

- 1.4 Following the launch, all stakeholders are being asked to formally sign up to the new Andover Vision Strategy. This will ensure a long lasting commitment to work together to take forward the ambitions, providing a basis on which to combine resources and align projects for the benefit of the town and its residents for years to come.
- 1.5 This report is seeking Council's agreement to formally sign up to the new Andover Vision Strategy 2017-2037.

2 Background

- 2.1 Andover Vision first began as a joint partnership project in 2005, shared between the private sector and the public sector. The first Andover Vision document, *It's our time* was produced in 2007. It contained many ambitious projects for the period of 2007-2016. The Vision was successful in its venture and delivered a number of high profile projects for the town, such as the Cinema, the Lights Theatre, a new 6th form college and a range of annual events such as the Junior Graduation and local sports fairs.
- 2.2 Over recent years, the Andover Vision started to loose some of its original momentum. This was firstly as a result of it being a victim of its own success in that it delivered much of what it had originally aimed to do; and secondly that the environment in which it was working had changed significantly as well.
- 2.3 In consultation with existing partners and in recognition that the town will continue to grow and change over time, it was agreed that the Andover Vision legacy should continue and that a new vision strategy be prepared. Partners also agreed that in developing the strategy it was essential to ensure that it was created in full partnership with the local community.
- 2.4 It was felt therefore, that the Council through its community leadership role and experience of delivering projects such as Romsey Future would be best placed to lead the initiative. In 2016 Cabinet agreed to begin the process of renewing the Andover Vision in partnership with the local community and a wide range of stakeholders.

3 Renewing the Vision

- 3.1 The process to renew the Vision began with a Community Conference in April 2016, where over seventy stakeholders came together to discuss the future of the town. During the conference, key ideas and themes emerged. These themes formed the basis of a series of working groups made up of volunteers from those who attended the community conference. Each working group came up with ideas and proposed actions that were based on evidence collected from residents' opinions and a review of key facts about the town's future.

- 3.2 Alongside the working groups, an extensive programme of community engagement took place in 2016 in order to continually test with residents the ideas and priorities that were emerging. This included attendance at the Carnival, the Four Fun Fridays and the Christmas Lights Switch On. Focused engagement work also took place with 400 young people through the schools, sessions with groups representing the local Muslim, Polish and Nepalese communities and with harder to reach groups such as young parents.
- 3.3 In October 2016 the Andover Vision Stakeholder Group was established. The group consists of Councillors from Borough, Town and County, alongside residents, community groups and local businesses. The purpose of the group has been to draw together all of the information and to work collaboratively in shaping the new vision document.
- 3.4 As a result, Andover now has a place-based strategy that looks at what the town wants to achieve in the long term through five key ambitions. This means Andover has a strong evidence base to influence future funding, future plans for the town and encourage partnership working on delivering projects that matter the most to residents.

4 A new strategy for Andover

- 4.1 The new vision strategy - ***Andover Vision – your aspirations, your future, your town 2017-2037*** - sets out how partners and residents will work together over the next twenty years. Its purpose is to provide the catalyst with which to help the town fulfil its potential and, in doing so, raise aspirations and promote a sense of pride within the community which will result in achieving great things for the town.
- 4.2 The strategy has been developed in recognition of how Andover has and will continue to change into the future. The ambitions will influence how Andover manages this changing environment for the benefit of the whole community ensuring that Andover's offer is one of a vibrant, prosperous and ambitious community.
- 4.3 The five new strategic ambitions of the Andover Vision are:
- Being part of a connected community
 - Having a great green environment
 - Being part of a thriving town centre
 - Supporting business, jobs and skills in the town
 - Access to great health
- 4.4 Each ambition has a set of “big ideas” describing what partners will work on together informing the projects that will be delivered through an action plan that is to be developed in summer 2017.

- 4.5 The big ideas include a vast number of opportunities to be taken forward over the next twenty years. This will include projects such as: ongoing enhancements to the town centre, enhancing the area around the River Anton to make it more of a focal point, delivery of new leisure facilities, improving the access to the countryside from the new developments on the eastern side of the town, exploring the future market and retail offer of the town, developing the “Engineered in Andover” brand and working on projects to improve the mental wellbeing of the town.
- 4.6 As part of developing the new vision during the last year a number of quick win projects have also been delivered. These include:
- Two new table tennis tables equipped with bats and balls located in Andover Town Centre as a result of winning the public vote at the Carnival in 2016.
 - A photo competition hosted by Andover Mind, which drew together inspiring images of the town culminating in a calendar which is raising money for wellbeing and mental health.
 - An initiative that saw a long term vacant property in the town host an Andover Vision exhibition using an innovative 3D window dressing design.
- 4.7 Encouraging and supporting the delivery of quick win projects provides an important momentum to the overall Andover Vision partnership. They enable residents and stakeholders to see how practical progress is being made in pursuit of the ambitions whilst some of the larger more complex projects are delivered over a longer term.

5 Corporate Objectives and Priorities

- 5.1 The Council’s corporate plan – Investing in Test Valley – sets out ambitions through the “contribute” theme to help more communities plan for their own needs and ensure that all views within communities are heard. The result of the Andover Vision document and the process that has been adopted over the past 12 months means that the community and organisations in the town will now work together on issues that matter the most to residents and businesses of Andover.
- 5.2 The document provides a strong evidence base, which means it can be used to evidence need for a variety of projects for the town, attract funding and guide future policy and strategies relating to Andover.
- 5.3 The Council’s Corporate Plan has strategic priorities based around four themes of Live, Work, Enjoy and Contribute. The ambitions of the Andover Vision and the partnership that has been formed as a result will help the Council in pursuit of its own strategic objectives particularly around place-shaping, economic development and the development of communities as the town grows and changes.

6 Consultations/Communications

- 6.1 The Andover Vision document was intended to reflect the ambitions of the people who live and work in Andover. In total more than 1,500 people have been engaged during the project. To ensure minority or hard to reach groups were able to have their say, focus groups took place with the Polish, Nepalese and Muslim communities as well groups such as young parents.
- 6.2 Around 400 young people have taken part in the development of the new vision. A wide range of consultations took place in schools across Andover at both a primary and secondary level.
- 6.3 A range of consultations methods were also used on a variety of media platforms. Andover Vision has found success engaging with residents through Facebook, by creating engaging media content to appeal to different age groups. As a result, the Andover Vision Facebook page has over 150 'followers', a reach of 2,000 people and more than 1, 400 people have viewed the launch video.
- 6.4 The Mayor of Test Valley hosted an Andover Vision Business Lunch in December 2016, which saw around 45 local businesses attend to hear about the work of the vision and to encourage their future involvement. A number of these have subsequently joined the stakeholder group.
- 6.5 Around 55 stakeholder organisations have helped bring together the strategy document by taking part in various workshops throughout the year. The consistent dialogue with Stakeholders has meant that the document was able to be written and agreed in a relatively short space of time.

7 Options

- 7.1 The Council as part of its community leadership role has led on the implementation of the Andover Vision process and has been fully involved in the development of the new strategy with other key organisations. Whilst not signing up to the document is an option, it is not recommended.

8 Risk Management

- 8.1 An evaluation of the risks associated with the matters in this report indicates that further risk assessment is not needed because the changes/issues covered do not represent significant risks.

9 Resource Implications

- 9.1 Other partner organisations that have been involved in Andover Vision are being asked to sign up to the Andover Vision document. The basis of the sign up will be that organisations will work together to achieve the ambitions identified in the Andover Vision document. The 'big ideas' will need further project development, which will require financial support and staff resource. Any future resource requirements for the Borough Council will be dependent on Council decisions to that effect.

10 Legal Implications

10.1 There are no legal implications arising from this report.

11 Equality Issues

11.1 No equality issues have been identified in the Council signing-up to the Andover Vision document. As a result, a full Equality Impact Assessment has not been completed in accordance with the Council’s EQIA methodology.

12 Other Issues

12.1 Community Safety - None

12.2 Environmental Health/Sustainability Issues - None

12.3 Property Issues- None

12.4 Wards/Communities Affected- All Andover wards

13 Conclusion

13.1 The Andover Vision document has come from an inclusive process that has been led by the Borough Council. It is therefore proposed that the Council, along with other partners, formally sign-up to the document.

13.2 Public engagement will continue over the summer 2017, to finalise and prioritise the action plan. In addition, the Andover Vision Stakeholder Group will continue to exist to take forward the process.

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| <u>Background Papers (Local Government Act 1972 Section 100D)</u> | | | |
| None | | | |
| <u>Confidentiality</u> | | | |
| It is considered that this report does not contain exempt information within the meaning of Schedule 12A of the Local Government Act 1972, as amended, and can be made public. | | | |
| No of Annexes: | 1 | File Ref: | |
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| Report to: | Council | Date: | 28 June 2017 |