



Basingstoke  
and Deane

# Priority action plan: Strengthening communities



## Introduction

This priority action plan sets out the actions that Basingstoke and Deane Borough Council will take to deliver on the Council Plan priority:

“Strengthening communities”

This plan also includes the measures and targets that will be used to monitor the delivery of this priority over the financial year 2021 to 2022.

## Sub-priorities



strengthening  
communities

### Sub-priorities

- **Delivering high quality services**
- **Supporting local communities**
- **Outstanding leisure, sport and culture**
- **Improving health and mental wellbeing**
- **Being accessible and inclusive**

## Executive commitments

**Cabinet has identified the following executive commitments to achieve this priority:**

- Councillor community grants £0.10Millions 2020/21 and future years
- Borough regeneration £0.25Millions 2020/21
- Capital Fund commitments for sport and recreation £0.889Million 2020/21 and £1.519Million 2021/22.

## COVID-19 adjustments to this priority

The COVID-19 pandemic shone a light on the strength of our communities, with residents, businesses and partners coming together to support those most in need, including helplines, community hubs and food and prescription support.

The pandemic showed what the community can achieve and the council will build on this achievement through the development of a community strategy, which will include proposals for investing in our communities to allow them to strengthen their local offer. Residents have also become more involved and aware of their local communities as they spend more time at home. We will capture this increased engagement through community assets and needs assessments.

It is too early to assess whether particular residents and households in our communities have been and will continue to be impacted by COVID-19 and the resulting economic impacts more than others. However, we will continue to monitor this.

We do know that an individual's health is an important defence against COVID-19 and we will continue to promote facilities and activities that improve physical health and mental wellbeing. This is especially important whilst many are spending more time at home, potentially living in isolation and not exercising or eating in their usual way.

COVID-19 is having a significant impact on the council's finances, with the largest impact forecast to be in 2020/21 and an ongoing impact in later years, with the severity of this in terms of reduced income and increased costs depending on the depth and length of the recession that follows from the initial pandemic, lockdown and resulting actions.



## Partnership activities

**Basingstoke and Deane Borough Council cannot strengthen communities on its own and local and national partners will be key to our success. The council will work with partners from many organisations, including the following, in order to achieve this priority:**

- Hampshire County Council
- Parish and Town Councils
- Basingstoke Area Strategic Partnership
- Basingstoke Voluntary Action
- Hampshire Hospitals NHS Foundation Trust
- North Hampshire Clinical Commissioning Group
- Basingstoke Health and Wellbeing Partnership
- Basingstoke Together Business Improvement District
- Basingstoke and Deane Community Leisure Trust
- Basingstoke Sports Trust
- Basingstoke Sports Council
- Basingstoke Sports and Physical Activity Alliance
- Sport England
- Energise Me.

## Delivering high quality services

The government is planning to make changes to local waste collection services and the borough's waste service will need to adapt to meet changing requirements. There is also potential for changes to the way the borough works with Hampshire County Council and Hart District Council to deliver the waste service.

### Actions

#### Actions to achieve the sub-priority

	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024
Respond to changes in guidance for local waste collections		✓	✓	
Implementation of virtual parking permits	✓			
Work with Hampshire County Council and West Berkshire Council to develop a solution to household waste recycling centre access for residents in the north west of the borough	✓			
Future cemetery provision	✓			
Waste contract vehicle financing		✓		
Town centre litter bins		✓	✓	

### Measures and actions

Measure	Baseline	2021 to 2022 Target
Basingstoke and Deane ranked within top quartile of local authorities for lowest council tax (Band D)	Achieved (2019/20)	Achieved

## Supporting local communities

Basingstoke and Deane will have an even more active local community supporting each other as individuals and as organisations.

We will work with the community and voluntary sector to promote greater mutual support between groups and greater self-reliance.

We will review the council's strategic and programme grants strategy to ensure that council funding supports the delivery of clear outcomes aligned to more closely with the new priorities identified in the Council Plan 2020 to 2024.

Community buildings (including parish halls and community centres) are the hubs of locally based activities and services. We will work with community associations in council owned buildings to ensure that they are used by a wider section of the population and to assist greater self-management and ownership.



## Actions

### Actions to achieve the sub-priority

	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024
Development of a community strategy including a new Community and Voluntary Grants Scheme		✓		
Work with partners to identify key projects and develop proposals ready for any available government funding	✓	✓	✓	✓
A review of the priority allocation of the use of Community Infrastructure Levy (CIL) income	✓	✓		
Utilise developers contributions for replacement/refurbishment of community facilities		✓		
Administer the Local Infrastructure Fund	✓	✓		
Norden community project	✓	✓	✓	
Top of Town community facilities	✓	✓	✓	
Conduct a review of the Local Infrastructure Grant scheme and Revenue Grant scheme		✓	✓	

## Measures and targets

### Measure

	Baseline	2021 to 2022 Target
Increase (%) in visits to council owned community facilities	5.16% (2018/19)	1.50%
Project - Status of place shaping implementation plans for Winklebury, Buckskin & South Ham, and Norden (previously known as "regeneration plans").	Amber (2019/ 20)	On plan

## Outstanding leisure, sport and culture

The new Leisure and Recreational Needs Assessment is being completed by April 2021 and is a key action that informs the refresh of the Built Sports Facility Strategy and the Playing Pitch Strategy due to be completed in 2021/22.

The implementation of the new Asset Management Plan for the Aquadrome in 2020/21 through to 2023/24 is essential to ensure that the outstanding leisure and sport ethos is sustained. This plan includes tapping into funding streams like the Public Low Carbonisation Fund to reduce our carbon footprint and reduce utilities usage.

We will continue to support and encourage organisations to deliver a wide range of arts and cultural events and programmes in venues across the borough, and through other media. We will support organisations to secure a sustainable future through greater self-reliance.

The borough is home to a range of annual events that have a strong local following. The council will continue to work with the organisers of these events to maximise their success.

The council maintains 150 play areas in the borough, and has introduced a refurbishment scheme to update these facilities to meet local need.



## Actions

### Actions to achieve the sub-priority

	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024
Leisure management Basingstoke Aquadrome and Tadley Pool	✓	✓	✓	✓
Complete Leisure and Recreational Needs Assessment (LRNA) for sport, recreation facilities	✓			
Refresh the Built Sports Facility and Playing Pitch Strategies following LRNA		✓		
Work towards the delivery of a new leisure park with New River, including a new Aquadrome	✓	✓	✓	✓
Work towards the delivery of a new country park at Manydown	✓	✓	✓	✓
Investment and improvement in play areas	✓	✓	✓	✓
Replace the skate park and introduce a new cycle pump track at War Memorial Park	✓			
Make improvements to Stratton Park tennis courts	✓			
Refurbishment of athletics track and field surface at Down Grange		✓		
Down Grange BMX track	✓		✓	
Section 106 sports and recreation improvements	✓			
Refresh the cultural strategy to refocus the role of arts and culture in place making, community cohesion and skills development	✓	✓	✓	
Deliver an events programme to support economic recovery, to attract visitors to the borough and to support community cohesion	✓	✓	✓	
Explore ways to enhance the cultural offer in the town centre to support its recovery and regeneration	✓	✓	✓	
Work closely with schools and colleges to develop an interest, awareness and opportunities of creative industries	✓	✓	✓	
Work with partners to identify key projects and develop proposals ready for any available government funding	✓	✓	✓	✓



## Measures and targets

Measure	Baseline	2021 to 2022 Target
Customer satisfaction with the major council owned sports facilities (Aquadrome, Tadley Pool, Golf Centre, Tennis Centre and Winklebury) - % very & fairly satisfied	89.00% (2019/20)	90.00%
Increase (%) in the number visits to the major council owned sports facilities	2.56% (2019/20)	1.00%
Actual number of visits to the major council owned sports facilities	1,441,577 (2019/20)	1,419,638
Maintain number of people attending cultural organisation experiences and events	107.95% (2019/20)	>=100%
Number of people attending cultural organisation experiences and events (year to date)	375,640 (2019/20)	-
Customer satisfaction with Basingstoke Festival	93% (2019/20)	93%
Project - Delivery of Basingstoke Town Centre Programme - events	Green (2019/20)	On plan

## Improving health and mental wellbeing

Local government has demonstrated throughout the COVID-19 pandemic that it is at the forefront of public health for local communities and has an intrinsic part to play in their short and long-term recovery through the promotion of physical activity and the delivery of opportunities to be active.

Physical inactivity is costing the UK £7.4 billion per year which is unsustainable. The return on investment from being physically active can deliver huge cost benefits. As well as experiencing better mental and physical health and providing an opportunity to take part in activities in local communities, leading a healthy life will relieve pressure on our National Health Service and allow residents to be more resilient.

There are a number of benefits of a healthy lifestyle which include high quality places to live, work and play, all of which will help to achieve our main outcomes:

*“Everyone in Basingstoke and Deane should be able to enjoy good wellbeing and can grow, live, work and age equally well.”*

The Health Needs Assessment (HNA) will form part of an action plan/strategy which will help to:

- Highlight and address the gaps in health inequalities
- Empower communities by encouraging them to take an active approach in their health and wellbeing
- Maximise the use of community assets within targeted locations by targeted audiences
- Connect low socio-economic groups to accessible and affordable facilities
- Develop sustainable local community programmes to get more people to adopt healthier lifestyles.

The HNA will then feed into an action plan/strategy, which will support council priority aims and objectives over the next three to four years and enable us to build. This document will then sit alongside others that feed into the Health and Wellbeing Partnership Board and its shared plan.



## Actions

Actions to achieve the sub-priority	2020 to 2021	2021 to 2022	2022 to 2023	2022 to 2023
Complete a Health Needs Assessment for the borough	✓			
Establish a clear health and wellbeing position for the Council to refocus the role of healthy communities in place making, community cohesion, physical and mental wellbeing		✓		
Refresh the shared Health and Wellbeing Plan for the Health and Wellbeing Partnership		✓		
Become an autism friendly council		✓		
Support the health and wellbeing programme of activities targeting key demographic groups and areas	✓	✓	✓	✓
Support the “Healthy Communities” project with partners in Buckskin	✓	✓		
Support a second “Healthy Communities” project with partners in Basingstoke (ward TBC)		✓	✓	
Work with partners to identify key projects and develop proposals ready for any available government funding	✓	✓	✓	✓

## Measures and targets

	Baseline	2021 to 2022 Target
Project – Health Needs Assessment	N/A	On plan
Project – Basingstoke and Deane Healthy Communities Plan for the borough	N/A	On plan
Project – Basingstoke and Deane Health and Wellbeing Partnership Shared Action Plan	Amber (2019/ 20)	On plan
Project - Measurement of wellbeing with healthy communities project in Buckskin	N/A	On plan
Project - Measurement of wellbeing with second healthy communities project in Basingstoke (ward TBC)	N/A	On plan
Number of residents attending council funded wellbeing activities	N/A (COVID-19 impact)	Increase on 2019/20

## Being accessible and inclusive

The current crisis is leading to greater inequalities and despite evidence of people out walking and cycling under lockdowns, it is also evident that those with the least have been impacted the most by lockdown. Temporary habits gained during lockdowns need to become permanent habits. Targeted work is going to be critical if stubborn inequalities are to be tackled.

While the leisure sector has responded well with online provision despite two lockdowns and restricted use (under 50%), this has led to an increasing gap between those with digital skills and access, and those without. Public provision and promotion of physical activity will need to ensure that it continues to be accessible to all parts of society.

It also needs to consider changes in patterns of behaviour during this time, if it is to turn them into sustained improvements to people's lifestyles. For instance, many families have begun exercising together, so our future programming and communications needs to include an offer that allows families to participate together.

The lack of activity among young people and older people during lockdown is going to have immediate physical and mental health impacts. Young people will not have been accessing sufficient levels of activity, while older people might have been unable or unwilling to leave their homes. This is likely to create huge pressure for direct support to help get people moving again.

Without doubt, more healthy and active people have a greater chance of surviving the virus.



## Actions

### Actions to achieve the sub-priority

	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024
Work with partners to identify key projects and develop proposals ready for any available government funding	✓	✓	✓	✓
Become a dementia friendly council		✓		

## Measures and targets

### Measure

	Baseline	2021 to 2022 Target
Maintain number of people attending focused outreach programmes e.g. targeted at priority needs such as dementia, autism, older people, young offenders, low incomes, special needs etc.	81.49% (2019/20)	>=100%
Number of people attending focused outreach programmes e.g. targeted at priority needs such as dementia, autism etc. (year to date)	2,403 (2019/20)	-
Increase (%) in attendance at informal / extra curricula activities targeted at young people	N/A	>=100%
Number of attendance at informal / extra curricula activities targeted at young people (year to date)	3,947 (2019/20)	-

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