



Horizon 2050: The journey to 2050

Cllr Clive Sanders, Leader of the Council

Report to	Economic, Planning and Housing Committee
Ward(s):	All
Key Decision:	N/A
Appendix 1:	Research and engagement
Appendix 2:	Residents' telephone survey summary report
Appendix 3:	Consultation summary report
Appendix 4:	The Horizon 2050 vision

Foreword – Anthony Bravo, Chair of the Basingstoke Area Strategic Partnership

It is clear that our residents, businesses and partners think Basingstoke and Deane is a great place to live. Horizon 2050 gives us the opportunity to set bold ambitions and aspirations for the future of our communities.

It paves the way for partners, businesses and residents to work together and plan our future carefully to ensure the borough remains a brilliant place to live, work and play.

There will be challenges along our journey to 2050 but this vision provides us with a clear framework to make good decisions about what is important and right for the future of our borough.

Foreword - Cllr Clive Sanders, Leader of the Council

Horizon 2050 provides a vision for the kind of place residents and stakeholders want the borough to be in 30 years' time. It is not a strategy or a policy document. Instead it provides a clear framework of desired outcomes to inform policy making in the future. Those outcomes will inevitably be modified by consideration of evolving technology, practicality, economic and social change. Nevertheless they are based upon a common focus of the aspirations of our community for what Basingstoke and Deane should be like in the future.

Basingstoke and Deane is by common accord a great place to live, and is so because of the vision and bold decisions taken by our predecessors who made critical long-term decisions in the previous decades. Now we need to make the right far-reaching decisions and put in place the solid foundations necessary for future generations.

This will enable the borough to plan in a timely manner that coordinates the various strands of public services and balances competing pressures where they arise.

Having a clear, agreed roadmap for the future will attract inward investment to ensure the right infrastructure is put in place to support the borough to grow prosperously, where all can share in the benefits of that growth.

Recommendation to Economic, Planning and Housing Committee:

It is recommended that:

- The contents of the report are noted.
- Any views expressed by the Committee on the outcome of the research and the conclusions to be drawn are reported to the Leader for the Council such that these can be taken into account in finalising the Horizon 2050 vision.

1 Background

- 1.1 This report presents the outcome of the work on Horizon 2050, which was presented to Community, Environment and Partnerships (CEP) Committee on 19 December 2018 and is presented to Economic, Planning and Environment (EPH) Committee on 10 January 2019 for comment and endorsement. The presentation to CEP and EPH follows an appearance at EPH on 28 September 2017 and follows an extensive period of engagement activities.
- 1.2 It's vital for a borough to plan ahead¹. And it is clear that the continued success of Basingstoke and Deane next month, next year and in the coming decades hinges on the actions taken today, and the plans put in place for tomorrow.
- 1.3 The Basingstoke Area Strategic Partnership (BASP), working with Basingstoke and Deane Borough Council, is developing a long-term vision for the borough of Basingstoke and Deane up to 2050. This vision is called "Horizon 2050".
- 1.4 Through the Horizon 2050 initiative, the aim is to set an ambitious and aspirational shared vision to ensure that the borough is able to grow to meet its population demands whilst maintaining or improving the quality of life enjoyed by residents. It is intended that this vision will provide the context for far-reaching policy decisions about the future, setting the direction for the council and other partners' work. This report and accompanying appendices provides a summary of the findings from the research and engagement activities and presents the resulting Horizon 2050 vision.

¹ Horizon 2050 consultation, summer 2018, Q6, P7.

Figure 1: Horizon 2050 vision in the context of policy and strategy



2 Vision refinement and endorsement

- 2.1 It is important to ensure that the vision is supported by local businesses, partners and residents and the open consultation provided an opportunity for everyone to comment on the draft vision. Final refinement and endorsement of the revised vision is therefore required.
- 2.2 The Horizon 2050 vision and the findings from the research and engagement, sample survey and consultation have been published on the council's website and shared with councillors, Basingstoke Area Strategic Partnership (BASP) and special interest groups.
- 2.3 Comments and endorsements on the final vision and supporting evidence will be sought from 3 December 2018 until 13 January 2019.
- 2.1 The finalised Horizon 2050 vision will then go to Cabinet in early February to be recommended for adoption by the Council on 28 February and by BASP in early March 2019.
- 2.2 The vision will then be instilled into all relevant work streams to determine how the challenges associated with each theme should be addressed and prioritised.

3 A great place to live

- 3.1 Overall, residents are positive about living in Basingstoke and Deane, and the vast majority are satisfied with their local area as a place to live (94%)². Borough residents are statistically happier, feel that the things they do are worthwhile, and have higher levels of life satisfaction than England overall³.
- 3.2 Residents rank levels of crime, shopping facilities and a sense of community as being essential in making somewhere a good place to live. These are closely followed by clean and litter-free streets, public transport and natural greenspace and wildlife, with parks, sports facilities and access to open countryside frequently mentioned⁴. These findings are broadly in line with those from recent residents' surveys⁵.
- 3.3 However, five key aspects are seen as being most in need of improvement; road repairs, health services, public transport, education provision and affordable⁶ housing of which only the last is strictly speaking a district council responsibility⁷. These aspects are generally the aspects which residents across the country cite as being in most need of improvement – so in this respect, Basingstoke and Deane is not unique⁸.

4 Setting the Context

- 4.1 Predicting the future is uncertain, and it is impossible to know exactly what Basingstoke and Deane will look like in 2050. However, there is no doubt that the population of the borough will continue to grow - the delivery of 850 dwellings per year (the current Local Plan figure) from 2011 to 2050 would suggest a population of around 235,000 by 2050, living in 104,000 dwellings⁹. The population will also continue to age, currently 17% are aged 65 and over¹⁰ and this is projected to rise to over a quarter of the population by 2050¹¹ (Figure 2).

² Residents' survey, 2017.

³ Estimates of life satisfaction, feeling that the things done in life are worthwhile, happiness and anxiety at the UK, country, regional and local authority level, ONS April 2017 to March 2018.

⁴ Horizon 2050 telephone sample survey, summer 2018, Q1, P8.

⁵ The top four most important aspects in making somewhere a good place to live were affordable housing, health services, clean and litter free streets, and the level of crime and anti-social behaviour. Residents' survey, 2017.

⁶ This may refer to cheaper market housing, social housing or a combination of both, depending on how the phrase "affordable housing" was understood by participants.

⁷ Horizon 2050 telephone sample survey, summer 2018, Q3, P12.

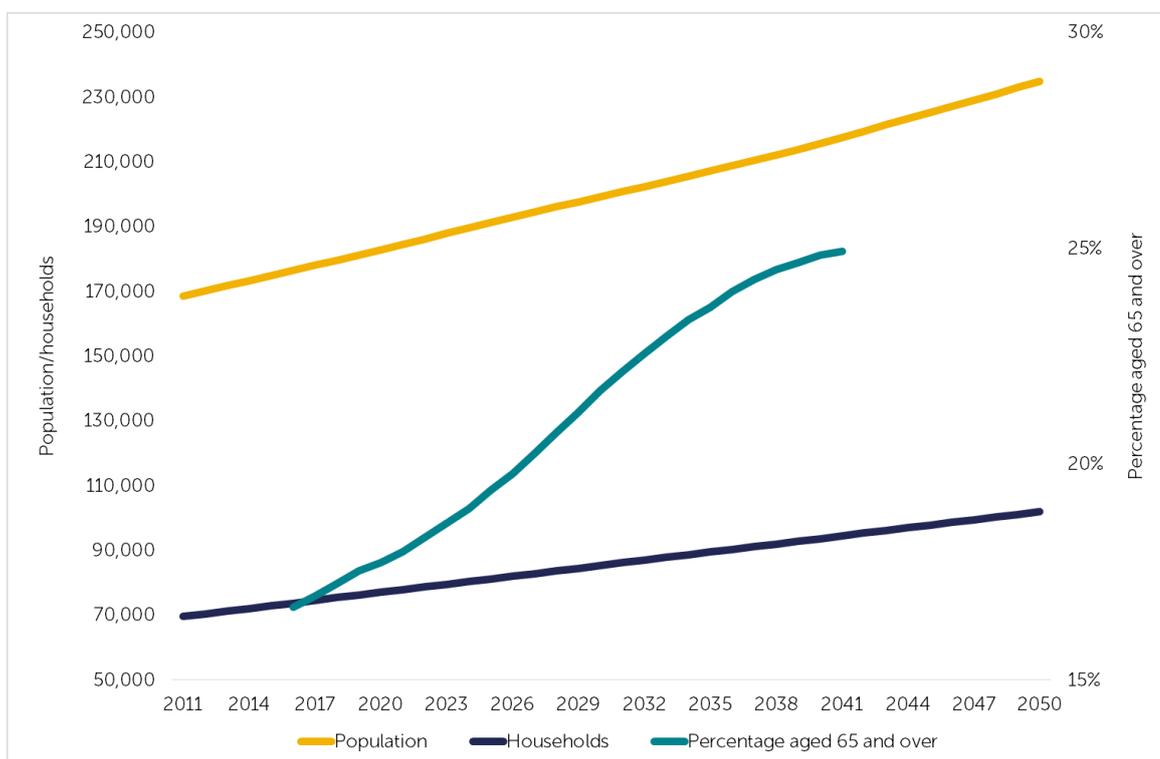
⁸ Horizon 2050 telephone sample survey, summer 2018, Q3, P12.

⁹ Total population derived from the dwelling figure by taking account of vacancy rates, average household size and institutional population. BDBC internal projections, 2017.

¹⁰ ONS, mid-year population estimates, 2017.

¹¹ ONS, subnational population projections, 2016-based (25% aged 65 and over by 2041).

Figure 2: Total population, number of households and percentage of the population aged 65 and over



4.2 As the borough continues to grow, a key challenge will be to ensure that the aspects that residents value are not eroded by this growth and that services and facilities adapt in line with growth and the ageing population. This includes maintaining levels of safety and community cohesion, enabling residents to live in affordable high quality housing, and ensuring adequate an accessible facilities for health care, education and public and private transport networks, whilst supporting the natural and historic environment to thrive.

4.3 Desk research and expert interviews with organisations such as NESTA¹², Arup¹³ and the IPPR¹⁴ revealed that technological change, the ageing population, and climate change and sustainability are the three trends that will have most of an impact locally in the period leading up to 2050¹⁵.

- Technological change could include wearable devices, continued use of big data, artificial intelligence and robotics, including driverless cars.
- Across the UK, the number of people aged 65 and over will likely double by 2050 to reach about one in four of the population. This

¹² Nesta is a global innovation foundation, its aim it to back new ideas that tackle the big challenges of our time, from the pressures of an ageing population to stretched public services and a fast changing jobs market.

¹³ Arup is an independent firm of designers, planners, engineers, consultants and technical specialists, working across every aspect of today's built environment.

¹⁴ IPPR is a registered charity and the UK's pre-eminent progressive think tank.

¹⁵ Horizon 2050 macro trends desk research, March and April 2017 (Horizon 2050 research and engagement summary of findings, P16); Ipsos MORI Global Trends Survey, 2017.

will have implications for public services, communities and intergenerational relationships.

4.4 The effects of climate change will be evident through extreme weather conditions, higher sea levels, and heat waves. This could lead to temperature rises and increased flood risk in the UK.

5 Engagement and development of the long-term vision

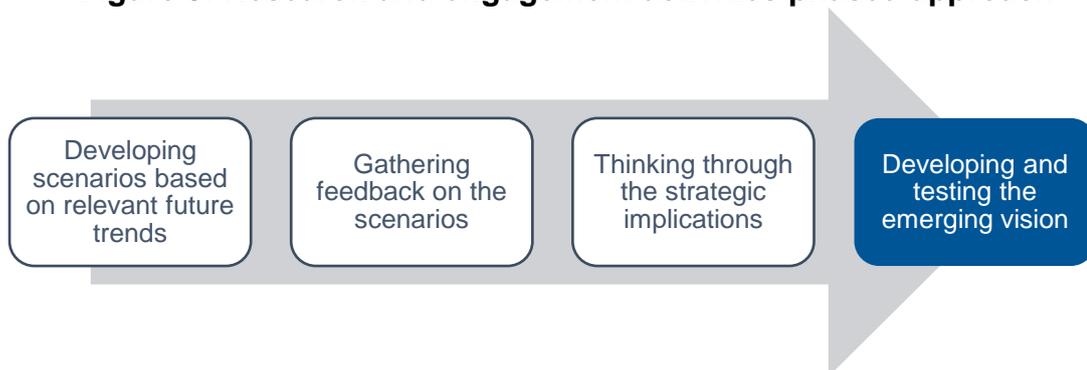
5.1 Borough residents' are supportive of the development of a long-term vision and welcomed the opportunity to engage with the process¹⁶.

5.2 Appendix 1 presents the complete suite of quantitative and qualitative research and engagement activities undertaken by the council and its partners in preparation of the Horizon 2050 vision, which began in March 2017 and culminated in a public consultation and telephone sample survey during the summer of 2018.

5.3 Through the extensive programme of around 20 events, workshops and 1,101 interviews involving nearly 1,500 residents, local leaders and business owners in 1,400 hours' worth of conversations, covering a variety of topics; it has been possible to gain an understanding of, and agreement on, what the community wants from the future.

5.4 The research and engagement activities undertaken through the Horizon 2050 project have taken place in stages, represented in the diagram below:

Figure 3: Research and engagement activities phased approach



5.5 The project's qualitative research centred on the use of workshops and focus groups to gather in-depth opinions. This method was used throughout the project to continually assess views as the vision developed. A variety of local residents were recruited to the workshops to ensure that they reflected a cross section of gender, ages, ethnicity, social grade and employment status. Workshops were also held in rural and urban locations, and residents recruited accordingly.

¹⁶ Horizon 2050 consultation, summer 2018, Q6, P7.

- 5.6 The meetings that took place with existing interest groups utilised their membership, so in these cases the attendees were self-selecting. Attendees invited to officer workshops and expert interviews were chosen based on their expertise in particular topic areas.
- 5.7 The consultation questionnaire was both a qualitative and quantitative exercise. Closed quantitative questions were asked to measure agreement/disagreement with the vision text, but these were followed up with open text boxes to gather individual views. The consultation was open to all residents and organisations, and so the respondents were self-selecting.
- 5.8 The quantitative survey was a telephone sample survey of 1,100 residents to provide opinions from a statistically robust sample that represents the view of the entire borough. The respondents to this survey were selected using random digit dialling and quotas were set for gender, ages and employment status. Residents from all wards in the borough were interviewed.
- 5.9 The confidence interval for the sample survey is 95%, that is, the chances are 95 in 100 that the true Basingstoke and Deane population value will fall within +/- 3 percentage points of the survey results. If the survey result is 50% then the true value will be between 47% and 53%. The closer the result is to 1% or 100% then the smaller the potential variation between the sample and true population value.
- 5.10 Each of the research and engagement activities contributed to the development of the final vision, and a summary of their input is listed in Table 3 within Appendix 1.

6 Summary of findings

- 6.1 The research and engagement activities produced a wide range of priorities for the future of the borough, shared by residents, partners and businesses:
- Residents recognise that the borough will continue to grow and develop and that this can be positive if done in the right way¹⁷.
 - People want to see the delivery of affordable housing that is appropriate for different types of residents, ideally built on brown-field land where possible, or on green-field sites on the outskirts of Basingstoke¹⁸.

¹⁷ Horizon 2050 telephone sample survey, summer 2018, Q2, P10; Horizon 2050 consultation, summer 2018, Q7 and Q8, P9; Horizon 2050 resident workshops, July 2017, (Horizon 2050 research and engagement summary of findings, P53).

¹⁸ Horizon 2050 telephone sample survey, summer 2018, Q5, P24; Horizon 2050 consultation, summer 2018, Q11, P12; Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P53); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P83).

- Future improvements to infrastructure, such as transport networks, health services and shopping facilities, are vital for any new growth to be seen as positive¹⁹. Residents feel that this infrastructure should be delivered before any future expansion, to ensure existing communities are not disadvantaged by new developments²⁰.
- Ensuring the borough is a safe, inclusive and friendly place with a strong sense of community is important to residents and something they would like the district to be known for in future²¹. Community wellbeing and community facilities are a high priority in new, regenerated and existing areas of the borough²².
- There was universal agreement for continuing to have a major hospital locally²³. Broadly, residents are more likely to support the idea of providing fewer, larger and better-equipped GP surgeries alongside increasing the use of digital technology as long as services can be accessed in a timely manner²⁴.
- The green spaces and natural wildlife within the borough's boundaries is a source of pride and recreation for many residents and businesses. Educating local residents and businesses about the importance of the environment is seen as a way to help secure its future²⁵.
- Protecting this environment, both directly and, indirectly by introducing more sustainable energy, waste, resource and development practices is a priority with residents supporting the introduction of renewable energy sources in the borough²⁶.
- There is a strong desire for better transport links within the borough – including using new technology for public and private

¹⁹ Horizon 2050 telephone sample survey, summer 2018, Q3, P12; Horizon 2050 consultation, summer 2018, Q8, P9.

²⁰ Horizon 2050 consultation, summer 2018, Q8, P9.

²¹ Horizon 2050 telephone sample survey, summer 2018, Q22, P51.

²² Horizon 2050 telephone sample survey, summer 2018, Q22, P51; Horizon 2050 consultation, summer 2018, Q10, P12.

²³ Horizon 2050 telephone sample survey, summer 2018, Q19, P48.

²⁴ Horizon 2050 telephone sample survey, summer 2018, Q19, P48; Horizon 2050 consultation, summer 2018, Q8, P9.

²⁵ Horizon 2050 telephone sample survey, summer 2018, Q1, P8 and Q22, P50; Horizon 2050 consultation, summer 2018, Q19, P20; Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P49); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P80); Environment workshop, December 2017 (Horizon 2050 research and engagement summary of findings, P125); Environment workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P142).

²⁶ Horizon 2050 telephone sample survey, summer 2018, Q17, P43; Horizon 2050 consultation, summer 2018, Q23, P25; Low carbon workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P132).

transport²⁷. Our location and commuting links are seen as an asset by many.²⁸.

- Continued use of the car is seen as inevitable and preferable. Public transport would need to be affordable, frequent and reliable to encourage greater use and for residents to leave their car at home²⁹.
- Those involved with the engagement wanted to see an improvement in secondary education within the borough in the future³⁰, along with improved links between education and local employers, perhaps facilitated by a new higher education establishment within the borough and a renewed commitment to lifelong learning and skills development³¹.
- Thinking about the borough's future, residents and business have concerns about becoming a dormitory town – highlighting the need to retain and attract jobs across a variety of sectors³². Attracting and retaining large businesses and supporting small ones was also seen as important, while exploring the potential opportunity to further develop high tech industry locally.
- Throughout the engagement, the opportunity to make more of the history and heritage of the borough was referred to, including the Top of Town. Protecting the identity and separateness of rural areas was also important as well as introducing individuality to the town centre and developing a unique selling point.
- Residents' want to make sure that by 2050 Basingstoke and Deane is renowned for having the best of both worlds: a thriving, modern town with excellent facilities and extensive, beautiful countryside with vibrant rural towns and villages – summarised by residents as “a great place to live”³³.

²⁷ Horizon 2050 telephone sample survey, summer 2018, Q3, P12; Horizon 2050 consultation, summer 2018, Q16, P17 and Q17, P19; Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P52); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P85).

²⁸ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P49).

²⁹ Horizon 2050 telephone sample survey, summer 2018, Q15, P39 and Q13, P35.

³⁰ Horizon 2050 telephone sample survey, summer 2018, Q3, P12; Horizon 2050 consultation, summer 2018, Q25, P27.

³¹ Horizon 2050 consultation, summer 2018, Q26, P29; Business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P152).

³² Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P52).

³³ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P49); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P94); Horizon 2050 consultation, summer 2018, Q30, P8 and Q31, P34; Horizon 2050 telephone sample survey, summer 2018, Q22, P50.

- People understand that new and existing communities, employment, culture and leisure all form part of the story of Basingstoke and Deane's future growth —a modern, vibrant and sustainable location that offers exciting business and job opportunities, coupled with a fantastic quality of life³⁴.

7 The Horizon 2050 Vision

7.1 Emerging from the qualitative research was a draft high-level vision drawn from residents and stakeholders views of what makes somewhere a good place to live and what they wanted to see in the future. The various dimensions of this vision were tested firstly in the public consultation and business workshop and latterly in the quantitative research. From that process a revised vision statement for each of the key subject headings was developed - Homes and housing; Healthy, safe and inclusive communities; Environment; Sustainability; Transport; Education; Economy and entrepreneurship; and A borough with heritage and distinction. All of the themes are equally important and there are overlaps between them.

³⁴ Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P91); Horizon 2050 consultation, summer 2018, Q30, P8 and Q31, P34.

Figure 4: Horizon 2050 vision themes



8 Evidence underpinning the vision

8.1 Each of the broad vision statements is underpinned by a wide range of evidence gained from the Horizon 2050 research and engagement and other supporting documentation. The following sections summarise this evidence.

9 Homes and housing

The vision

To meet future demand there is a need to build more homes. These homes must cover a full spectrum of house types and ownership to meet residents' aspirations but also to ensure that good quality housing is available and affordable to all. These homes must reflect the changing demographic patterns, in particular an ageing population and changing work patterns. This means homes must be appropriately sized and equipped to meet the needs of different household types, built to a high standard of low energy usage, water consumption and waste disposal, and architecturally reflect the character of the area. Infrastructure such as roads, broadband, schools and community facilities will be planned and delivered before, or at least alongside, housing development, ensuring that residents continue to benefit from top-class services and facilities. Where possible, new development will take place on brown field sites in preference to green field sites.

- 9.1 The borough will need to equip itself with the tools to meet the housing needs of a growing and changing population. 72% of residents in the borough embrace the idea of future growth³⁵, provided that it is well thought out, managed and existing residents feel the benefit through improved local infrastructure³⁶.
- 9.2 Residents feel that it is important that housing satisfies local needs and addresses issues of affordability, ensuring appropriate and accessible homes for everyone (including younger people, growing families and older people). They also feel that new homes should be sufficiently flexible and adaptable to suit modern living, changing work patterns and the ageing population³⁷.
- 9.3 Creating homes that are more sustainable to build and live in was of interest to residents and something that they felt the borough could become known for³⁸.
- 9.4 Many comments focused on the need to provide vital infrastructure in advance of new housing development, for the benefit of new and existing residents³⁹. This includes transport networks, local services and facilities.

³⁵ Horizon 2050 telephone sample survey, summer 2018, Q2, P10.

³⁶ Horizon 2050 consultation, summer 2018, Q8, P9; Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P53).

³⁷ Horizon 2050 telephone sample survey, summer 2018, Q3, P12; Horizon 2050 consultation, summer 2018, Q10, P11; Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P53).

³⁸ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P53).

³⁹ Horizon 2050 consultation, summer 2018, Q10, P11.

- 9.5 Regarding where new housing should be located, just under half of residents (48%) believe that new housing should be built in and around Basingstoke town. A third of residents think that new housing should be built in and around existing rural communities (30%); and/or by creating new towns or villages within the borough (29%). A handful of residents believe that no new homes are needed. Residents were able to choose more than one option for where new housing should be located⁴⁰.
- 9.6 Despite being able to select more than one option, the vast majority of participants (82%) only selected one option. Of those that made only one selection, 39% chose in and around Basingstoke town, 22% chose in and around existing rural communities and 21% selected by creating new towns or villages⁴¹.
- 9.7 Where residents selected multiple options, 64% chose in and around Basingstoke town and in and around existing rural communities. 62% chose in and around Basingstoke town and by creating new towns or villages, and 44% chose in and around existing rural communities and by creating new towns or villages. Just 4% of respondents selected all three options and preferred building new housing across all location types⁴².
- 9.8 Of those who said they would like to see new homes built within Basingstoke town, most (79%) would like to have such homes built on existing brownfield sites. Just one in ten (10%) residents would like to see new homes built on greenfield sites. Around one in twelve (8%) would like to see new homes built on both brownfield and greenfield sites within the town and on the outskirts⁴³.
- 9.9 It was suggested that, over time, there may be opportunities to redevelop employment sites for housing, particularly where they do not meet modern business needs or are poorly located⁴⁴. However, this will need to be balanced with ensuring that residents have opportunities to find jobs locally and replacement sites becoming available in locations convenient to businesses and their employees.
- 9.10 When challenged, residents and partners understand that brownfield development – while an important first source of land for new housing – will not come near to providing sufficient opportunities to provide the housing the borough’s population needs, especially as we will be striving to maintain the borough’s sense of character and its cherished open spaces⁴⁵.

⁴⁰ Horizon 2050 telephone sample survey, summer 2018, Q4, P21.

⁴¹ Horizon 2050 telephone sample survey, summer 2018, Q4, P21.

⁴² Horizon 2050 telephone sample survey, summer 2018, Q4, P21.

⁴³ Horizon 2050 telephone sample survey, summer 2018, Q5, P24.

⁴⁴ Land and property group, November 2017 (Horizon 2050 research and engagement summary of findings, P71).

⁴⁵ Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P84); Horizon 2050 consultation, summer 2018, Q11, P12.

- 9.11 Those who believe that new housing should be built in and around existing rural communities were asked if such developments should be spread across rural areas, or if development should be focussed in larger rural communities. The majority (70%) of those who would like to see new homes built in rural areas would prefer such homes to be spread across rural areas, rather than being concentrated in specific areas⁴⁶.
- 9.12 Ultimately, residents and stakeholders see that it is vital to balance housing growth by adopting a mixed-use development approach — working on new brownfield sites, regenerating existing areas, building on the edge of Basingstoke town, supporting locally led growth in our smaller towns and villages and exploring options for new settlements.

10 Healthy, safe and inclusive communities

The vision

Being healthy is key to maintaining a good quality of life. The borough must be a place where residents enjoy good physical and mental wellbeing and are healthier for longer. Strengthened health and social care services and local health centres, must support residents to be and live well. This will be complemented by outstanding sports, leisure, recreation and community facilities, which continue to incorporate local provision alongside major attractions. The borough must also continue to be home to a major hospital facility to provide specialist treatment and care for ill health. The safety of residents will continue to be valued and expressed through the borough's commitment for communities to offer an inclusive, cohesive and friendly place to live for everyone. The maintenance of community safety will continue to be a priority. Building and enhancing a strong sense of community in new and existing developments will have equal importance. Regeneration efforts will breathe new life and soul into ageing neighbourhoods without compromising local communities. As the local demography changes, the needs of the growing number of older residents will be balanced with the creation of opportunities for the young, and support for families.

- 10.1 Partners were keen that people, their health and their well-being should be at the centre of the vision, which means maintaining and enhancing the quality of life that is readily enjoyed by many residents⁴⁷. This includes having strong and connected communities, well designed neighbourhoods, and good housing, education, employment, transport, open spaces, leisure facilities and air quality to support the wider determinants of health, as well as the facilities to support those experiencing ill health.

⁴⁶ Horizon 2050 telephone sample survey, summer 2018, Q6, P26.

⁴⁷ Horizon 2050 consultation, summer 2018, Q28, P31 and P48; Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P157).

- 10.2 Looking forward, healthcare systems face huge challenges in delivering high-quality, accessible care, often to ageing populations that are getting bigger and have a growing prevalence of long-term conditions⁴⁸.
- 10.3 The collective desire among partners who influence health and social care systems is to help people 'to live long, healthy and happy lives, with the maximum possible independence. Narrowing the gap in life expectancy and healthy life expectancy, to ensure that those living longer are healthier for longer. Making best use of the limited resources to improve outcomes and resilience for people of all ages, so that children have the best start in life and that people have choice, control and dignity at all stages of life including at the end of life'⁴⁹.
- 10.4 Partners propose to do this by working better together to:
- Help people to look after themselves and stay well
 - Help people with severe, long-term conditions to manage their healthcare more easily
 - Improve services for urgent issues that need attention on the day, as well as for emergencies
 - Make it easier to see specialists – like mental health workers and physiotherapists
 - Provide better support for older people so they can live independently in their own homes for longer
 - Modernise our hospitals⁵⁰
- 10.5 When thinking about the future of healthcare in the borough, almost all residents (99%) think retaining of major NHS hospital in the borough is a good idea, a view that is held universally across all subgroups. An enthusiastic nine in ten (92%) residents think it is a very good idea⁵¹.
- 10.6 The majority support (69%) having access to more NHS services online, although not everyone is in agreement and almost one in five (17%) say it is a bad idea. When asked about having fewer but larger GP practises with a wider offering of services than current exists, around half of residents (53%) say it is a good idea. In comparison, a third (33%) disagree, saying it is a bad idea⁵².

⁴⁸ Horizon 2050 macro trends desk research, March and April 2017 (Horizon 2050 research and engagement summary of findings, P157).

⁴⁹ Draft Hampshire Health and Wellbeing Board Strategy, 2019 to 2024.

⁵⁰ North Hampshire Health and Care Transformation Plan, 2018 to 2023.

⁵¹ Horizon 2050 telephone sample survey, summer 2018, Q19, P48.

⁵² Horizon 2050 telephone sample survey, summer 2018, Q19, P48.

- 10.7 People want to ensure that communities are fully inclusive and cohesive so that everyone has the opportunity to thrive⁵³. There is a strong commitment to the principles of equality, diversity and inclusion. Residents wanted the borough to be known as a great place to bring up children, but also to grow old in. This includes ensuring that young people and older residents have appropriate facilities and activities available to them and that older people are looked after⁵⁴.
- 10.8 The level of crime of and anti-social behaviour is the most frequently mentioned aspect of making somewhere a good place to live (26%)⁵⁵. While being something that is valued by residents, safety concerns are not an issue for borough residents as something that needs improving⁵⁶ because there is already a high level of safety satisfaction. Feedback from the 2017 residents survey records that 98% of residents felt safe when outside in their local during the day and 90% after dark. The latter result has shown a significant increase in recent resident surveys and is also significantly higher than the England average of 79% (2016/2017)⁵⁷. It will be necessary to monitor and consider reviewing police and community safety support services so that residents continue to feel safe and provision adapts as the borough grows.
- 10.9 A sense of community was the third most mentioned aspect in making somewhere a good place to live (25% of residents) and was a popular spontaneous mention in what residents would like the borough to be known for in 2050⁵⁸.
- 10.10 Care must be taken to ensure the sense of community is maintained in existing developments and that it is encouraged and supported in new ones, partially through the continued provision of current and additional social infrastructure so that no one feels left out.
- 10.11 Residents were asked what if anything would be most important when improving areas of Basingstoke town. The three aspects they most often cited are building more affordable housing (52%), creating more green space (39%), and providing more community facilities (38%). Residents could choose more than one response option⁵⁹.
- 10.12 When asked about leisure and community facilities in the borough, just over half of residents (53%) agree there should be a larger number of smaller, more basic leisure facilities in local communities (statement B). Comparatively, slightly more than a third (37%) would prefer a smaller number

⁵³ Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P152); Horizon 2050 telephone sample survey, summer 2018, Q22, P51.

⁵⁴ Horizon 2050 telephone sample survey, summer 2018, Q22, P51.

⁵⁵ Horizon 2050 telephone sample survey, summer 2018, Q1, P8.

⁵⁶ Horizon 2050 telephone sample survey, summer 2018, Q3, P12.

⁵⁷ Basingstoke and Deane residents' survey, 2017; LGA resident satisfaction survey 2016/2017.

⁵⁸ Horizon 2050 telephone sample survey, summer 2018, Q1, P8 and Q22, P51.

⁵⁹ Horizon 2050 telephone sample survey, summer 2018, Q7, P28.

of larger, higher quality facilities even if it means some people will have to travel further (statement A)⁶⁰.

- 10.13 This means that residents believe that larger community facilities should not be provided at the expense of local ones. What's key for residents is maintaining a balance of high quality but sufficiently local activities. Equally, updating, expanding and improving upon these facilities is seen as a vital element of any future growth⁶¹.

11 Environment

The vision

Nature is recognised as having its own value and worth, including land, waterways, flora and fauna. In the future, priority habitats will be protected, less fragmented and better connected. Developed areas will be integrated with green spaces and, where appropriate, a careful distinction will be made between amenity space and precious habitats. Maintaining easy access to nature and a network of quality parks and open spaces is also a priority and there will be a much greater understanding and appreciation of the importance of nature in communities with opportunities for learning, involvement and enhancing wellbeing. This includes the protection of the beautiful countryside that surrounds the urban areas.

- 11.1 The borough of Basingstoke and Deane covers an area of more than 245 square miles of north Hampshire, over 90% of which is rural — predominantly agricultural with significant areas of woodland⁶².
- 11.2 The borough has a range of green spaces and natural assets, including Green Flag-awarded parks in the heart of Basingstoke; Pamber Forest (Site of Special Scientific Interest); some precious wildlife habitats; a network of public rights of way; and publicly accessible beautiful open countryside and the North Wessex Downs Area of Outstanding Natural Beauty (AONB)⁶³.
- 11.3 Many people and organisations involved in the Horizon 2050 project believed that the natural environment was a key strength for the borough, that it supports a diverse mix of wildlife and habitats, and therefore is recognised as having its own intrinsic value or worth, and right to exist, that is separate from any value placed on it by humans. Local green spaces are also enjoyed and

⁶⁰ Horizon 2050 telephone sample survey, summer 2018, Q21, P32.

⁶¹ Horizon 2050 telephone sample survey, summer 2018, Q22, P51; Horizon 2050 consultation, summer 2018, Q8, P9.

⁶² ONS Built Up Areas, 2011; OS Mastermap, 2017.

⁶³ Basingstoke and Deane Green Infrastructure Strategy, 2013 to 2029.

valued by communities, offering opportunities for education, recreation and developing health and wellbeing, which has scope to be expanded upon⁶⁴.

- 11.4 Key interest groups believe that a healthy natural environment is a pre-requisite for human health and wellbeing and the economy and places a responsibility on every individual, organisation and business to be better informed of environmental issues.
- 11.5 A key challenge raised by local stakeholders focusses on how it will be possible to understand the impact of future growth on natural capital, biological systems and ecosystem services and how we can mitigate against it, ensuring that individuals, communities, societies, businesses and economies utilise resources and ecosystem services efficiently, restoring or replacing what is used, and living within local, national or planetary limits⁶⁵.
- 11.6 The rural beauty and greenness of our borough are also two of our most important characteristics, regularly mentioned during resident workshops⁶⁶ and quantified in the sample survey, with natural green space and wildlife (20%), parks and open spaces (16%) and access to the countryside (12%) listed amongst the most important aspects in making somewhere a good place to live⁶⁷.
- 11.7 Most residents believe that it is essential (41%) or very important (43%) for people and organisations to work together to reduce environmental impact locally⁶⁸.
- 11.8 In order to build a more sustainable borough and one that lives within its environmental limits it will be necessary to fully assess the impact that growth will have on our air, water, soils and biodiversity. It will be important to move towards a future that not only minimises the impact growth is having, but to one that compensates for growth through replacement, mitigation and offsetting in other areas to eventually bring that impact down to a minimum, allowing remaining natural systems to reach sustainable levels for all⁶⁹.

⁶⁴ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P54); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P80); Horizon 2050 environment workshop, December 2017 (Horizon 2050 research and engagement summary of findings, P125); Horizon 2050 environment workshop, May 2017 (Horizon 2050 research and engagement summary of findings, P142); Horizon 2050 consultation, summer 2018, Q19, P20.

⁶⁵ Horizon 2050 environment workshop, December 2017 (Horizon 2050 research and engagement summary of findings, P125); Horizon 2050 environment workshop, May 2017 (Horizon 2050 research and engagement summary of findings, P142).

⁶⁶ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P54); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P80).

⁶⁷ Horizon 2050 telephone sample survey, summer 2018, Q1, P8.

⁶⁸ Horizon 2050 telephone sample survey, summer 2018, Q14, P37.

⁶⁹ Horizon 2050 environment workshop, December 2017 (Horizon 2050 research and engagement summary of findings, P125); Horizon 2050 environment workshop, May 2017 (Horizon 2050 research and engagement summary of findings, P142).

- 11.9 Key interest groups suggest that working towards a greater understanding of our natural landscape types, soils, habitats and species will identify deficits and opportunities for restoration, enlargement and connection⁷⁰.
- 11.10 It has been suggested that ecological networks will need connections, for example, between ancient woodlands or healthlands and it will be necessary to work with landowner partnerships to introduce extensive and well-planned green corridors across the borough and linked to areas outside to create an ecosystem where priority species can be better monitored and restored to achieve better distribution, greater mobility, abundance and viability⁷¹.

12 Sustainability

The vision

The borough will work towards a future that is more sustainable, energy, waste and water efficient. Challenging targets will be set for improving local air and water quality, and building homes, workplaces and infrastructure to exemplary sustainable standards. Partners will work together to create a place renowned for renewable energy, working towards generating all the energy we use and consuming the waste we create.

- 12.1 It's clear that climate change is one of the most important challenges that will have to be faced in the next 50 years, with the potential for temperature rises and increased risk of flooding⁷².
- 12.2 Residents and partners believe that it is important that we act together to reverse its impacts. There is the motivation, capacity and opportunity to lower fossil fuel consumption, harness greener energy generation and use it efficiently⁷³. This is also in line with national government policy.
- 12.3 Residents and partners also feel that it is important to reduce the production of waste and pollutants as well as reducing the consumption of non-renewable raw materials and renewable materials to sustainable levels⁷⁴. There is a

⁷⁰ Horizon 2050 environment workshop, December 2017 (Horizon 2050 research and engagement summary of findings, P125); Horizon 2050 environment workshop, May 2017 (Horizon 2050 research and engagement summary of findings, P142).

⁷¹ Horizon 2050 environment workshop, December 2017 (Horizon 2050 research and engagement summary of findings, P125); Horizon 2050 environment workshop, May 2017 (Horizon 2050 research and engagement summary of findings, P142).

⁷² Horizon 2050 macro trends desk research, March and April 2017 (Horizon 2050 research and engagement summary of findings, P17).

⁷³ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P54); Horizon 2050 BASP conference, October 2017 (Horizon 2050 research and engagement summary of findings, P97); Horizon 2050 low carbon workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P132); Horizon 2050 consultation, summer 2018, Q23, P25.

⁷⁴ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P54); Horizon 2050 BASP conference, October 2017 (Horizon 2050 research and engagement summary of findings, P97); Horizon 2050 low carbon workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P132). Horizon 2050 consultation, summer 2018, Q22, P24.

desire to be known as a borough that has exemplary sustainability standards, in terms of how energy, waste, housing and infrastructure systems operate⁷⁵.

- 12.4 Achieving these standards will have an impact on the way residents live their lives. In an effort to reduce their impact on the environment, almost three quarters of residents say they are likely to use less electricity (73%) and water (72%) in future. Around two-thirds (64%) would be likely to switch to a local renewable energy source. However, around a quarter of residents say they are not likely to make these changes in each case (25%, 25% and 28% respectively). Travelling less by car is more polarising among residents, with the same proportion saying they are likely to make this change (47%) as saying unlikely (47%)⁷⁶.
- 12.5 Most residents are supportive of solar farms (77%), and around two-thirds support ground or air source heat pumps (67%), wind farms (64%) and anaerobic digesters (63%)⁷⁷. Whilst these results may be surprising, respondents to the consultation felt that opposition to renewable energy in the past has been made by a vocal minority⁷⁸.
- 12.6 Fewer than one in ten oppose solar farms, ground or air source heat pumps and anaerobic digesters (9%, 6%, and 9% respectively). Around a fifth of residents have no feelings either way about anaerobic digesters and ground or air source heat pumps (21% and 20% respectively), possibly indicative of a lack of knowledge about these types of energy sources. Wind farms receive higher levels of opposition, with a fifth (20%) saying they oppose the introduction of wind farms in Basingstoke and Deane⁷⁹.
- 12.7 Older residents are much more likely than their younger counterparts to oppose the introduction of windfarms in the borough (while approaching two-fifths (38%) of residents aged 65 and over, and a fifth (21%) of residents aged between 55 and 64 oppose the introduction of wind farms, only around one in twelve (8%) of residents aged under 35 are negative about this renewable energy source being introduced in the borough)⁸⁰. This is echoed in the importance those aged under 25 place on ensuring buildings are environmentally sustainable when redeveloping areas of Basingstoke town, with 48% saying it is important, compared to 30% of all residents⁸¹.
- 12.8 Advances in technology over time, generational shifts and changing norms may continue to make these energy options more attractive but there is a

⁷⁵ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P54); Horizon 2050 low carbon workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P132).

⁷⁶ Horizon 2050 telephone sample survey, summer 2018, Q15, P39.

⁷⁷ Horizon 2050 telephone sample survey, summer 2018, Q17, P43.

⁷⁸ Horizon 2050 consultation, summer 2018, Q23, P25.

⁷⁹ Horizon 2050 telephone sample survey, summer 2018, Q17, P43.

⁸⁰ Horizon 2050 telephone sample survey, summer 2018, Q17, P43.

⁸¹ Horizon 2050 telephone sample survey, summer 2018, Q7, P28.

clear tension to be resolved between the desire to utilise natural energy resources and the potential local impact.

13 Transport

The vision

The use of personal vehicles will remain a key element in the way we live and good easily accessible parking in the town will remain a key feature, particularly to serve the needs of rural residents. To ensure residents can move around freely in urban areas, a rapid, safe, public transport system will provide an affordable alternative to car travel, accessible to all. A safe network of walking and cycling routes will provide a healthy alternative to vehicular transport. The transport network will link all communities around Basingstoke to the town centre and essential services within the borough, such as the hospital and train station, within 20 minutes. New types of technology to promote electric, hybrid and autonomous vehicle use will be encouraged, to lower the environmental impact, while improving infrastructure to deliver better connectivity across the borough and outwards to national and international connections.

- 13.1 Residents and businesses alike believe that maintaining and expanding an excellent transport system is vital to the creation of a greener and healthier borough⁸². Simply put, transport is a massive part of day-to-day life in Basingstoke and Deane.
- 13.2 Within the town and beyond, residents and partners believe that a new local transport system could help people travel from the edges of town to the centre quickly. Extensive improvements and thoughtful additions to both local and rural transport systems should continue to give residents access to reliable means of transport⁸³.
- 13.3 Affordable prices (57%), frequency (53%) and reliability (49%) are the most important considerations for residents when deciding whether or not to use public transport in the borough. Affordability is particularly important for residents who live in Basingstoke town and for young people⁸⁴.
- 13.4 People were keen to see an extensive network of cycling and walking routes that create a pleasant and convenient alternative transport network that links

⁸² Horizon 2050 telephone sample survey, summer 2018, Q1, P8 and Q3, P12; Horizon 2050 consultation, summer 2018, Q16, P17 and Q17, P19; Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P52); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P85); Horizon 2050 low carbon workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P132).

⁸³ Horizon 2050 telephone sample survey, summer 2018, Q1, P8 and Q3, P12; Horizon 2050 consultation, summer 2018, Q16, P17 and Q17, P19; (Horizon 2050 research and engagement summary of findings, P52); Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P85).

⁸⁴ Horizon 2050 telephone sample survey, summer 2018, Q13, P35.

to essential services, into Basingstoke town, to where people live and work, and to key transport hubs⁸⁵.

- 13.5 People want to continue to move around the borough freely and quickly on great quality roads, pathways and public transport. But with the addition of new homes in the period leading up to 2050, the demands on our local transport system will increase, as modelled by Hampshire County Council. Without appropriate and significant interventions, transport conditions will deteriorate and there is only limited space to make physical improvements in some locations in order to increase capacity. This would adversely influence the attractiveness of Basingstoke and Deane as a great place to live and work including incentivising further investment here⁸⁶.
- 13.6 There is a tension between the sustainable aspirations of the borough and the current reliance of predominately fossil fuelled vehicles. This will need to be mitigated as the borough continues to grow.
- 13.7 When asked about a scenario where parking was not available in the town centre, two-thirds of residents (64%) would go elsewhere, with almost half (47%) holding this view strongly. Around a quarter (24%) disagree that parking in the town centre is important and would not go elsewhere. While the survey does not ascertain why this might be, possible reasons include that some people may not use or have access to a car, or may live close enough to walk, and others may rarely, if ever visit the town centre⁸⁷.
- 13.8 The transport sector is experiencing unprecedented change and new technologies, in particular, are changing the way that people access transport services, including instantly available information on travel options via smartphones, the arrival of new mobility providers and app-based bike hire schemes. Widespread innovations are influencing how people choose to travel and these will impact on future mobility choices. In time, many people could eventually move from owning cars to summoning autonomous vehicles for their journeys⁸⁸.
- 13.9 Given the early stage of these technologies, it is difficult to predict what impact they will have. It could result in reduced car usage as more people are enabled to choose walking, cycling and public transport. Equally though it could increase the number of vehicles on the road as people choose to access cars for journeys rather than own them themselves⁸⁹.
- 13.10 Despite these uncertainties, there is likely to be more travel overall, which will place increased pressures on Basingstoke's transport system. It will therefore

⁸⁵ Horizon 2050 BASP workshop, October 2017 (Horizon 2050 research and engagement summary of findings, P97); Horizon 2050 consultation, summer 2018, Q16, P17; Horizon 2050 environment workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P148).

⁸⁶ Basingstoke transport strategy consultation emerging strategy framework, November 2018.

⁸⁷ Horizon 2050 telephone sample survey, summer 2018, Q12, P34.

⁸⁸ Basingstoke transport strategy consultation emerging strategy framework, November 2018.

⁸⁹ Basingstoke transport strategy consultation emerging strategy framework, November 2018.

be important to develop a Strategy that proactively and flexibly plans for the future, whilst seeking to future proof as far as possible⁹⁰.

13.11 An evidenced review identified a number of transport related trends and challenges associated with supporting future growth in the borough⁹¹:

- Traffic congestion and delays
- Public transport less attractive than travelling by car.
- Walking and cycling provision is not consistent
- Constraints on town centre access and movement
- Difficulties changing between transport modes⁹²

13.12 The draft Basingstoke transport strategy proposes a range of measures for improving transport in the borough that are explored through a series of themes:

- Improving access to and within the town centre for all modes
- Integrating new developments with well-planned transport choices
- Providing a step change in the quality of local public transport
- Developing priority strategic walking and cycling corridors
- Managing journey times and reliability on key routes
- Maintaining Basingstoke's strong strategic transport connections
- Future proofing of the transport network⁹³

13.13 These themes aim to deliver the following outcomes for travel and transport in Basingstoke and will be delivered through a number of specific projects:

- Public transport patronage
- Increased walking and cycling
- Minimise the overall growth in car travel
- Maintain journey times and reliability on key routes
- Higher levels of accessibility to local jobs and services⁹⁴

⁹⁰ Basingstoke transport strategy consultation emerging strategy framework, November 2018.

⁹¹ Basingstoke transport strategy consultation emerging strategy framework, November 2018.

⁹² Basingstoke transport strategy consultation emerging strategy framework, November 2018.

⁹³ Basingstoke transport strategy consultation emerging strategy framework, November 2018.

⁹⁴ Basingstoke transport strategy consultation emerging strategy framework, November 2018.

14 Education

The vision

Promoting a stronger, more adaptable and resilient education system is an integral part of the Horizon 2050 vision. Well-planned provision will be delivered from birth through adulthood. Secondary schools must develop to become the first choice for local young people, improving the attainment, achievement and well-being of young people and students. A new form of higher university-level education will be introduced, linking students with local employers and encouraging a growth in technical skills.

- 14.1 Education within the borough can be good, and sometimes outstanding; the profile of local schools is improving, as are the standards of attainment⁹⁵. But it's also evident that more must be done.
- 14.2 Across the borough residents and businesses are concerned that the standards for learning are not yet good enough to equip residents with the skills they need for their careers. This is particularly the case for secondary education in certain areas of Basingstoke⁹⁶.
- 14.3 When asked about the idea of local children being able to attend the same school between the ages of 4 to 18, fewer than half (46%) think it is a good idea. A third (32%) think it is a bad idea while a fifth of residents are ambivalent, saying it is neither good nor bad (18%)⁹⁷. A question on whether schools for those aged 11 to 18 would be a good idea was not included but indications are that this would be of interest, as satisfaction with education for those aged 16 and over in the borough stands at 85%, compared to 71% for secondary schools⁹⁸, and adding sixth form education to secondary provision can improve standards.
- 14.4 The idea of investing in fewer schools with better facilities, even if it means some children travel further to school was the least popular suggestion among residents, with over half (56%) saying it is a bad idea. Still, three in ten (29%) are supportive, saying it is a fairly or very good idea⁹⁹. This highlights the tension in the potential trade-off required to deliver better school education through increased scale and improved facilities verses longer travel times.
- 14.5 The opportunity to use the planned development at Manydown and Western Basingstoke to help raise ambitions and transform the wider education and

⁹⁵ Department for Education National curriculum assessments: key stage 2, 2017; Department for Education Revised GCSE and equivalent results in England, 2016 to 2017.

⁹⁶ Horizon 2050 consultation, summer 2018, Q25, P27; Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P57); Horizon 2050 advisory group, July 2017 (Horizon 2050 research and engagement summary of findings, P70), Horizon 2050 sample survey, Q3, P12.

⁹⁷ Horizon 2050 sample survey, summer 2018, Q18, P46.

⁹⁸ Residents' survey, 2017. Excludes respondents that had never used the service or had no opinion.

⁹⁹ Horizon 2050 sample survey, summer 2018, Q18, P46.

skills ecosystem within the town is one that must be grasped. Almost all stakeholders and community members share this ambition¹⁰⁰.

- 14.6 Residents and businesses believe the scope of the current curriculum, a lack of higher education in the borough, and barriers to residents developing life skills is holding back the local economy from reaching its full potential¹⁰¹.
- 14.7 Most (80%) residents' support having university degree level courses available within the borough. Over half (55%) believe it is a very good idea, while only around one in twelve (8%) believe it is a bad idea¹⁰².
- 14.8 With a particular focus on the needs of employers in high-value specialist sectors and the interests of students both young and mature, recent studies have uncovered a significant enthusiasm for, and commitment to, developing a new type of educational environment that will help secure Basingstoke's reputation as a highly skilled, high-growth town¹⁰³.

15 Economy and entrepreneurship

The vision

Maintaining a range of jobs across all sectors while strengthening the innovation culture and attracting inward investment remains a priority. Partners will work to strike a balance between developing new business areas and regenerating existing economic hubs. While the borough will continue to be a great residential location for commuters, residents will have the opportunity to build careers in the borough, with access to relevant and future proof education and training and the opportunity of high skilled jobs. New and small businesses will be encouraged with support to grow and expand through the provision of high quality accommodation and services. Large businesses will be encouraged to relocate here and continue to operate within the borough. The opportunity to build on the borough's reputation for high tech industry will be expanded.

- 15.1 The borough's robust and diverse economy proved to be particularly resilient during the last recession, mainly due to the balance of businesses across a range of sectors — from advanced manufacturing and ICT, to financial and business services, creative industries, logistics and distribution, digital tech, and environmental technologies¹⁰⁴. Sector diversity is a significant borough strength for both the economy and the local labour market¹⁰⁵. This strength

¹⁰⁰ Western Basingstoke HE Capacity Study, February 2018.

¹⁰¹ Horizon 2050 consultation, summer 2018, Q25, P27 and Q26, P29;; Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P151).

¹⁰² Horizon 2050 sample survey, summer 2018, Q18, P46.

¹⁰³ Western Basingstoke HE Capacity Study, February 2018. ; Draft Sector Proposition for Basingstoke and Deane, October 2018.

¹⁰⁴ Business Register Employment Survey, 2009-2017.

¹⁰⁵ Basingstoke and Deane Economic Needs Assessment, February 2018

lends itself to a future where people are more likely to have a number of careers within their lifetime¹⁰⁶.

- 15.2 90% of residents actively contribute to the economy, which is significantly higher than the Reading (79%), South East (81%) and England average (79%)¹⁰⁷, and unemployment is relatively low at around 2.5%. This is lower than the average rate of 3.5% for the South East, and well below the national rate of 4.2%¹⁰⁸.
- 15.3 Outside of Basingstoke, the borough's rural area and towns and villages provide around 16,200 of the borough's 82,000 jobs¹⁰⁹ and it will be important to continue to support the rural economy and its wealth of small and medium sized businesses¹¹⁰, including agriculture and the role it can play in supporting sustainability¹¹¹.
- 15.4 Despite most residents believing that it is important for local people to be able to build a successful local career within the borough, less than half (45%) believe that this is easy. Around a third (34%) believe that this is difficult – including one in ten (10%) residents who believe that it is 'very' difficult¹¹².
- 15.5 A challenge for Basingstoke and Deane is ensuring that the local workforce is skilled and equipped to meet business requirements at the same time as enabling skills development in people with low or no skills¹¹³.
- 15.6 High-tech industries and digital innovation sectors are already requiring new skills from the labour market. Population growth will also create additional demand in the service-based public sector as well as education, retail, entertainment and leisure services, all of which must also be planned for.
- 15.7 One of the top recurring priorities has been to ensure that the local economy remains strong, varied and vibrant¹¹⁴. People want Basingstoke and Deane to be known as a place where talent and skills can grow and flourish in a supportive and nurturing environment.

¹⁰⁶ Horizon 2050 macro trends desk research, March/April 2017 (Horizon 2050 research and engagement summary of findings, P25).

¹⁰⁷ Annual Population Survey, July 2017 to June 2018.

¹⁰⁸ Model based estimates of unemployment, June 2018.

¹⁰⁹ Business Register Employment Survey, 2017.

¹¹⁰ Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P154).

¹¹¹ Horizon 2050 environment workshop, May 2018 (Horizon 2050 research and engagement summary of findings, P146).

¹¹² Horizon 2050 telephone sample survey, summer 2018, Q9, P14 and Q10, P17.

¹¹³ Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P153).

¹¹⁴ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P57); Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P152).

- 15.8 Equally, in order to ensure continued growth, and to provide local residents with employment opportunities, it will be important for the borough to be able to attract and retain new businesses over the medium to long-term¹¹⁵. Residents feel that good transport links, good education and training, the borough's reputation, leisure and culture facilities and the availability of office and commercial buildings are key to achieving this¹¹⁶.

16 A borough with heritage and distinction

The vision

A distinctive feature of the borough is its combination of historic village and town centres surrounded by countryside, alongside its 1960s expansion and more recent additions. The importance of conserving and enriching the borough's history and culture will be recognised and embraced to promote its unique heritage and develop its reputation nationally. This includes increased understanding, access to and enjoyment of the heritage assets as part of the borough's cultural offering and ensuring that they are not at risk of neglect or decay. Where relevant, new developments and regeneration will be carefully and respectfully integrated with historic areas and will take opportunities to use historic buildings as focal points to help ensure they have a sensitive and viable future. As the borough continues to grow, the identity and separateness of rural areas will be protected from urban sprawl. Meanwhile, continuing to invest in Basingstoke town centre, building on different strengths and unique identities, and introducing individuality, will ensure the town remains a vibrant hub.

- 16.1 The range and quality of heritage assets within the borough is considerable. Perhaps the most well-known of these is Highclere Castle. There are many other grand historic houses, including The Vyne, Many of the borough's towns and villages, including Basingstoke, are of historic and architectural interest. These settlements include individual buildings, groups of buildings, and areas of interest, some of which have been designated as conservation areas. Many other heritage assets, such as farm buildings and country houses, are, or were once, located in open countryside¹¹⁷.
- 16.2 Buildings and places of note range from medieval and later places of worship and mill complexes of various dates, to residential areas made up of Victorian terraces, civic buildings, and individual 20th century offices and other buildings related to industry and commerce. There are also a number of designed

¹¹⁵ Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P152); Horizon 2050 consultation, summer 2018, Q13, P13.

¹¹⁶ Horizon 2050 telephone sample survey, summer 2018, Q11, P19.

¹¹⁷ Draft Heritage supplementary planning document, public consultation version, November 2018.

landscapes as well as scheduled monuments and other sites and features of archaeological interest¹¹⁸.

- 16.3 The draft Heritage supplementary planning document states that the preservation and enhancement of heritage assets are important for cultural, economic and social reasons and that heritage should be valued for its own sake and for its important contribution to the quality of place and quality of life in the borough. It adds that heritage assets impact on the character, sense of place and local distinctiveness of the places where people work, live and visit, and that heritage supports education, recreation, investment and community¹¹⁹. Going forward, there may be a tension between protecting the borough's heritage and ensuring that it is accessible for all residents.
- 16.4 Generally, residents were very positive about Basingstoke and Deane and felt it was a nice, clean and safe place to live. However, when asked to describe what makes the borough unique, residents struggled to answer. Residents didn't feel that Basingstoke had a high profile and mentioned how often people outside the area hadn't heard of Basingstoke or didn't know much about it¹²⁰.
- 16.5 It was felt that Basingstoke's external reputation didn't match up with their experiences of living there and residents' desire to have a unique, positive profile attached to the area was something that continually emerged throughout discussions¹²¹.
- 16.6 Residents also mentioned that they felt the borough had lost its uniqueness over time – either through ignoring or losing touch with its market town heritage or due to the rapid expansion¹²². For rural areas, comments focused on protecting rural identities and keeping rural settlements separate from Basingstoke town¹²³.
- 16.7 Local partners and residents were keen to promote the history and heritage within the borough, including its importance for wellbeing and the economy, either within the environment theme or as a theme in its own right¹²⁴. A local partner felt that Horizon 2050 should set out a vision for the historic environment of the borough, including conservation, enhancement, and increased understanding, access to and enjoyment of the heritage assets

¹¹⁸ Draft Heritage supplementary planning document, public consultation version, November 2018.

¹¹⁹ Draft Heritage supplementary planning document, public consultation version, November 2018.

¹²⁰ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P50).

¹²¹ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P50); Horizon 2050 resident workshops September 2017 (Horizon 2050 research and engagement summary of findings, P82).

¹²² Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P82); Horizon 2050 consultation, summer 2018, Q29, P32.

¹²³ Horizon 2050 consultation, summer 2018, Q29, P33.

¹²⁴ Horizon 2050 consultation, summer 2018, Q29, P32; Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P92).

therein. They expressed an interest in working with the borough to develop this aspect and that if this amendment was made, they would be pleased to endorse the vision as a partner¹²⁵ Other suggestions focused on providing more art and culture options – building on the success of The Anvil. Businesses felt this could attract more visitors to the borough, improve the night time economy, create a sense of community and provide entertainment and inspiration, particularly for young people¹²⁶. Ultimately, residents felt the town centre could benefit from a more holistic focus on culture and rely less on shopping as an attraction¹²⁷. Good leisure and culture facilities were also seen as important for attracting new businesses to the borough¹²⁸.

- 16.8 Retail facilities (29%), facilities and activities for target groups (24%) and sports activities (20%) are the top three types of leisure, community and retail facilities which residents think should be prioritised in the town centre¹²⁹.
- 16.9 Retail mentions mostly include prioritising more independent and high street shops, both of which are cited in equal proportions (18%). For facilities and activities for target groups, the main focus is activities for children and young people, with a fifth of residents (19%) saying facilities for that age bracket should be prioritised in the future¹³⁰.

17 Conclusions and next steps

- 17.1 All of the feedback received from various audiences has informed the high level vision. This extensive research and engagement exercise is only the start of the journey to 2050 and ensures that we set off on the right foot.
- 17.2 The journey will continue with the development of the detailed policy decisions that will underpin the fulfilment of the vision. This includes creating actionable steps that are accompanied by appropriate timeframes and identifying sufficient resources.
- 17.3 The Horizon 2050 vision will be embedded into future local policies and be influential in local decision making, to ensure that aspirations gathered during the hundreds of hours of conversations are heard during the continuation of the borough's future.

¹²⁵ Horizon 2050 consultation, summer 2018, P38.

¹²⁶ Horizon 2050 business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P152).

¹²⁷ Horizon 2050 resident workshops, September 2017 (Horizon 2050 research and engagement summary of findings, P90).

¹²⁸ Horizon 2050 sample survey, summer 2018, Q11, P19.

¹²⁹ Horizon 2050 telephone sample survey, summer 2018, Q20, P30.

¹³⁰ Horizon 2050 telephone sample survey, summer 2018, Q20, P30.

Corporate implications

18 Legal Implications

There are no legal implications associated with this report.

19 Financial implications

19.1 Are there new financial implications arising from this report?

Yes	No
	X

SUMMARY FINANCIAL IMPACTS

19.2 There are no new financial implications arising from this report, with all spend within existing budgets. Below is a summary of the spend:

Activity	2017/18 £	2018/19 £	Notes
Ipsos MORI research and engagement activities	73,000	0	
Ipsos MORI public consultation and telephone sample survey	0	65,000	
Human After All branding, promotional video and final report design	48,965	0	Final version of report design not yet produced
Other (events, equipment and sundries)	3,094	644	
Printing of final vision report	0	5,000	Not yet produced
Total per financial year	125,059	70,644	
Total overall		195,703	

FINANCIAL CONTEXT

19.3 As part of the development of the Horizon 2050 vision the council commissioned Ipsos MORI to carry out background research, qualitative workshops, consultation and a quantitative survey. The rationale behind commissioning an external organisation to carry out this work was threefold, firstly the need to ensure impartiality as the vision is for the area rather than a council document. Secondly, to provide a strong research based foundation to the project so that it was reputable, and finally to ensure that enough capacity was available to deliver a comprehensive piece of work. Ipsos MORI have an established reputation for the successful delivery of research projects on an international level.

19.4 Additional costs were incurred on the development of the branding and engagement collateral such as a video and illustrations. It was felt important

for the vision to have its own branding independent of council logos to reflect that it is a partnership project representing the views of local residents, businesses and partners. This required significant time commitment, which could not be met internally.

19.5 As mentioned previously in this report, Horizon 2050 will act as a framework for future decision and project delivery and the ongoing costs of implementing those individual projects will be reflected in the council's medium term financial strategy.

19.6 The total budget allocated to the project was £200,000 and the estimated costs are £195,703. Breaking down the cost per resident, this amounts to £1.12 per resident and £2.65 per dwelling, based on current population and dwelling counts.

20 Risk management

20.1 A project risk assessment has been completed in accordance with the council's risk management process and has identified no significant (Red or Amber) residual risks that cannot be fully minimised by existing or planned controls or additional procedures.

21 Equalities implications

21.1 An Equality Impact Assessment has been undertaken to consider the impact of the proposed Horizon 2050 vision on the protected characteristics groups and the implications for the Public Sector Equality Duty. This assessment concluded that the vision would be positive for all groups as it will provide the context for far-reaching policy decisions about future improvements to the environment, services and infrastructure in the borough.

21.2 It will be differentially positive for individuals with physical and sensory access issues, including some people who are aged 65 and over, because it refers to adaptable housing and accessible transport systems. The proposed secondary education improvements will benefit local young people and the economy and entrepreneurship theme will be differentially positive for those who are unemployed because it aims to attract new businesses, encourage small businesses and ensure that there are jobs available at different levels so that people can build a career locally.

21.3 Actions identified from the assessment include the need to clarify further the meaning of accessibility and inclusion and to continue to engage with diverse groups to ensure that the services and future changes meet people's needs. If the vision is approved, it should be communicated through a range of channels and the detailed steps on how to deliver it should take into account equalities considerations at each stage of their roll out.

22 Consultation and communication

22.1 As detailed in the report, the vision was developed through extensive qualitative and quantitative research and consultation. This included focus groups and workshops with residents and young people, specialist interest groups, council staff, councillors, the Basingstoke Area Strategic Partnership and other key stakeholders. There was a telephone survey to give a

statistically valid sample of views, but also an open consultation. Communications included a four-page pull-out in *Basingstoke & Deane Today*, the council newspaper delivered to every home in the borough, to ensure that everyone had a chance to give their views if they wished.

- 22.2 The next stage of communications will raise awareness of the draft vision and ask residents, community representatives, special interest groups and partners whether the draft vision based on all the research and consultation carried out ‘feels’ like the kind of place that they want to live in. This is not further consultation, but engagement to ‘sense check’ the vision.

23 HR implications

There are no HR implications associated with this report.

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