



Horizon 2050: The journey to 2050

Cllr Clive Sanders, Leader of the Council

Report to	Cabinet
Ward(s):	All
Key Decision:	No
Appendix 1:	The Horizon 2050 vision
	Horizon 2050 research and engagement summary of findings
Papers relied on:	Horizon 2050 sample survey summary report of findings
	Horizon 2050 consultation summary report of findings
	All available at:
	https://www.basingstoke.gov.uk/horizon2050

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 Cabinet:

It is recommended that:

- Cabinet notes the updates to the Horizon 2050 vision following final engagement.
- Cabinet endorses the Horizon 2050 vision ahead of adoption by council in February and BASP in March 2019
- Cabinet to recommend Council to adopt the Horizon 2050 vision

1 Corporate objectives and priorities

- 1.1** This report supports all the Council Plan priorities, preparing for controlled and sustainable growth, improving residents' quality of life and supporting those who need it.

2 Background

- 2.1** 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 to Economic, Planning and Environment (EPH) Committee on 10 January 2019 for comment. Alongside the presentations to CEP and EPH a final public sense check took place to sense check the vision.
- 2.2** 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.
- 2.3** The Basingstoke Area Strategic Partnership (BASP), working with Basingstoke and Deane Borough Council, has developed a long-term vision for the borough of Basingstoke and Deane up to 2050. This vision is called "Horizon 2050".
- 2.4** Through the Horizon 2050 initiative, the aim was 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. 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 provides a summary of the findings from the research and engagement activities and the resulting Horizon 2050 vision. The full vision text is available within Appendix 1.

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

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



3 Vision refinement and endorsement

3.1 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.

3.2 The draft 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.

3.3 Final refinement and endorsement of the revised vision was therefore required. Comments and endorsements on the final draft vision and supporting evidence were sought from 4 December 2018 until 13 January 2019 and at BASP on 6 December 2018, CEP on 19 December 2018 and EPH on 10 January 2019. All comments received were analysed and the draft vision text has been updated accordingly (See appendix 1 for final Horizon 2050 vision text).

3.1 Following endorsement by Cabinet, the finalised Horizon 2050 vision will be recommended for adoption by the Council on 28 February and by BASP in early March 2019.

3.2 The vision will then be embedded into all relevant work streams to determine how the challenges associated with each theme should be addressed and prioritised.

4 A great place to live

- 4.1 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.
- 4.2 There is a clear desire among residents for the borough to be a welcoming, friendly and inclusive place to live, work and visit regardless of an individual's characteristics or background⁴. Recognising that everyone may be in a position of needing support at some stage in their lives, either as they age, or their health deteriorates or personal circumstances change.
- 4.3 Residents rank levels of crime, shopping facilities and a sense of community as being essential in making somewhere a good place to live and contributing to the borough's sense of place. 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 mentioned⁵. These findings are broadly in line with those from recent residents' surveys⁶.
- 4.4 However, five key aspects are seen as being most in need of improvement; road repairs, health services, public transport, education provision and affordable⁷ housing of which only the last is strictly speaking a district council responsibility⁸. 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 unique⁹.

5 Setting the Context

- 5.1 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 dwellings¹⁰. If dwelling delivery increased to 1,000 dwellings per year from 2011 to 2050

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 The nine 'protected characteristics' identified in the Equality Act 2010 are age, disability, race, sex, gender reassignment, marriage and civil partnership, pregnancy and maternity, religion or belief (or lack of belief), and sexual orientation. Horizon 2050 telephone sample survey, summer 2018, Q22, P51.

⁵ Horizon 2050 telephone sample survey, summer 2018, Q1, P8.

⁶ 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.

⁷ 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.

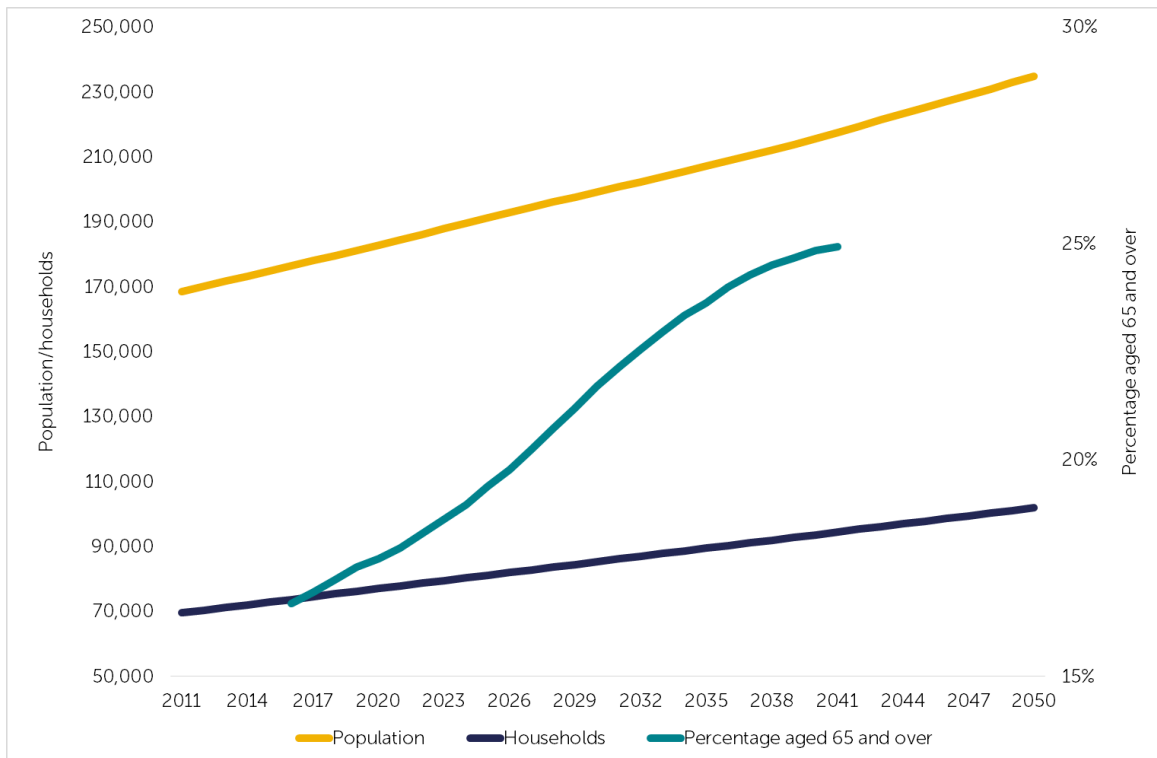
⁸ Horizon 2050 telephone sample survey, summer 2018, Q3, P12.

⁹ Horizon 2050 telephone sample survey, summer 2018, Q3, P12.

¹⁰ Total population derived from the dwelling figure by taking account of vacancy rates, average household size and institutional population. BDBC internal projections, 2017.

then this would suggest a population of around 248,000 by 2050 and 110,000 dwellings. The population will also continue to age, currently 17% are aged 65 and over¹¹ and this is projected to rise to over a quarter of the population by 2050¹² (Figure 2). With increasing age, also comes the need for more specialist and complex service provision, particularly in relation to disability and access needs.

Figure 2: Total population, number of households and percentage of the population aged 65 and over (based on growth of 850 dwellings per year)



5.2 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 all residents to live in affordable high quality housing, and ensuring adequate and accessible facilities for health care, education and public and private transport networks, whilst supporting the natural and historic environment to thrive. Many of the Town and Country Planning Association Garden Town Principles will be incorporated into future plans ensure the delivery of a high-quality place¹³.

¹¹ ONS, mid-year population estimates, 2017.

¹² ONS, subnational population projections, 2016-based (25% aged 65 and over by 2041).

¹³ The Garden City Principles are an indivisible and interlocking framework for their delivery, and include: land value capture for the benefit of the community; strong vision, leadership and community engagement; community ownership of land and long-term stewardship of assets; mixed-tenure homes and housing types that are genuinely affordable; a wide range of local jobs in the Garden City within easy commuting distance of homes; beautifully and imaginatively designed homes with gardens, combining the best of town and country to create healthy communities, and including opportunities to grow food; development that enhances the natural environment, providing a comprehensive green infrastructure network and net biodiversity gains, and that uses zero-carbon and energy-positive technology to ensure climate resilience; strong cultural, recreational and shopping facilities in walkable, vibrant, sociable neighbourhoods; integrated and accessible transport systems, with walking, cycling and public transport designed to be the most attractive forms of local transport.

5.3 Desk research and expert interviews with organisations such as NESTA¹⁴, Arup¹⁵ and the IPPR¹⁶ 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 2050¹⁷.

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

6 Engagement and development of the long-term vision

6.1 Borough residents are supportive of the development of a long-term vision and welcomed the opportunity to engage with the process¹⁸.

6.2 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, are available in the three supporting documents: Horizon 2050 Research and Engagement summary of findings report, Horizon 2050 consultation summary of findings report, and Horizon 2050 sample survey summary of findings report, which are available at www.basingstoke.gov.uk/horizon2050

6.3 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.

6.4 This research and engagement programme has included talking to a cross section of residents representing different sexes, ages, ethnicity, social grade, employment statuses and rural and urban areas within the borough through

¹⁴ Nesta is a global innovation foundation, its aim is 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.

¹⁵ Arup is an independent firm of designers, planners, engineers, consultants and technical specialists, working across every aspect of today's built environment.

¹⁶ IPPR is a registered charity and the UK's pre-eminent progressive think tank.

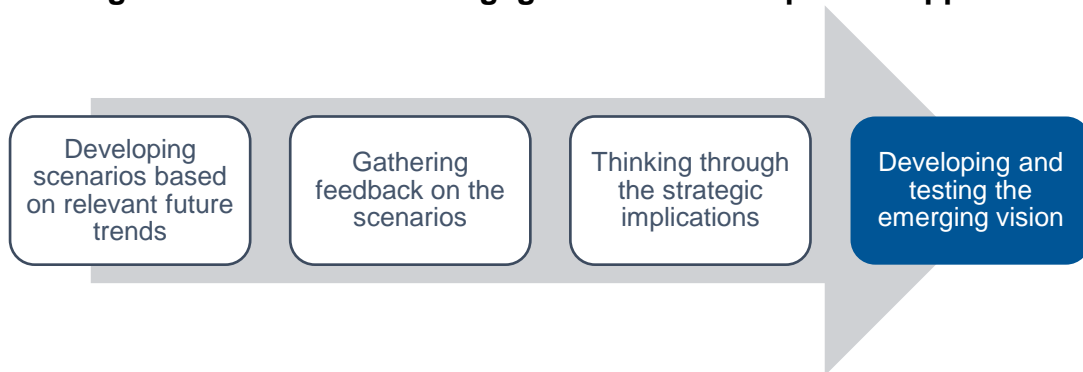
¹⁷ Horizon 2050 macro trends desk research, March and April 2017 (Horizon 2050 research and engagement summary of findings, P16); Ipsos MORI Global Trends Survey, 2017.

¹⁸ Horizon 2050 consultation, summer 2018, Q6, P7.

workshops, a consultation questionnaire and a telephone sample survey. In addition to engagement with businesses and interest groups.

- 6.5 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



- 6.6 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 wide range 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.
- 6.7 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.
- 6.8 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.
- 6.9 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.
- 6.10 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.

6.11 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 the Horizon 2050 research and engagement summary of findings.

7 Summary of findings

7.1 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 way¹⁹.
- 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 Basingstoke²⁰.
- Future improvements to infrastructure, such as transport networks, health services and shopping facilities, are vital for any new growth to be seen as positive²¹. Residents feel that this infrastructure should be delivered before any future expansion, to ensure existing communities are not disadvantaged by new developments²².
- 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 future²³. Community wellbeing and community facilities are a high priority in new, regenerated and existing areas of the borough²⁴.
- There was universal agreement for continuing to have a major hospital locally²⁵. Broadly, residents are more likely to support the idea of providing fewer, larger and better-equipped GP

¹⁹ 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).

²⁰ 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).

²¹ Horizon 2050 telephone sample survey, summer 2018, Q3, P12; Horizon 2050 consultation, summer 2018, Q8, P9.

²² Horizon 2050 consultation, summer 2018, Q8, P9.

²³ Horizon 2050 telephone sample survey, summer 2018, Q22, P51.

²⁴ Horizon 2050 telephone sample survey, summer 2018, Q22, P51; Horizon 2050 consultation, summer 2018, Q10, P12.

²⁵ Horizon 2050 telephone sample survey, summer 2018, Q19, P48.

surgeries alongside increasing the use of digital technology as long as services can be accessed in a timely manner²⁶.

- The green spaces and natural wildlife within the borough's boundaries are 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 future²⁷.
- 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 borough²⁸.
- There is a strong desire for better transport links within the borough – including using new technology for public and private transport²⁹. Our location and commuting links are seen as an asset by many.³⁰
- 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 home³¹.
- Those involved with the engagement wanted to see an improvement in secondary education within the borough in the future³², along with improved links between education and local employers, perhaps facilitated by a new higher education

²⁶ Horizon 2050 telephone sample survey, summer 2018, Q19, P48; Horizon 2050 consultation, summer 2018, Q8, P9.

²⁷ 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).

²⁸ 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).

²⁹ 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).

³⁰ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P49).

³¹ Horizon 2050 telephone sample survey, summer 2018, Q15, P39 and Q13, P35.

³² Horizon 2050 telephone sample survey, summer 2018, Q3, P12; Horizon 2050 consultation, summer 2018, Q25, P27.

establishment within the borough and a renewed commitment to lifelong learning and skills development³³.

- 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 sectors³⁴. 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”³⁵.
- 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 life³⁶.

8 The Horizon 2050 vision

8.1 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; Natural environment; Sustainability; Transport; Education; Economy and entrepreneurship; and A borough with heritage and distinction. All of the

³³ Horizon 2050 consultation, summer 2018, Q26, P29; Business workshop, June 2018 (Horizon 2050 research and engagement summary of findings, P152).

³⁴ Horizon 2050 resident workshops, July 2017 (Horizon 2050 research and engagement summary of findings, P52).

³⁵ 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.

³⁶ 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.

themes are equally important and there are overlaps between them. The full vision text is available at Appendix 1.

Figure 4: Horizon 2050 vision themes



9 Horizon 2050 vision summary

Homes and housing

The homes that will be built will cover the full spectrum of housing types and ownership. They will meet changing demographic patterns and provide quality, sustainable, accessible and affordable homes for all. Infrastructure such as roads, utilities, schools and community facilities will be planned and delivered alongside or before new housing developments. Where possible, new developments will take place on brownfield sites or previously developed land before using greenfield land.

Healthy, safe and inclusive communities

Our residents will have access to strengthened local health and social care services as well as a major hospital facility so that they can enjoy good physical and mental wellbeing for longer. These will be complemented by outstanding sports, leisure, cultural and community facilities that will be accessible to all. The safety of our residents will remain a priority. The borough will have a strong sense of community where existing and new residents of all ages and backgrounds can live well and happily together.

Natural environment

Nature will be preserved, nurtured and valued. Priority habitats will be protected and better connected. A network of quality parks and open spaces will provide easy access to nature as well as opportunities for learning and will contribute to wellbeing. There will be a greater understanding and appreciation of the importance of nature and the valued countryside that surrounds urban areas will be protected.

Sustainability

The borough will have a future that is more sustainable and resource-efficient. Targets will be set for air and water quality and our buildings and homes will have exemplary sustainable standards. Our carbon emissions and use of fossil fuels will reduce. Renewable energy will be prevalent, and the borough will generate the energy it uses and will re-use the waste it creates.

Transport

An efficient and rapid public transport network together with safe and quality walking and cycling routes will provide an alternative to the car to link all communities around Basingstoke to the town centre and essential services. The use of personal vehicles will continue to play a role but new technologies such as electric, hybrid or autonomous vehicle will be encouraged to reduce the environmental impact and deliver better connectivity across the borough.

Education

Our communities will have access to a range of local learning options through a well-planned, adaptable and resilient education provision. Secondary schools will be the first choice for local young people to improve attainment, achievement and wellbeing of students. A new form of higher education provision will be introduced.

Economy and entrepreneurship

Our borough will be a place where residents can learn, work and build a successful career in a range of jobs across all sectors. New or regenerated business areas will provide high quality accommodation for new and small businesses to grow and larger businesses to relocate here. Support services will strengthen innovation and the borough's reputation for high tech industry will be expanded.

A borough with heritage and distinction

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. Where relevant, new developments and regeneration will be carefully and respectfully integrated with historic areas.

Rural areas will retain their identity as the town grows. Continuing to invest in Basingstoke's town centre will ensure the town remains a vibrant hub.

10 Conclusions and next steps

- 10.1 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.
- 10.2 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.
- 10.3 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.

11 Summary and reason for the decision

- 11.1 Horizon 2050 has been an extensive research and engagement exercise. In order to move the vision on to the next steps of delivery it is important to get endorsement of the overall vision from Cabinet and adoption by Council.

12 The options considered and rejected

- 12.1 Not taking any action to prepare for the future of the borough.
- 12.2 Not adopting the Horizon 2050 vision.

Corporate implications

13 Legal Implications

There are no legal implications associated with this report.

14 Financial implications

14.1 Are there new financial implications arising from this report?

Yes	No
	X

SUMMARY FINANCIAL IMPACTS

14.2 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

14.3 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.

14.4 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.

14.5 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.

14.6 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.

15 Risk management

15.1 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.

16 Equalities implications

16.1 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.

16.2 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.

16.3 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.

17 Consultation and communication

17.1 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.

17.2 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.

18 HR implications

There are no HR implications associated with this report.

Date: January 2019 Decision taken by: Cabinet
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Lead officer	Stephanie Cordon, Head of Borough Development and Implementation
Report author	Sally Boxall, Policy, Performance and Grants Team Leader
Version	Final version for Cabinet
Dated	22/01/2019
Status	Open
Confidentiality	It is considered that information contained within <i>this report (and appendices)</i> do not contain exempt information under the meaning of Schedule 12A of the Local Government Act 1972, as amended, and therefore can be made public.