.1. A comprehensive report setting out the results of the engagement process was presented to the Policy and Project Advisory Board at its meeting on 5th June, 2019. The points raised by the Board have been taken into account in preparing the vision. The results of the engagement process have also been shared with the Rushmoor Partners Network and Cabinet Members.
- 3.2. Annex 2 sets out the draft document “Your Future, Your Place – a Vision for Aldershot and Farnborough 2030” which reflects the high level of engagement across the Borough in the process. Any further comments made at the Cabinet meeting on 23rd July will be reported at the Council meeting.
- 3.3. Once adopted the vision will be shared with the local community and the Council's partners. It will help to shape the future of the Borough over the next ten years. The Council will work with its partners to achieve the ambitions set out in the vision.

### **4. CONCLUSIONS AND RECOMMENDATIONS**

- 4.1. “Your Future, Your Place - A Vision for Aldershot and Farnborough 2030” is the culmination of an extensive process involving a wide range of stakeholders and residents from right across the community. The strong level of engagement and the interest in the local area, provides a solid base on which to shape the Borough's future. The work to achieve the ambitions has already begun and the strong leadership being provided by the Council will be key to moving the vision towards reality.
- 4.2. Subject to the views of the Cabinet, the Council is recommended to approve “Your Future, Your Place – A Vision for Aldershot and Farnborough 2030”.

**CLLR D.E. CLIFFORD**  
**LEADER OF THE COUNCIL**