

# NOTICE OF MEETING

<b>Meeting:</b>	<b>CABINET</b>
<b>Date and Time:</b>	<b>WEDNESDAY, 5 AUGUST 2020, AT 10.00 AM*</b>
<b>Place:</b>	<b>SKYPE MEETING - ONLINE</b>
<b>Enquiries to:</b>	<b>Email: <a href="mailto:democratic@nfdc.gov.uk">democratic@nfdc.gov.uk</a></b>

## **PUBLIC PARTICIPATION:**

\* Members of the public may speak in accordance with the Council's public participation scheme:

- (a) immediately before the meeting starts, on items within the Cabinet's terms of reference which are not on the public agenda; and/or
  - (b) on individual items on the public agenda, when the Chairman calls that item.
- Speeches may not exceed three minutes.

Anyone wishing to speak should register by contacting the email address above no later than 12.00 noon on Friday 31 July 2020. This will allow the Council to provide public speakers with the necessary joining instructions for the Skype Meeting.

**Bob Jackson**  
Chief Executive

Appletree Court, Lyndhurst, Hampshire. SO43 7PA  
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**This Agenda is also available on audio tape, in Braille, large print and digital format**

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# AGENDA

## **Apologies**

### **1. MINUTES**

To confirm the minutes of the meeting held on 1 July 2020 as a correct record.

### **2. DECLARATIONS OF INTEREST**

To note any declarations of interest made by members in connection with an agenda item. The nature of the interest must also be specified.

Members are asked to discuss any possible interests with Democratic Services prior to the meeting.

**3. PUBLIC PARTICIPATION**

To note any issues raised during the public participation period.

**4. RESPONSE TO CORONAVIRUS - COVID-19 - UPDATE**

To receive a verbal update from the Leader of the Council on the latest progress in relation to the Council's response to the Coronavirus – COVID-19 pandemic.

**5. COVID-19 RECOVERY**

(a) Report from the Leader of the Council

To receive a verbal update from the Leader of the Council on the progress of the four COVID-19 RECOVERY Task and Finish Groups.

(b) Council Services - Homelessness (Pages 5 - 6)

To consider a report from the Executive Head of Governance and Housing, including associated recommendations from the COVID-19 RECOVERY – Council Services Task and Finish Group.

(c) Finance & Resources (Pages 7 - 10)

To consider a report from the Chief Finance Officer, including associated recommendations from the COVID-19 RECOVERY – Finance and Resources Task and Finish Group.

**6. VISION FOR THE WATERSIDE** (Pages 11 - 30)

**7. ENJOY SUMMER SAFELY CAMPAIGN** (Pages 31 - 34)

## **NEW FOREST DISTRICT COUNCIL – VIRTUAL MEETINGS**

### **Background**

This meeting is being held virtually with all participants accessing via Skype for Business.

A live stream will be available on YouTube to allow the press and public to view meetings in real time and can also be found at the relevant meeting page on the Council's website.

### **Principles for all meetings**

The Chairman will read out Ground Rules at the start of the meeting for the benefit of all participants. All normal procedures for meetings apply as far as practicable, as the new Government Regulations do not amend any of the Council's existing Standing Orders.

The Ground Rules for all virtual meetings will include, but are not limited to, the following:-

- All participants are reminded that virtual public meetings are being broadcast live on YouTube and will be available for repeated viewing. Please be mindful of your camera and microphone setup and the images and sounds that will be broadcast on public record.
- All participants are asked to mute their microphones when not speaking to reduce feedback and background noise. Please only unmute your microphone and speak when invited to do so by the Chairman.
- Councillors in attendance that have not indicated their wish to speak in advance of the meeting can make a request to speak during the meeting by typing "RTS" (Request to Speak) in the Skype chat facility. Requests will be managed by the Chairman with support from Democratic Services. The Skype chat facility should not be used for any other purpose.
- All participants should note that the chat facility can be viewed by all those in attendance.
- All participants are asked to refer to the report number and page number within the agenda and reports pack so that there is a clear understanding of what is being discussed at all times.

### **Voting**

When voting is required on a particular item, each councillor on the committee will be called to vote in turn by name, expressing their vote verbally. The outcome will be announced to the meeting. A recorded vote will not be reflected in the minutes of the meeting unless this is requested in accordance with the Council's Standing Orders.

By casting their vote, councillors do so in the acknowledgement that they were present for the duration of the item in question.

### **Technology**

If individuals experience technical issues, the meeting will continue providing that it is quorate and it is still practical to do so. The Chairman will adjourn the meeting if technical issues cause the meeting to be inquorate, the live stream technology fails, or continuing is not practical.

### **Public Participation**

Contact details to register to speak in accordance with the Council's Public Participation Procedures are on the front page of this agenda.

In order to speak at a virtual meeting, you must have the facility to join a Skype for Business Meeting. Joining instructions will be sent to registered speakers in advance of the meeting.

The Council will accept a written copy of a statement from registered speakers that do not wish to join a Skype Meeting, or are unable to. The statement will be read out at the meeting and should not exceed three minutes. Please use the contact details on the agenda front sheet for further information.

To:

**Councillors**

Diane Andrews  
Jill Cleary  
Michael Harris  
Edward Heron (Vice-  
Chairman)

**Councillors**

Jeremy Heron  
Alison Hoare  
Barry Rickman (Chairman)  
Mark Steele

## COVID-19 RECOVERY – COUNCIL SERVICES – HOMELESSNESS

### 1. RECOMMENDATIONS

- 1.1 That Cabinet consider the following recommendations from the COVID-19 RECOVERY - Council Services Task and Finish Group (CS T&FG):
- (a) To continue to accommodate those vulnerable people already placed into emergency accommodation during Covid-19;
  - (b) To explore and support move on options for all of these vulnerable people to resolve their homelessness once and for all; and
  - (c) To bring on board at the earliest opportunity existing projects to create further council owned temporary accommodation and to seek new opportunities for further units.

### 2. PURPOSE OF THE REPORT

- 2.1 The purpose of this report is to report back to Cabinet following a meeting of the COVID-19 Recovery – Council Services Task and Finish Group held on 14 July where Members considered the impact that COVID-19 has had on homelessness and the implications of this on the Council's budget.

### 3. BACKGROUND

- 3.1 The Council has a statutory duty to provide a homelessness service and to intervene in the early stages to prevent homelessness. Through the good work that has been done in adopting a sound Homelessness and Rough Sleeping Strategy in 2019, the Council was well placed to cope with the challenges brought about by the Covid-19 pandemic.
- 3.2 The changes that the Council has implemented under the Strategy including increased partnership working with the voluntary sector and other statutory agencies, as well as creating its own temporary accommodation facilities placed the Council in a good position to deal with significant numbers of new homeless households, particularly single people, presenting to the Council at the height of the pandemic.
- 3.3 Officers have been working in accordance with the government guidance released during the pandemic in order to offer vulnerable homeless people a safe place to stay.

### 4. COUNCIL SERVICES TASK AND FINISH GROUP OVERVIEW

- 4.1 The Task and Finish Group received a presentation from the Executive Head of Governance and Housing and the Housing Options Service Manager at the last meeting. The Group is asking the Cabinet to support the recommendations in paragraph 1.1 of this report.

- 4.2 The Council had to react quickly at the start of the pandemic to spread out those in existing shared council accommodation and relocate residents to more self contained accommodation in order to protect the most vulnerable. Hotels closed with little notice leaving people homeless and caravan parks and campsites also closed their gates which led to a significant number of enquiries. However, the Council has maintained frontline homelessness services at all times.
- 4.3 The pandemic has seen an increase in rough sleepers being accommodated by the Council. There has also been a significant increase in single people, particularly males, presenting to the Council as homeless. Additional temporary accommodation had been required and the Council worked in partnership with local hotels to provide more bed spaces. At the height of the pandemic, over 85 households were in external emergency temporary accommodation and many of these households had complex needs.
- 4.4 Whilst the success in placing people in emergency temporary accommodation is acknowledged, there has been a significant increase in accommodation costs to the Council. Over £257,000 has been spent over and above the budget position for the period March – July 2020 and these pressures will continue for some time as there is likely to be an increased demand in the medium term future. National Grant funding from MHCLG has been announced to cover some emergency accommodation and long term housing options but there will be a considerable shortfall falling on the Council. Further details of funding bids are awaited.
- 4.5 The Government guidance to accommodate vulnerable people remains in place. More move on and temporary accommodation types and options for vulnerable people is needed. Support work is vital to assist people to sustain accommodation in the long term. The Task and Finish Group would like a variety of move on options to be explored for the vulnerable to resolve their homelessness. More Council owned temporary accommodation is also required and new opportunities should be investigated.

## **5. CRIME & DISORDER IMPLICATIONS**

- 5.1 None.

## **6. PORTFOLIO HOLDER COMMENTS**

- 6.1 I fully support the Task and Finish Group's recommendations.

### **Further Information**

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Executive Head of Governance and Housing  
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CABINET – 5 AUGUST 2020

PORTFOLIO – FINANCE,  
INVESTMENT & CORPORATE  
SERVICES / ALL

## COVID-19 RECOVERY – FINANCE & RESOURCES

### 1. Recommendation

- 1.1 That Cabinet consider the recommendations from the Finance & Resources Recovery Task and Finish Group (FR T&FG) as laid out in section 5.

### 2. Purpose of the report

- 2.1 The purpose of the report is to set out the proposed recommended actions necessary now ahead of the re-drawing of the Council's Medium Term Financial Plan, including the Emergency Budget for 2020/21.

### 3. Background

- 3.1 The Council has a legal responsibility to set a fully funded balanced budget. In light of the financial implications that COVID-19 will have on the Council's budget for 2020/21 the production of an Emergency Budget is necessary.
- 3.2 At its meeting in June, the Cabinet established 4 Recovery Task and Groups. One of these Task and Finish groups has a focus on Finance & Resources. Members of the group have agreed on a set of recommendations now put forward to the Cabinet, ahead of the preparation of the detailed Emergency Budget. Section 4 of this report gives an overview of the considerations of the Finance & Resources Task and Finish Group meeting, held on 14 July 2020.

### 4. Finance and Resources Task and Finish Group Overview

The Task and Finish group were asked to consider and make recommendations to Cabinet on:

#### 4.1 The Latest Government Support Packages

- Package 1 – £500m non-ringfenced support grant;
- Package 2 – Funding for 75% of irrecoverable income losses from Sales, Fees and Charges, where the losses are greater than 5% of the Council's planned income receivable;
- Package 3 – Ability for the Council to spread any collection fund deficits over 3 years;

- The announcement also commented on how lost revenues from council tax and business rates might be addressed in the next the spending review; and
- a further announcement was made in relation to furlough which would see an employer receive a £1,000 bonus for every employee (subject to minimum earnings) who returned to work from furlough and still be employed by January.

Members of the task and finish group were given information on each of the above, including some modelling of the income support scheme, although it was stressed that details of the scheme had not yet been announced.

#### 4.2 Update on Previously Adopted Recommendations

- Vacancy Control
  - A new procedure had been implemented with effect from 7 July 20.
  - The value of withheld posts across the authority was reported to the group at £433k
- Budget Review
  - Asset Maintenance
    - An initial review of the AMR schedule had taken place and schemes totalling £212,000 had been identified as suitable for removal from the 2020/21 budget
  - Savings from 2019/20 outturn
    - The Service Accountancy Team had instigated work with the Service Managers across the Council to go through the budget savings from 2019/20 and identify any areas that could be considered as on-going, and so be removed from the budget
  - Review of Capital Programme Financing and reserve transfers
    - Members were informed of reserve transfers originally planned for 2020/21 that could be adjusted in order to assist in the rebalance of the 2020/21 budget
  - Review of service budgets directly impacted by COVID-19
    - The Service Accountancy Team had instigated work with the Service Managers across the Council
  - Utilisation of General Fund Reserve
    - The ultimate stopgap for any unfunded budget shortfall

Members of the Task & Finish Group were supportive of the actions as outlined.

#### 4.3 Postponement of non-essential Capital Schemes

A review of the 2020/21 Capital Programme was underway.

The Programme includes the £5m Hardley Depot Scheme. Members of the task and finish group were informed of the preferred direction of travel as agreed by the Council's Investment Panel in terms of moving this scheme to Invitation To



Tender stage. This would then enable the full preparation of the business case and inform the ultimate decision as to whether to proceed with a contract award later in 2020.

Members of the Task & Finish Group were supportive of the actions as outlined.

#### 4.4 Employee Support and Engagement

Members were given an update on the support measures in place for employees and managers, which take into account the change in working environment for the vast majority of the workforce. Measures included robust risk assessments for those remaining or returning to work with changes such as perspex screens, social distancing and cleansing routines.

A key area of support was targeted at mental health and wellbeing ensuring both employees and managers could access useful tools and training opportunities on line.

Members were also briefed on the second staff survey, which would be consistent to the survey carried out by Hampshire County Council on their workforce.

Members of the Task and Finish Group were supportive of the action, and particularly welcomed the second staff survey which would provide the Council with important data on how employees had adapted and responded to working from home or how they felt about being at work and the support measures in place.

### 5. **Finance and Resources Task and Finish Group Recommendations**

- 5.1 That NFDC maximise the support funding reimbursement available from the Income Support Scheme
- 5.2 That Cabinet continue to plan its Emergency Budget based on the worst-case scenario but keep the plan fluid based on latest and most to date announcements on funding support
- 5.3 That NFDC utilise the new allowances on Collection Fund deficits, and spread the financial burden out over the allowable period
- 5.4 That Cabinet approve the adjustments to Asset Maintenance Budgets, resulting in savings to the 2020/21 budget totalling £212,000
- 5.5 That Cabinet approve the adjustments to reserve transfers originally planned in 2020/21
- 5.6 That Portfolio Holders carry out Fees and Charges reviews to ensure all fees are set in line with Council Policy, and to have regard to specific COVID-19 income losses in need of recovering

- 5.7 Progress Hardley Depot scheme through the ITT stage, to enable the full business case evaluation to take place later in 2020

## **6. Crime & Disorder Implications**

- 6.1 None.

## **7. Portfolio Holder Comments**

- 7.1 With the additional financial support proposed by Central Government and the work of Officers and Members of the Task and Finish Group I am confident that we can now deliver a fully funded revised budget for 2020/21. This is a considerable achievement and I would thank everyone involved.
- 7.2 Our next challenge is to revise the Medium Term Financial Plan to take into account the longer term financial implications of COVID-19. Regrettably the financial ramifications of this pandemic will continue to impact on all Councils over the coming years but as stated in previous reports New Forest District Council is well placed to meet the challenge.

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**Background Papers**  
COVID-19 Update May 20  
Recovery Update July 20  
2020/21 Budget Feb 20

## VISION FOR THE WATERSIDE

### 1. RECOMMENDATION

That Cabinet endorses the approach to the consideration of the Vision for the Waterside document.

### 2. PURPOSE OF THE REPORT

The purpose of this report is to set out the approach to considering the Vision for the Waterside document.

### 3. BACKGROUND

- 3.1 Given the significance of the Waterside and the level of development proposed in our Local Plan and the National Park Local Plan a public-private Steering Group was formed some time ago between New Forest District Council, the National Park, the County Council, the Solent LEP and the major landowners: ABP, ExxonMobil, Solent Gateway, Barker Mill Estates and Fawley Waterside.
- 3.2 Whilst the Local Plan sets out the vision for growth across the Waterside it has been agreed within the Steering Group that there is a need for a high level document that all parties can be signatories to that sets out the shared vision of the opportunity across the whole of the Waterside.
- 3.3 A draft Vision document has now been prepared between officers of the District Council, the National Park and the County Council. It is intended that the document sets out a collective assessment of the cumulative impact of the development aspirations, and an understanding of the total infrastructure needed to support and enable the growth plans for the area, to be delivered in a way compatible with the shared vision. It is envisaged that this document, amongst other things, will be used to support bids most notably the bid currently being prepared by the County for funding for improvements to the A326.
- 3.4 As the Local Plan is now adopted it is now the appropriate time to share the draft Vision document. A Special Environment and Overview Scrutiny Panel is arranged for the 13<sup>th</sup> August 2020 where the draft document will be considered. It is important that all Councillors for the Waterside have the opportunity to share their views with the Panel together with the Town and Parish Councils. It is therefore proposed, subject to Cabinet agreement, that each Waterside district councillor and the town and Parish councils are invited to speak at EOSP to share views on the draft Vision document.
- 3.5 The County Councillor and the National Park Authority will take the draft document through its own decision making process.
- 3.6 Following Environment and Overview Scrutiny Panel a full report will come to the September Cabinet meeting seeking endorsement from the Cabinet.

**4. FINANCIAL IMPLICATIONS**

4.1 There are no additional financial implications arising.

**5. CRIME & DISORDER, ENVIRONMENTAL, DATA PROTECTION IMPLICATIONS**

5.1 There are no crime and disorder, environmental or data protection issues arising directly from this report.

**6. EQUALITY & DIVERSITY IMPLICATIONS**

6.1 There are no equality or diversity implications arising directly from this report.

**7. PORTFOLIO HOLDER COMMENTS**

7.1 The Portfolio Holder welcomes this report and looks forward to listening to the views of Councillors and Town & Parish Councils at the Special Meeting of the Environment Overview & Scrutiny Panel on 13 August.

**Further Information**

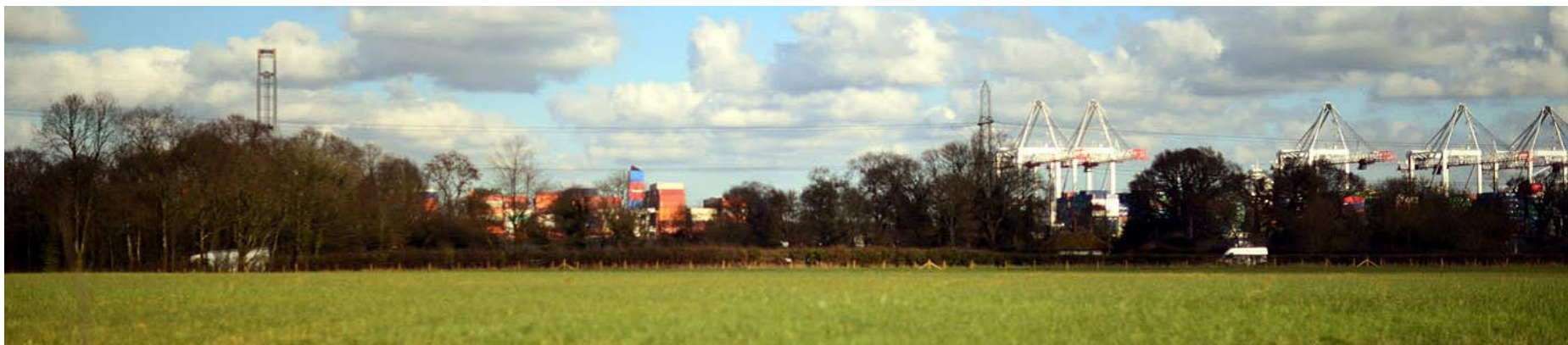
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# A Vision for the Waterside



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- Executive Summary
- The National Context
- A Shared Vision for the Waterside
- The Place
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- The Growth Opportunity
- Economic Outcomes
- Environmental Outcomes
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- Social and Community Outcomes
- Strategic Approach to Transport
- What We Need

# Executive Summary

The Waterside is situated on the west side of Southampton Water and is the home to nationally significant infrastructure and industrial assets which play a critical role in the UK economy. We have ambitious plans to support the growth of our economy and provide much needed homes, but also to deliver this in a way that enhances the special environment of the area. We believe the Waterside has the potential to become a national exemplar for delivering growth in an environmentally sensitive area.

## The Growth Opportunity

- Fawley Refinery (ExxonMobil) – the UK’s largest refinery, representing 20% of UK capacity, with a major ongoing investment programme encompassing increased output of ultra-low sulphur diesel;
- Fawley Waterside – the former Power Station and one of the largest brownfield development sites in the South of England, with plans to deliver a new sustainable community and centre of marine and maritime innovation;
- Marchwood Military Port (Solent Gateway) – the UK’s only combined military and commercial port, with plans to deliver significant commercial space utilising existing on-site rail infrastructure and deep-water dock capacity;
- Port of Southampton expansion (ABP) – has proposals to develop a deep-water port providing extra capacity for the UK’s leading export port;
- New homes – offering development capacity for 5000 new homes

## What help do we need to make this happen?

- Investment in the A326 to reduce congestion, improve journey time reliability and connectivity to the wider UK economy;
- Investment that enhances choice and the accessibility of public transport, cycling and walking routes;
- Investment in Environmental Infrastructure to support connectivity for people, places and nature

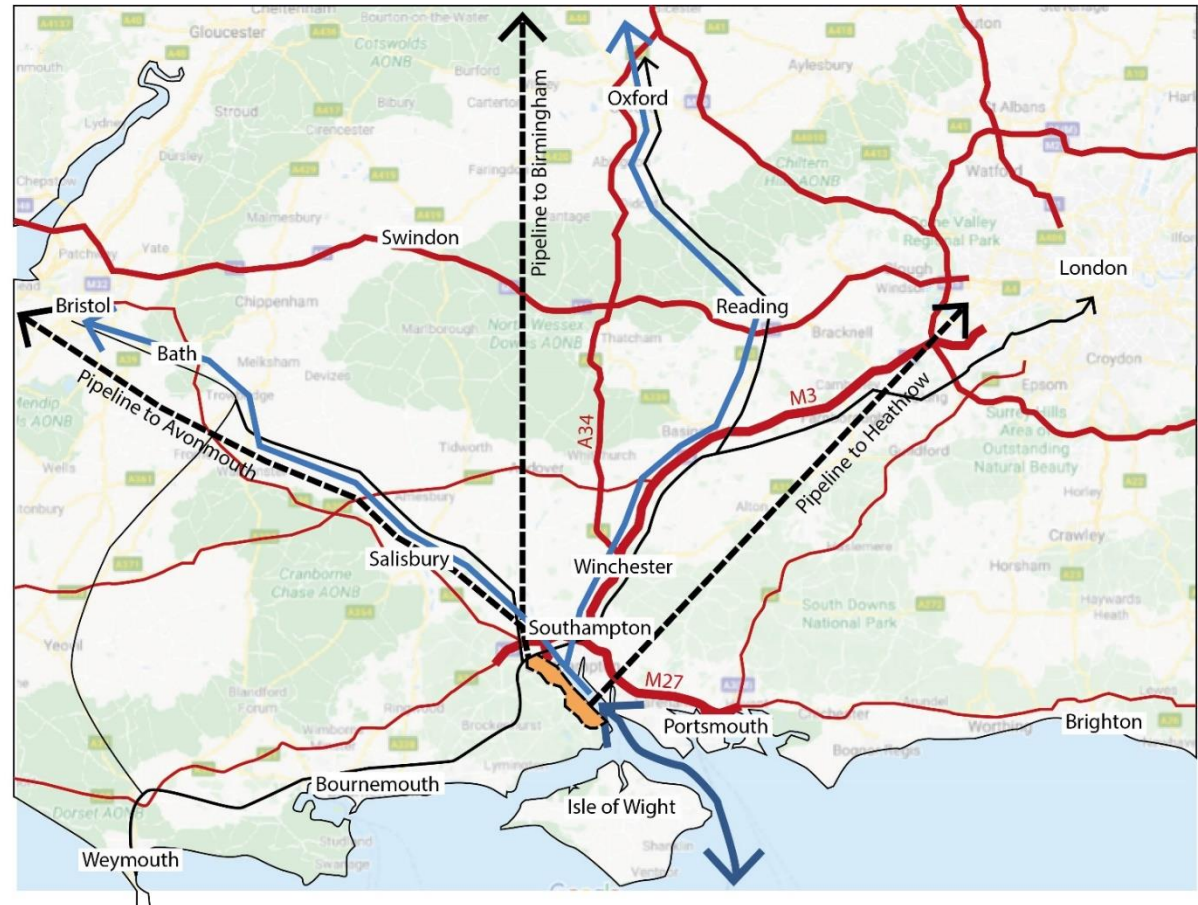
# The National Context

Situated on the west side of Southampton Water, and facing the Port of Southampton, the Waterside is the home to nationally significant infrastructure and industrial assets which play a critical role in the UK economy. The area sits between Southampton Water and the New Forest National Park

The Waterside gains access principally from the M27, with connectivity through to the M3 and A34, providing an important road link to the automotive sector in the West Midlands. The main distributor road within the Waterside is the A326.

Bournemouth and Southampton airports lie close to the Waterside, providing air connections to the UK and mainland European destinations. The Waterside is close to 5 universities including Russell Group Member, the University of Southampton.

The Port of Southampton is the UK's leading export port and plays a significant role in enabling significant vehicle exports, underpinning the UK automotive sector of the West Midlands and beyond.



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Aside from the New Forest National Park, the area also benefits from a number of national and international nature conservation designations that include the New Forest SSSI, the Solent and Southampton Water SPA and Ramsar site.

Southampton Water is a unique natural deep-water harbour, having a unique double tide which allows unrestricted access for the world's largest vessels.

The main landside operational area of the Port of Southampton is located within the City of Southampton, and the port operators Associated British Ports (ABP) owns a significant land holding within the Waterside

ABP concluded in its Draft Port of Southampton Masterplan (2016) that the Port of Southampton needs to expand within its land holdings on the Waterside.

The area is also home to ExxonMobil, owners and operators of the Fawley refinery, the largest refinery in the UK, representing around 20% of UK capacity. The refinery supplies fuel directly, via pipelines, critical international airports including Birmingham, Heathrow and Gatwick.

To the south of the refinery is the former Fawley Power Station, one of the largest brownfield regeneration opportunities in the south of England. The vision for Fawley Waterside is a new 'smart town', with 1500 new homes and deep-water access to enable the development of a centre of excellence in marine and maritime innovation.

Marchwood Military Port, the UK's only combined military and commercial port, is operated by Solent Gateway, is now being developed for more commercial uses, with an emerging masterplan for up to £400M of future investment. The site benefits from extensive developable land and existing rail and port connectivity.

Over 5000 homes will be built within the Waterside over the next 10 to 15 years.

## A Shared Vision for the Waterside

The whole of the Waterside falls within the administrative boundaries of the Hampshire County Council and the Solent LEP; the majority of the Waterside area lies within the administrative boundary of the New Forest District Council, with the remaining part lying in the New Forest National Park Authority area.

A public-private consortium has been formed between the 3 statutory authorities, the Solent LEP and the major landowners: ABP, ExxonMobil, Solent Gateway, Barker Mill Estates and Fawley Waterside.

It is agreed that to achieve economic growth in an innovative way this internationally important and sensitive nature conservation area must be enhanced to create a flagship area where people, the economy and the environment thrives.

This document sets out our shared vision of the opportunity across the whole of the Waterside, our collective assessment of the cumulative impact of the development aspirations, and our understanding of the total infrastructure needed to support and enable the growth plans for the area, to be delivered in a way compatible with the shared vision.

This is a blueprint for how to deliver growth in an environmentally sensitive area.

To achieve economic growth in an innovative way that enhances this internationally important and sensitive nature conservation area creating a flagship area where people, the economy and the environment thrives.

## The Place

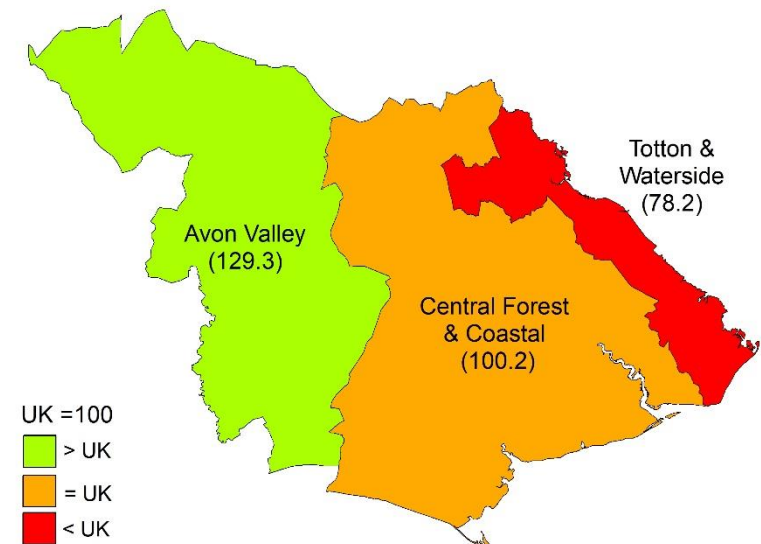
The Waterside is a unique area between two internationally protected nature conservation areas, Southampton Water and the highly protected landscape of the New Forest National Park. The most significant settlement is Totton; the communities of Marchwood, Hythe and Fawley also lie within this area, together with nationally significant infrastructure and industrial assets which include Marchwood Military Port, the Fawley Refinery and former Fawley Power Station site. The whole area provides a setting to the New Forest National Park. Key opportunities for environmental infrastructure have been identified through this vision, supporting anticipated development in the area and delivering environmental net gain. Physical infrastructure is also needed to ensure that the area can deliver sustainable growth and support the economy, both locally and nationally.

The A326 is the main strategic road that provides access to/from the M27, with a high level of outward and inward commute resulting in congestion at peak periods.



## Socio-Economic Profile

- Totton and the Waterside is the most urbanised, industrial and densely populated sub-area of the New Forest
- The levels of economic prosperity in Totton & the Waterside are over a fifth below the national average.
- Totton & Waterside has a skills gap, in terms of residents with degree or higher qualifications, with the UK average of almost 6%.
- Totton & Waterside has a large (5%) and increasing gap with the national average in terms of residents with higher-skilled occupations.
- In terms of commuting, Totton & the Waterside experiences a net outflow of people (7,200), with some 69% of commuting by car or van.
- The local economy is characterised by concentrations of manufacturing and distribution-related activities, with manufacturing primarily concentrated in lower value-added activities.
- Totton & Waterside and New Forest suffers from a low proportion of knowledge intensive employment. Sectors such as ICT and finance/insurance are significantly underrepresented in the area relative to the UK and Hampshire.
- In terms of sectors, the Waterside has, unsurprisingly, a high concentration of marine and maritime businesses, but with a trend of decline of the sector (around 6.9% per annum in employment terms between 2010 and 2016).



Economic prosperity in New Forest relative to UK average

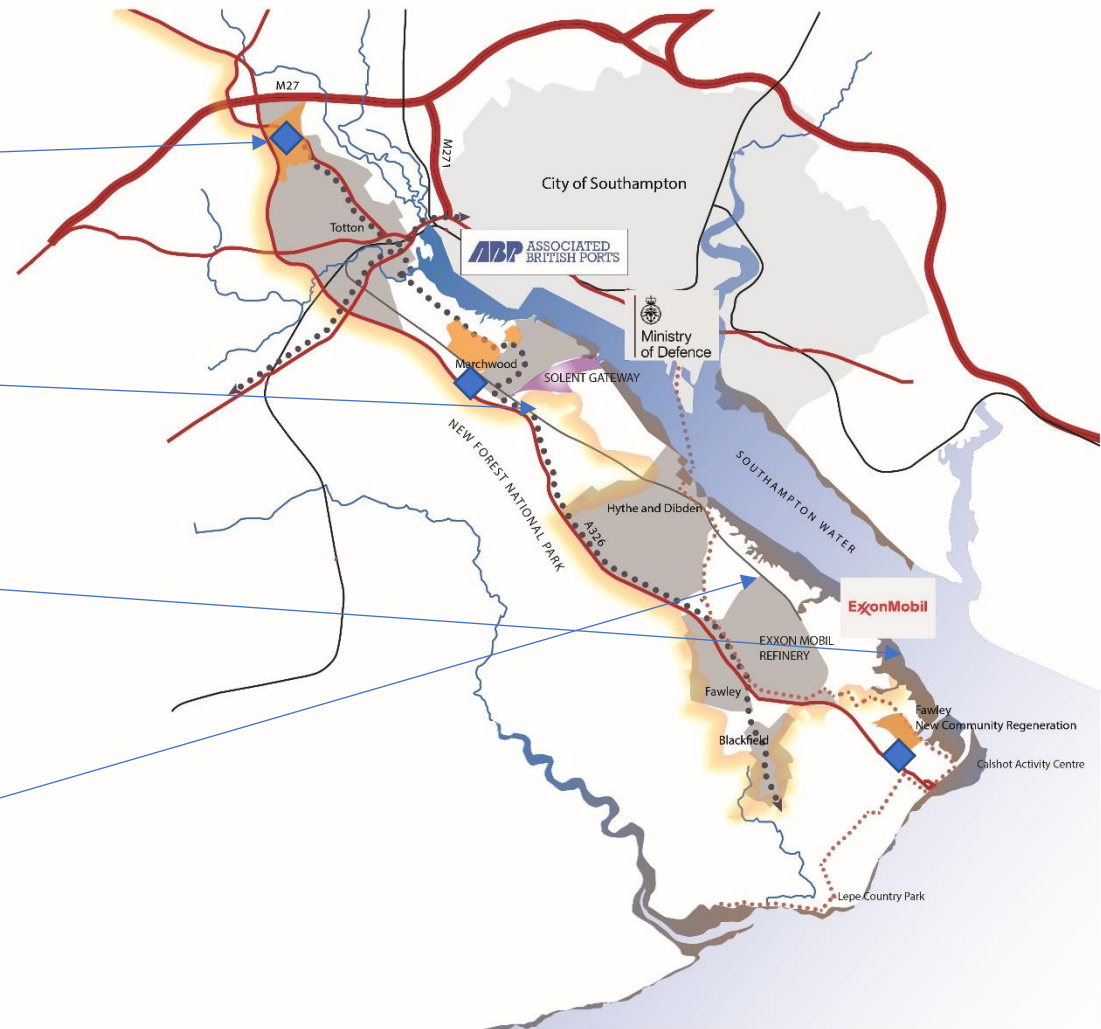
# The Growth Opportunity

The development aspirations for the New Forest District area have been confirmed in the Local Plan adopted in July 2020. The Plan demonstrates how some 5000 new homes creating 3 new communities and 18 hectares of employment land can be delivered within the Waterside.

The Plan references the use of Marchwood Port for commercial, economic and local employment, and notes the potential expansion of the Port of Southampton which could provide opportunity for significant economic growth within the area.

Together with the National Park's recently adopted Local Plan, the Plan promotes the regeneration of the former Fawley Power Station for a new mixed-use community of 1500 homes, 10 hectares of employment with deep water access.

The Waterside is also home to the Fawley Refinery, operated by ExxonMobil. This is the UK's largest refinery, representing 20% of the UK's refinery capacity. Significant investment is planned in the plant to shift to production of ultra-low sulphur diesel.



## Economic Outcomes

The overall economic benefits that will be delivered from our growth plan are:

- up to 6,700 new jobs with a significant proportion in the Waterside area
- Up to £566M per annum increase in GVA
- Improve the quality of jobs within the area by creating more knowledge intense employment
- Create training and development opportunities through growth to upskill the local population
- Unlocking over £3bn of private sector investment in the area

Wider economic benefits associated with the growth plan along the Waterside includes;

- Improving UK energy security and the UK balance of payments
- Supporting global export sales for the UK automotive sector through the ABP proposed port expansion, safeguarding the UK's export competitiveness

The Waterside also offers the potential to strengthen the already prominent marine and maritime cluster in South Hampshire which is currently estimated to generate an economic value of £5.8bn GVA and support directly and indirectly around 152,000 jobs (source: CEBR).

This vision also sees the delivery of 5000 new homes in an area that has seen a low level of growth.

## Environmental Outcomes

The Waterside presents a unique opportunity to lead a national green recovery, embedding the principles set out in the Government's 25 year Environment Plan by delivering a World Class Economy in a World Class Environment. Our ambition is to increase environmental benefits by:

- Planning, designing and managing the environment as vital infrastructure
- Investing in Natural Capital
- Creating a connected green network
- Connecting the coast to the forest
- Creating healthy towns and villages
- Building strong communities and integrating the new with the old
- Building resilience and adaptivity to climate change
- Enhanced environmental benefits (environmental net gain)
- Connected ecological sites and species (nature recovery networks)
- Creating and enhancing community spaces and places
- Delivering coastal renaissance in Waterside town and village centres
- Improving cycling and walking and connections to Southampton
- Linking to Southampton's Green City Charter

# Environmental Infrastructure

## What is Environmental Infrastructure?

It is a network of natural features.

## Why is it important?

With limited space on the Waterside an Environmental Infrastructure approach allows us to make the best use of what we have now and what we need in the future.

## How are we going to harness the benefits of Green Infrastructure?

Protecting what we have now, connecting it to other Environmental Infrastructure and enhancing it to work better for all in the future.

## What will it be on the ground?

**Ecological Network Enhancement** – For example linking existing broadleaved woodlands with new hedgerows or linear woodland. To help connect the coast to the forest making use of existing Environmental Infrastructure and adding sites to create links or overcome existing barriers.

**Sustainable Transport Network** – Creating cycleways and improving footpaths to make it easier for people use travel without needing to drive.

**Neighbourhood Green Infrastructure** – Improving existing parks and greenspaces to encourage use by all. Creating towns and villages that are:

- easy to walk around to encourage activity and increase use,
- good places to live with treelined streets which improve air quality, lower wind speed and provide shade;
- accessible to improve how people feel and engage the community through access to nature, streams and the coast; and
- multifunctional with spaces for sport, recreation and play.

**Water Management** – With more frequent storms we need to increase the amount of water that can be stored upstream by managing land to flood to protect homes and businesses downstream. We need to improve the quality of the water that flows into Southampton Water and the Solent by capturing nitrates and phosphates through mechanisms such as special wetlands.

**Land Management Opportunities** – Land can be managed in ways that have greater benefit for the economy, the environment and society. By working with landowners, we can change existing management practices to increase their benefits, for example gains for nature through connecting or buffering important sites.





Neighbourhood Green Infrastructure:  
Connectivity enhancements



Land Management Opportunities:  
To enhance the landscape, ecology and public enjoyment



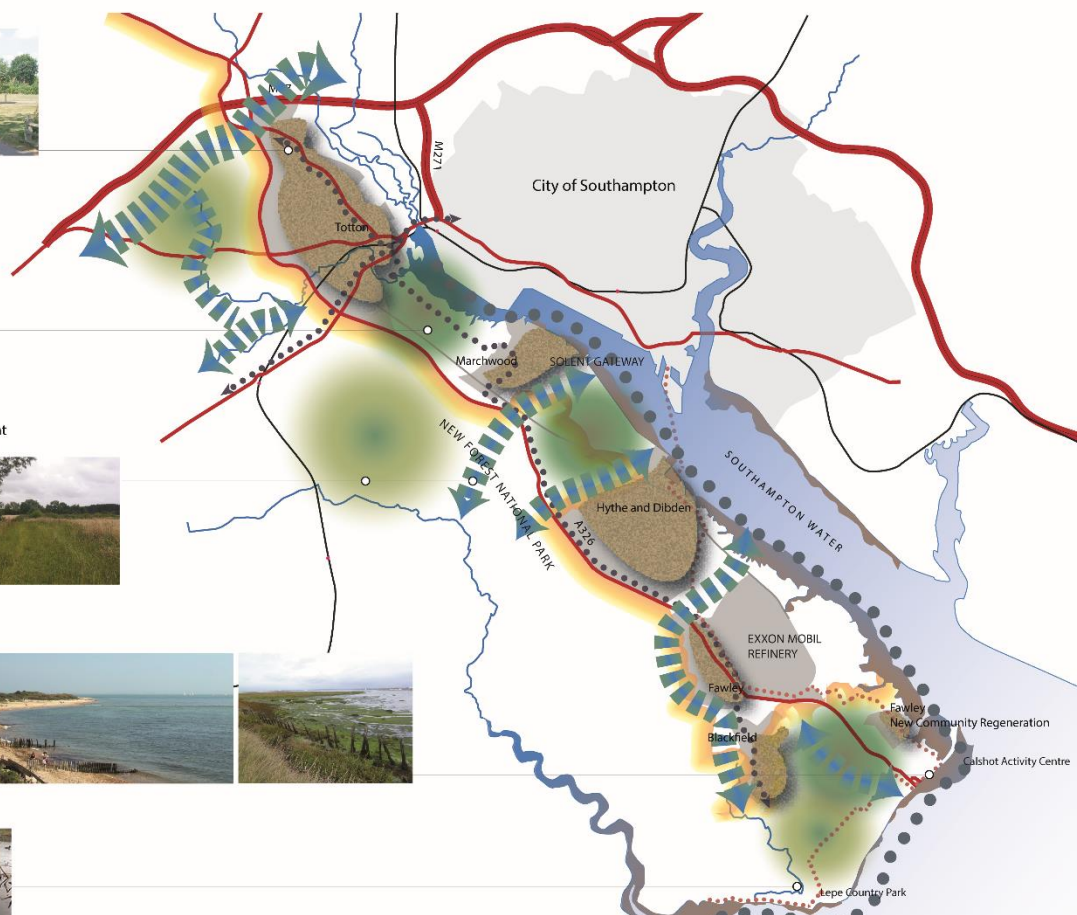
Land Management Opportunities:  
Ecological blue and green network enhancements



Coastal access opportunities



Land management Opportunities:  
Water management -  
Up stream catchment enhancements



# The Waterside Environmental Infrastructure Vision

DELIVERING SUSTAINABLE ECONOMIC GROWTH THAT ENHANCES THIS UNIQUE ENVIRONMENT

## Social and Community Outcomes

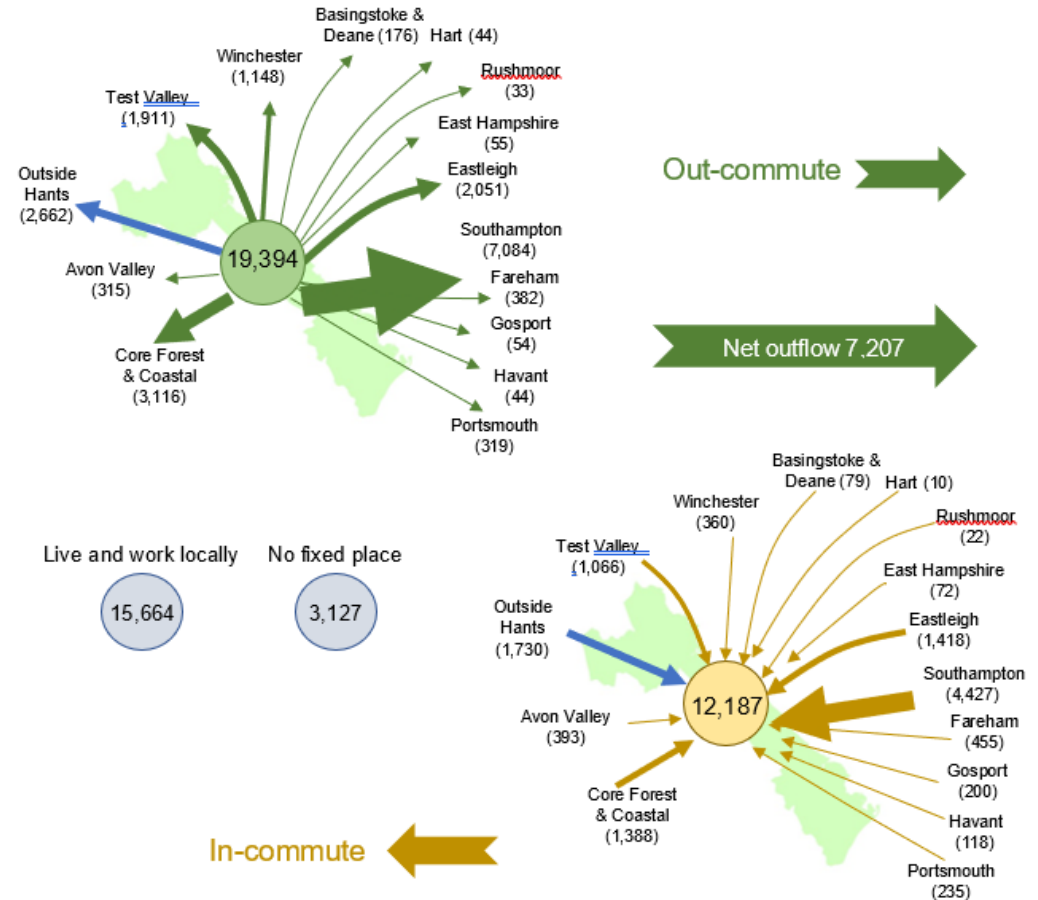
- Significant new knowledge-based employment opportunities
- Investing in skill and training opportunities - significant opportunities will be delivered from the proposed growth for creating training opportunities for local residents and upskilling the existing workforce
- Improving access to education and training - with better transport links across the Waterside and to education and training opportunities in Southampton
- Delivering a mix and range of housing and housing tenures providing a wider choice for local residents to meet their housing needs and attracting new households into the area
- Promoting health and wellbeing, through the investment in green infrastructure and improved walking and cycling, creating more resilient communities
- Improving accessibility and enjoyment of natural green space
- Reusing brownfield sites including the redevelopment of the former Fawley Power Station
- Improving the cultural and heritage

# Strategic Approach to Transport

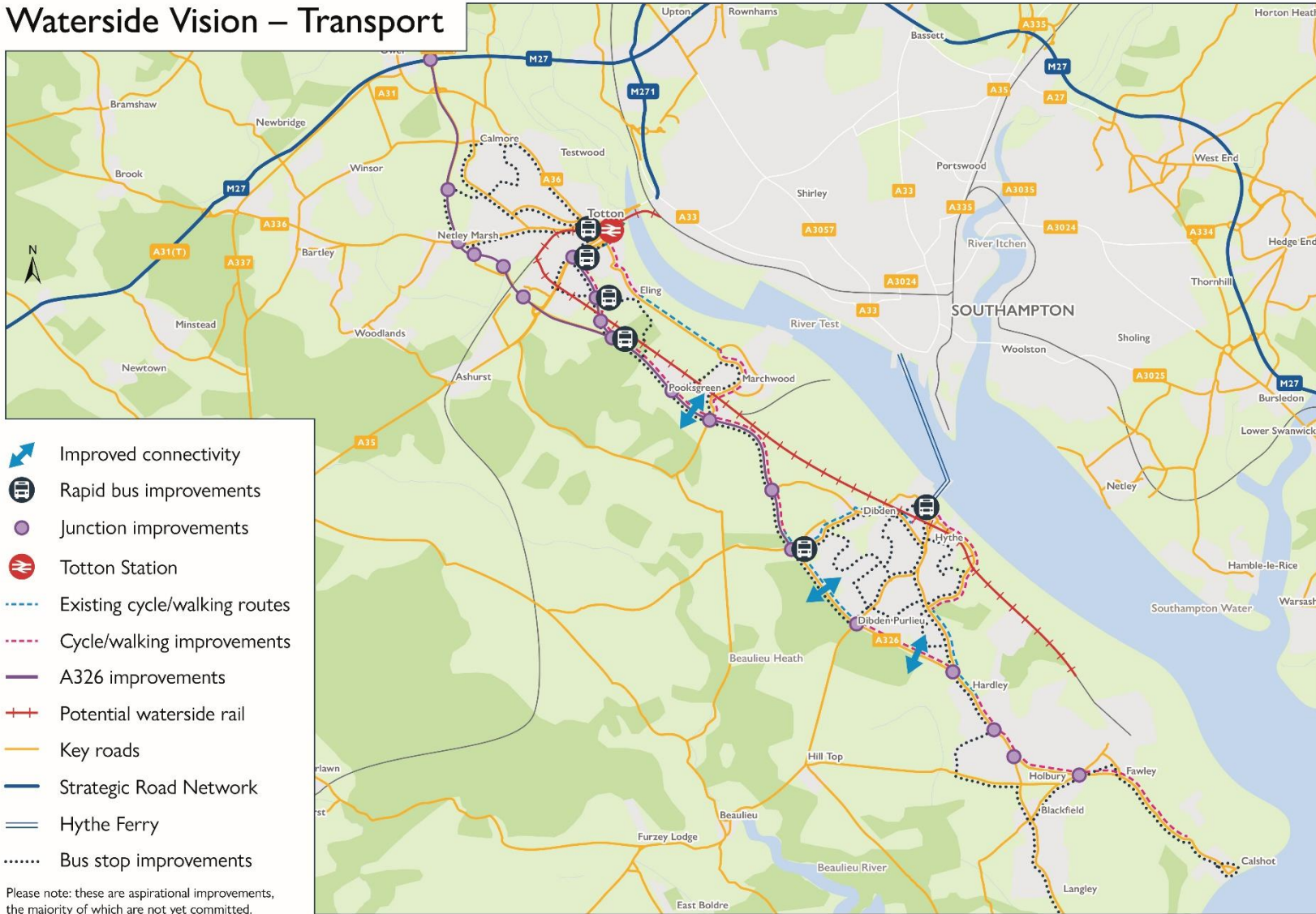
Our strategic approach to transport needs across the Waterside will encompass the following key objectives:

- To develop a fully integrated multimodal transport strategy to improve connectivity across the Waterside area and with the wider region
- To reduce dependence on the private car by enhancing choice and the accessibility of public transport, cycling and walking routes
- To ensure that all transport improvements account for the sensitive environment and habitats of the New Forest
- To enhance access between communities and to key destinations by reducing the barrier the A326 represents
- To reduce congestion and improve journey time reliability on the A326 by providing critical network resilience, especially for the existing national assets on the Waterside including the Fawley Refinery and Marchwood Military Port and also for the proposed growth in the capacity of the Port of Southampton
- To enhance the efficiency of multi-modal trade routes from the Waterside to the manufacturing regions of the Midlands and North

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# Waterside Vision – Transport



## What we need

- Investment in environmental infrastructure to support connectivity for people, places and nature
- Investment in the A326 transport corridor to reduce congestion and better connect the Waterside with the wider regional and national economy
- Investment in more sustainable alternatives to the car including cycling and walking, and exploring the future potential of water-based transport
- Investment in 5G digital connectivity across the Waterside area, to enable greater adaptability and innovation in the local economy
- Improvements to Totton town centre to better fulfil its role as the key urban centre for the Waterside and its communities

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## ENJOY SUMMER SAFELY CAMPAIGN

### 1. RECOMMENDATION

- 1.1 That Cabinet endorses the bid submitted with Go New Forest and supports the principle of a collaborative approach to messaging promoting the Reopening of the High Street.

### 2. PURPOSE OF THE REPORT

- 2.1 The purpose of this report is to advise Cabinet of the bid submitted by Go New Forest to the Enjoy the Summer Safely Campaign and to seek support for collaborative messaging in connection with the Re-opening of the High Street initiative.

### 3. BACKGROUND

- 3.1 As part of the overall response to the COVID-19 outbreak, people are being welcomed back and invited to *'Enjoy Summer Safely'* through a short-term UK-wide new campaign in July and August run by the Prime Minister's Office and Cabinet Office.
- 3.2 Aimed at stimulating an immediate and safe return to retail, tourism, leisure and hospitality, the campaign features all of the things that consumers have missed and are being welcomed back to as lockdown restrictions are eased across the country, including hairdressers, shops, local high streets and, of course, favourite holiday destinations. TV and radio advertisements are running in England, Scotland, Wales and Northern Ireland and a national UK press partnership has been successfully established to support the campaign, involving some 600 media publications promoting tourism, retail and hospitality.
- 3.3 Destination Marketing Organisations (DMOs) such as Go New Forest were invited to apply for up to £300,000 to spend on media for their own local marketing recovery campaigns.
- 3.4 Successful applicants will be awarded a funding allocation that Cabinet Office will hold and spend on media for and on applicants' behalf enabling their destination area to participate in the *'Enjoy Summer Safely'* Campaign. The value of each funding award must be spent on campaign media only.
- 3.5 In developing local marketing campaign proposals, DMOs are required to address either of the following two themes:

**Theme 1) Stimulating safe local consumer spending** – the campaign media to be used will be local in this case with local consumer messaging; or,

**Theme 2) Attracting visitors safely** – such activity will target visitors within a 1 to 2 hours' drive time of the promoted destination area encouraging consumers to

take either day trips and/or overnight stays without the reliance to travel using public transport.

3.6 DMOs must meet the set out campaign criteria and ensure all proposed campaign imagery is supplied with the necessary rights. All creative must carry the messaging of the *'Enjoy Summer Safely'* campaign along with the relevant HM Government and campaign logos.

3.7 As with all Covid 19 initiatives the turn round times are short, this bid was announced on Thursday 16<sup>th</sup> July with submission on the 20<sup>th</sup> July 2020.

3.8 Go New Forest submitted its bid based on a four-pronged marketing campaign over the three week period from 6-26 August based on the objective and actions outlined in Go New Forest's (GNF) 2020 Business/Marketing Plan and the Destination Covid-19 Recovery Plan:

1 **'Take a step outside .... into the New Forest'** – building on the destination's existing re-opening campaign, built around the idea of consumers stepping out of lockdown into the historic, heritage landscape of England's smallest National Park. A safe and easy to reach destination where the open coast and countryside provide the ideal natural social distancing environment. This aspect of the campaign is built around a re-engineered version of the destination's current 30 second social media video, launched in June, to adopt the messaging of the other three main elements of the campaign.

2 **Book Direct The New Forest™** - encourage consumers to book direct to guarantee the best possible price and free guest use of the Go New Forest Card to make savings from local businesses, services and suppliers. during their stay. Many participating businesses also offer an additional extra treat, such as a welcome hamper, bottle of wine etc. Book Direct Accommodation Packages are also available, which include a bespoke range of activities/attractions provided by Go New Forest Members.

Participating businesses are identified by the Book Direct New Forest logo which also provides a clear channel to communicate to prospective consumers that their businesses have adopted Covid-secure practices, appropriate staff training and operational adjustments.

3 **Go New Forest Card Town & Village Leaflet** – builds on the existing scheme which provides an incentive mechanism for visitors and residents to buy goods and services in over 350 local businesses throughout the New Forest. This element will be linked with New Forest District Council's High Street Recovery Programme and supported by a new town and village leaflet to stimulate footfall and extra spend.

4 **New Forest Code** – using the recently refreshed New Forest code of behaviour supported by the National Park Authority, Forestry England, New Forest District Council, The Commoners Defence Association, The Verderers and Go New Forest. This element will help to ensure all visitors enjoy the safest and best possible quality of experience whilst adopting the most appropriate behaviour in this uniquely different destination environment during the summer.

3.9 In recognition that the fact that visitors do not necessarily pay attention to administrative boundaries, the campaign will be linked where appropriate to the



Bournemouth, Christchurch and Poole areas, the Isle of Wight, and our near neighbours in Hampshire.

- 3.10 The bid sits well with the Re-Opening the High Street initiative and there is an opportunity for some collaborative messaging around the shared agenda encouraging people to come back into the High Street and support local businesses.
- 3.11 To update on the Reopening the High Street fund over the past month there have been several initiatives that have taken place to enable people to come back into the High Street safely. Temporary changes to the highway have been put in place or are planned in New Milton, Lymington, Brockenhurst, Ringwood and Totton to enable social distancing and improve the free flow of pedestrians and cyclists. Other measure are being considered to encourage walking and cycling to the High Street. Officers have also been working with Burley, Lyndhurst the Hythe to look at signage and messaging to encourage people back into the High Street.
- 3.12 The Environmental Health and Planning teams have been working closely with businesses to support them in responding to changes in legislation. Environmental Health are assisting businesses to implement controls which will help protect the health of their employees, customers and visitors to the forest, to ensure the High Street is a safe place for people to return to. This work includes;
- Providing a wide range of businesses, direct tailored advice on how they could continue operating safely during the lockdown period or change their operations to comply with the guidance.
  - Giving advice on interpretation of the legislation to business as lockdown was eased (restaurants, pubs, hotels, bed and breakfasts, hairdressers, beauty industry, caravan and camping sites etc.) to help them re-open safely.
  - Supporting businesses and answering queries relating to their COVID secure risk assessments.
  - Visiting businesses to give practical advice and assist where information has been requested relating to staff working conditions and social distancing.
  - Developing up to date information on our website and signposting businesses to sector specific Governmental guidance and information relating to test and trace and methods of cleaning and disinfection.
- 3.13 Overall businesses in the New Forest have worked hard to understand and implement Government requirements.
- 3.14 To take advantage of the summer and to encourage a 'café culture' the government has introduced a series of temporary measures in the Business and Planning Act 2020 including Pavement Licences which will allow cafes to apply to the Council for a licence to have tables and chairs on the highway for a temporary period.

3.15 It is recognised that whilst it is important to encourage people back into the High Street and to visit the New Forest over the summer period as we go into the winter months, certainly within the High Streets, some further thought may need to be given to how space is managed. Some initial work has been done to look at the public realm within our town centres, further temporary changes may be needed as we go into the winter months.

#### **4. FINANCIAL IMPLICATIONS**

4.1 There are no additional financial implications arising.

#### **5. CRIME & DISORDER, ENVIRONMENTAL, DATA PROTECTION IMPLICATIONS**

5.1 There are no crime and disorder, environmental or data protection issues arising directly from this report.

#### **6. EQUALITY & DIVERSITY IMPLICATIONS**

6.1 There are no equality or diversity implications arising directly from this report.

#### **7. PORTFOLIO HOLDER COMMENTS**

7.1 Confidence is now slowly returning to our High Streets. We must communicate to both residents and visitors that it is possible to Enjoy Summer Safely. This bid by Go New Forest aims to support this collaboratively and on behalf of all New Forest businesses.

7.2 I must both thank and congratulate Go New Forest for submitting this bid so quickly. I wish it all the success that it deserves.

#### **Further Information**

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