

OUR VISION

Fareham - the prosperous, safe and attractive place to be

Fareham is a prosperous, safe and attractive place to live and work. This has not happened by accident but by careful management of development and constant attention to the environment. Our vision for Fareham's future is based upon the assumption that residents want to preserve all that is good about Fareham, whilst increasing prosperity and making it an even more inclusive and attractive place to live and work.

This vision is guided by a set of values:

- Preserving people's dignity and focusing on what our customers want.
- Enhancing prosperity and conserving all that is good.
- Being efficient and effective and providing value for money.
- Leading our community and achieving beneficial change.
- Listening and being responsive to our customers.

We will continue to support and promote the **economic prosperity** of the Borough. To do so we will promote sustainability in employment by providing direct help and encouragement to local employers and entrepreneurs to provide a range of professional, service and manual jobs within the Borough. Maintaining Fareham as an important shopping centre will be key to achieving this aim and we will build on the success of the Market Quay scheme by leading the regeneration of West Street. We will also work with others to deliver a large food store within the Town Centre.

We will continue to safeguard and enhance the **quality of our environment**. Working with others we will promote the need for energy conservation, improve environmental monitoring of land, air and water in the Borough, and pursue a range of other environmental sustainability issues. We will work with the local community to minimise the level of waste going to landfill and meet a challenging recycling target of 50% by 2010. We will use our planning powers to improve the quality of design and make sure that new building development enhances, rather than detracts from, the appearance of our Borough. Parks, woodlands and green spaces will be improved and we will undertake projects to improve access and enhance the appearance of conservation areas, public spaces and the countryside to improve biodiversity. We will also work with other agencies to reduce the levels of traffic congestion within the Borough. Working with neighbouring authorities in South Hampshire, we will ensure that the requirement for new housing and business development is carefully planned with the right infrastructure (e.g. roads, schools, health and community facilities) in place to meet the needs of a growing economy and population.

We will ensure that all residents have access to **a range of leisure opportunities**, and in particular, will seek to develop a new swimming pool and fitness suite in the West of the Borough. The recent management transfer of Fareham Leisure Centre has resulted in significant financial investment in the facility and we will now work with others to develop a partnership based solution for the future management of Ferneham Hall. Working with local community groups, we will undertake a review of the condition and usage of our Community Centres, Youth Centres and Sports Pavilions, rationalise provision and then modernise those buildings required in the future. We will continue to provide a range of facilities for young people, such as skate parks and youth centres, and will work in partnership with local organisations to enable them to manage our sports pitches while preserving access for all. Our coastline and rivers are important assets for local people and tourists alike and we will ensure public access to both.

Our aim is to create **a balanced housing market** that provides good quality housing with a range of dwelling types to meet local needs. This includes meeting affordable housing targets to provide accommodation for residents on lower incomes and those who otherwise would not obtain housing in the Borough. We will develop a new Tenancy Board to give council housing tenants a greater voice and influence over decision making and will undertake a review of sheltered housing provision in the Borough to ensure that we are making the best use of our accommodation. If the South East Plan includes proposals for a major new development area to the north of Fareham, we will ensure that there is an appropriate balance between private and social housing.

Fareham should be **a safe place** where people do not feel afraid to go out at night and we will strengthen enforcement through improved use of our network of CCTV cameras and by taking a “zero tolerance” approach to vandalism, graffiti, criminal damage, littering, fly tipping, abandoned vehicles and anti-social behaviour. We will aim to achieve this by joint working with the Police, developing the role of our enforcement officers, the introduction of Accredited Community Safety Officers and taking on a new responsibility for “on street” parking enforcement.

We also recognise the need to work with our partners in promoting measures that **support good health and reduce ill health**. We will provide a range of information and opportunities for those seeking to improve or maintain their health and will continue to encourage the Primary Care Trust to provide a new Community Hospital in the Borough. A healthy community also requires adequate facilities to deal with deceased persons. As such, we also aim to increase the level of cemetery provision to the West of the Borough in recognition of the significant level of population growth in that area over recent years.

We believe that it is important to protect the distinct communities that make up the Borough of Fareham. Working with local people we will aim to develop **strong and inclusive communities** ensuring that everyone has fair access to services. We have a duty to identify a transit site for travellers and will work with residents and partner agencies to produce a solution. We also recognise the true value of the many hours of volunteering activity undertaken by people in our community. We will seek to strengthen our relationship with the voluntary sector to celebrate these achievements and encourage others to participate in volunteering.

We will aim to achieve **excellence in all the services that we provide**, to a standard commensurate with the best performance of other District Councils across the country. To do this we recognise the need to improve our methods of communicating with our customers, understanding their needs and providing them with up to date information on our performance. We will also provide Councillors with more training and support to increase levels of engagement with people in their local neighbourhoods. We recognise the importance of our community leadership role and will further develop our relationships with other agencies to avoid duplication and work together for the benefit of our local community.

We are also clear about those areas which are **not our priorities for improvement**. The Borough has a number of visitor attractions including the coastline, the River Hamble and historic sites such as Titchfield Abbey and Portchester Castle. They all attract a significant number of visitors without the need for additional marketing. Whilst other local authorities invest heavily in *tourism marketing* we do not actively promote the area as a long stay visitor destination. We wish to retain the rural nature of our beaches and do not wish to encourage an increased volume of general visitor traffic to these areas. We do, however, wish to encourage day visitors to our main shopping centre by supporting the Town Centre Steering Group. Our investment in the arts is mainly focused on the operation of Ferneham Hall as an entertainment venue as well as the provision of public art in the town centre. We also provide community grants to local arts groups. Beyond that, the Council has decided that it does not wish to allocate resources to *arts development*. Public consultation exercises on leisure provision do not demonstrate a significant level of demand for such a service. We also recognise that many local people look to the two neighbouring cities for participation in arts activities and we do not wish to compete in this area. In terms of economic development we do not actively seek *inward investment by international companies* as we are conscious of the detrimental impact on the local economy if a decision is taken to transfer that investment to another country.

OUR AIMS

The Council has identified seven corporate aims arising out of its Corporate Vision Statement. These are as follows:-

- Protecting and enhancing our environment
- Maintaining and extending prosperity
- A safe and healthy place to live and work
- Leisure for health and for fun
- A balanced housing market
- Strong and inclusive communities
- A dynamic, prudent, progressive, best practice Council

OUR VALUES

The Council's values have been summarised into five themes and are explained below:-

Value One - Dignity and User Focus

The Council will always treat residents and employees with fairness, dignity and respect. It is proud of its democratic status and of the special relationship its Councillors have with the community. This value will receive expression through a customer focused culture that assumes, even though it is not true, that every customer can go elsewhere.

Value Two - Prosperity and Conservation

Residents value the balanced, prosperous and attractive environment that has been achieved through hard work by the Council and its partners. Future policies and actions will ensure that the positive features of Fareham are maintained. We will be forward thinking and progressive, changing where necessary, to maintain and extend prosperity and the positive character of Fareham.

Value Three - Efficiency with Effectiveness

The Council will deliver the highest quality services commensurate with resources available. Recognising that any extra money will need to be taken directly from the Council Tax payers or service users we will be prudent at all times. Accordingly, the Council will avoid extremes in relation to market principles. We will be responsive and welcome new ways of doing things, in particular the use of e-government to reduce costs and provide open, inclusive, accessible and transparent services.

Value Four - Leading and Achieving

We will work closely with organisations, agencies and businesses across Hampshire and England to deliver outcomes that are beneficial to the residents of Fareham. This recognises that the Council does not have the resources or the full range of responsibilities it would need to deliver fully on its vision for our communities. We will therefore provide practical community leadership to organisations that can contribute to that vision.

Value Five - Listening and Responding

The Council will be responsive, open and accessible. We will consult with people about services and provide them with the opportunities to give their views to the Council. Equally the Council will respond in a clear and fair way. The regulatory burden on businesses and residents will be kept to a minimum so far as we are able within our powers.

THE IMPROVEMENTS WE SEEK TO ACHIEVE

Aim: Protecting and Enhancing our Environment

Required Outcome	Delivered by	Planned Improvement	Priority
An efficient waste collection service offering a range of opportunities for recycling household waste.	FBC will work with other agencies to....	Achieve a recycling target of 50% by 2010.	High
An attractive place to live and work, with a sustainable local environment.	FBC will....	Improve environmental monitoring of our land, air and water.	
	FBC will....	Promote the need for energy conservation, improve energy efficiency and undertake other environmental sustainability initiatives.	
	FBC will....	Undertake projects to enhance biodiversity within the Borough	
New building development is located appropriately, meets identified needs, has a high quality of design and is supported by suitable infrastructure (e.g. roads, schools, health and community facilities)	FBC will work with other agencies to....	Plan the Strategic Development Area to the North of Fareham (if it is included in the South East Plan).	
The built heritage and natural environment of the Borough is conserved and enhanced for local people and future generations.	FBC will....	Implement projects to improve the appearance of conservation areas and public spaces.	
A clean, tidy and attractive Borough where littering is considered to be unacceptable and people can take a pride in the appearance of public spaces.	FBC will....	Take a "zero tolerance" approach to littering, fly tipping, graffiti and abandoned vehicles.	
	FBC will work with other agencies to....	Reduce littering at the entrances to the Borough.	
Well managed public spaces and coastal areas.	FBC will....	Improve the appearance and accessibility of our parks, woodlands and green spaces - achieving at least 3 Green Flag awards by 2010.	

Aim: Leisure for Health and for Fun			
Required Outcome	Delivered by	Planned Improvement	Priority
The opportunity for local people to improve or maintain their fitness and participate in sporting activities.	FBC will work with other agencies to....	Provide a new swimming pool to the West of the Borough by 2009.	High
A range of opportunities to participate in arts and entertainment activities or explore the history of the area.	FBC will work with other agencies to....	Undertake an option appraisal for the future management of Ferneham Hall and then seek to implement the most favourable option by 2008.	High
The opportunity to socialise with other members of the community.	FBC will work with other agencies to....	Review the use of our Community Centres, Youth Centres and Sports Pavilions, rationalise provision, and then modernise the buildings, as appropriate by 2012.	High
A range of safe and healthy recreational opportunities for children and young people.	FBC will work with other agencies to....	Improve facilities and activities for children and young people.	

Aim: A Balanced Housing Market			
Required Outcome	Delivered by	Planned Improvement	Priority
Improve choice and access to good quality affordable housing and reduce the number of homeless families in temporary accommodation.	FBC will work with other agencies to....	Achieve a target of 100 affordable homes per year until 2016	High
Provide existing and future residents access to a home which suits their needs and is affordable within their means.	FBC will....	Conduct a review of sheltered housing provision in the Borough by 2008 to ensure that we are making the best use of our accommodation	High
	FBC will work with other agencies to....	Implement a supported lodging scheme to end the use of bed and breakfast accommodation for 16/17 year olds.	
Prevent homelessness in a sympathetic and positive way.	FBC will work with other agencies to....	Provide a 'dry house' for vulnerable people who have completed a treatment programme for alcohol or drug misuse.	
A housing market that provides the right level of new housing with a range of dwelling sizes, types and tenures to meet local needs.	FBC will work with other agencies to....	Plan a new mixed community through the Strategic Development Area to the North of Fareham (if it is included in the South East Plan).	
Council Housing tenants to have a greater voice and influence over decision making.	FBC will....	Develop a new Housing Tenancy Board.	

Aim: Strong and Inclusive Communities			
Required Outcome	Delivered by	Planned Improvement	Priority
A Council that values all parts of the community and treats everyone fairly and with respect.	FBC will work with other agencies to....	Fulfil our duty to identify a transit site for travellers by 2008.	High
	FBC will work with other agencies to....	Deliver a strategy to plan services to meet the needs of an ageing population.	
A community where everyone is able to play an active part in society.	FBC will work with other agencies to....	Strengthen our working relationship with the voluntary sector and increase the levels of community involvement in volunteering activity.	High
	FBC will work with other agencies to....	Empower the Youth Council, to give young people a greater voice and influence over decision making.	
A Council that appreciates and understands the needs of different parts of the community and whose services meet the needs of all its customers	FBC will work with other agencies to....	Improve our awareness of customers' needs by developing new methods of consultation.	
A Council that actively encourages harmonious relationships and neighbourliness whilst protecting the identity of the distinct communities within the Borough.	FBC will work with other agencies to....	Develop a new approach to service delivery based on neighbourhood working.	
It is clear what the Council and its partners are trying to achieve and there are opportunities for all sections of the local community to express their views.	FBC will work with other agencies to....	Develop the capacity of the Local Strategic Partnership to ensure that all local agencies are working to the same agenda.	

Aim: A Safe and Healthy Place to Live and Work			
Required Outcome	Delivered by	Planned Improvement	Priority
An environment where people of all ages feel safe, and that local crime levels remain low.	FBC will work with other agencies to....	Introduce Accredited Community Safety Officers and Police Community Safety Officers to increase the uniformed presence in local neighbourhoods by 2008.	High
	FBC will....	Strengthen enforcement through improved use of our network of CCTV cameras and by taking a “zero tolerance” approach to vandalism, criminal damage and anti-social behaviour.	
Improved access to health related services.	FBC will work with other agencies to....	Enable the development of a new Community Hospital in the Borough by 2010.	High
	FBC will....	Increase cemetery provision in the West of the Borough by 2008.	High
Local people are confident that sound measures are in place to ensure the health and safety of people who live, work in or visit the Borough.	FBC will work with other agencies to....	Improve road safety and reduce the number of cycling accidents.	
	FBC will....	Improve levels of “on street” parking enforcement.	
Access to clean and well maintained public conveniences throughout the Borough.	FBC will....	Refurbish and improve our public conveniences.	

Aim: A Dynamic, Prudent, Progressive and Best Practice Council

Required Outcome	Delivered by	Planned Improvement	Priority
Increases in the Council's proportion of the Council Tax are kept to a minimum	FBC will....	Each year, set the Council's proportion of the council tax at, or below, the rate of inflation.	High
Confidence that the Council is continuously seeking to improve performance.	FBC will....	Aim to achieve excellent performance for all services, when compared to all other District Councils.	
	FBC will....	Improve performance reporting to our customers, ensuring that we capture the results of feedback and discussions.	
Confidence that the Council is a good employer.	FBC will....	Seek accreditation for the new, improved, standard for 'Investors in People'.	
Confidence that the Council is effective in countering fraud and corruption.	FBC will....	Ensure that the Council's Counter Fraud and Corruption Strategy clearly links to strategic objectives.	
Confidence that the Council's services are meeting the needs of the Council and providing value for money.	FBC will....	Continue a programme of service reviews aimed at improving efficiency.	
A transparent, accountable and efficient decision making process based on accurate, accessible and up to date information.	FBC will....	Provide Councillors with more training and support to increase engagement with local people.	
	FBC will work with other agencies to....	Improve our "scrutiny" role, by holding other organisations to account on behalf of the local community.	

Aim: Maintaining and Extending Prosperity			
Required Outcome	Delivered by	Planned Improvement	Priority
Vibrant and viable town, district and local centres offering a range of shopping, leisure, employment and social opportunities.	FBC will work with other agencies to....	Deliver a large food store within Fareham Town Centre by 2009.	High
	FBC will....	Lead the regeneration of the Western end of West Street, Fareham by 2009.	High
	FBC will work with other agencies to....	Pursue the development of the Foundry site in Fareham.	
	FBC will work with other agencies to....	Facilitate the redevelopment of Broadlaw Walk.	
Meeting the transport and mobility needs of the local community.	FBC will work with other agencies to....	Support public transport provision and reduce the levels of traffic congestion.	
Sustainable, well paid employment opportunities for local people.	FBC will work with other agencies to....	Plan employment opportunities within the Strategic Development Area to the North of Fareham (if it is included in the South East Plan).	

SOME THE COUNCIL'S ACHIEVEMENTS SINCE 2000

Protecting and enhancing our environment	<ul style="list-style-type: none"> • Environmental improvement schemes at Sarisbury Green, Castle Street, Town Quay, Crofton Lane, Highlands Road and Harper Way. • New parks provided at Locks Heath and Portchester, plus improvements to the green spaces at Hill Head. • Sponsored floral displays on roundabouts. • Annual awards achieved - Southern England in Bloom. • Introduced a fortnightly garden waste collection service (2005). • Achieved a 28% recycling rate for 2005/2006. The first six months of 2006/2007 was 40%.
Maintaining and extending prosperity	<ul style="list-style-type: none"> • National Air Traffic Control Centre (Swanwick) opens. • Satellite teleport opens at Cams Hall Estate. • Construction of <i>Faretec</i> to assist new business development – now fully let. • Completion of Henry Cort Sculpture Park. • Relocation of the Market to a more popular location in West Street. • Market Quay development opens (2005). • Car park improvements – variable message signs and 'pay on foot' technology.
Leisure for health and for fun	<ul style="list-style-type: none"> • New community centres constructed at Portchester and Whiteley • New seating provided at Ferneham Hall. • Major improvements to Fareham Leisure Centre, following management transfer. • New Cinema opens (2005). • Construction of neighbourhood facilities (skate parks etc) for young people at Portchester, Locks Heath, Stubbington, Fareham and Whiteley. • Major refurbishment of equipped play areas across the Borough. • Refurbishment of Westbury Manor Museum (2006).
A safe and healthy place to live and work	<ul style="list-style-type: none"> • Development of a Community Safety Partnership with the Police and other agencies • Development of the CCTV Partnership with Gosport Borough Council. • Established a new enforcement team to reduce 'enviro' crime – e.g. dog fouling and litter. • Introduced a ban on drinking in public places in Fareham Town Centre. • Installed CCTV cameras in multi-storey car parks. • Development of a joint Building Control Service with Gosport Borough Council. • Installed a gas venting scheme at a landfill site at Hook (allowing recreational use of the site). • Introduced 'Walking to Health' initiative. • Enabled the provision of a Doctors' Surgery and Pharmacy at Whiteley.

<p>Strong and inclusive communities</p>	<ul style="list-style-type: none"> • 94% of those responding to our annual residents' survey in 2006 stated that they were satisfied that Fareham is a prosperous, safe and attractive place to live. • 89% were satisfied with the way the Council runs things and the overall service provided. • Opened a new Customer Service Centre to deal with 80% of enquiries at the first point of contact. • Agreed a new Community Strategy for the Borough with partners and other agencies (2004). • Provided leadership in responding to Government plans to introduce an accommodation centre for asylum seekers at the former HMS Daedalus site. • Provided leadership for the new Partnership for Urban South Hampshire (PUSH) in responding to planned housing requirements for the South East.
<p>A dynamic, prudent, progressive and best practice Council</p>	<ul style="list-style-type: none"> • Rated as a 'good' Council by the Audit Commission. • Rated as 'performing well' in an assessment into the use of resources (2006). • Major investment in e-Government, enabling on line transactions for Council services. • Council Tax has been set below the rate of inflation for the last two years. • Excellent performance (when compared to other Councils) in processing applications for services such as planning development control, Housing and Council Tax benefits, environmental health and tax collection. • 'Investors in People' Award.
<p>A balanced housing market</p>	<ul style="list-style-type: none"> • The construction of a Direct Access Hostel for homeless people in Gosport Road. • Achieving a target of no homeless families in bed and breakfast accommodation. • Completion of a housing options appraisal, with most tenants clearly wanting to remain under borough council management (2005) • On target to achieve the Decent Homes Standard for all Council Housing by 2010. • Enabled the construction of 321 affordable homes since 2000. • Work to prevent homelessness over the past two years has resulted in 60% fewer people presenting themselves as homeless to the Borough Council.