



**Ipsos MORI**  
Social Research Institute

**Basingstoke and Deane**

**Horizon 2050 consultation**

**Summary Report of Findings**

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# 1. Executive summary

## Background

- 1.1.1.** The Horizon 2050 public consultation, administered by Ipsos MORI, ran from 25 June until 19 August 2018. Respondents could provide answers to the consultation questions by using an online form or paper response form. Free text responses were also accepted by email or post.
- 1.1.2.** The consultation was advertised to every household in the borough as the centrefold of the summer 2018 edition of Basingstoke and Deane Today. It was also advertised through various other channels, including Basingstoke Gazette articles, Basingstoke and Deane Borough Council's Twitter and Facebook, and stands, posters and plasma screens in council buildings and community centres.
- 1.1.3.** In total, there were 87 responses to the consultation. 66 of these were individual responses, made using the response form, and a further four were from emails/letters from individuals. 11 organisations completed the response form and a further six provided comments by email/letter.

## Key findings

- 1.1.4.** For each of the closed consultation questions, more respondents either strongly or tended to agree with the vision statements than disagreed.
- 1.1.5.** The strength of agreement was particularly high for the overall question on planning for the future (Q6). Amongst individual topics, the environment and sustainability vision statements gathered the strongest levels of agreement.
- 1.1.6.** Lower levels of agreement were found for the question on growth (Q7) and the visions for the homes we'll live in, (Q9) and transport (Q15). However, more respondents agreed than disagreed with each.

## Future growth

- 1.1.7.** Overall, consultation respondents agreed that the number of homes, businesses, jobs and supporting infrastructure should continue to grow to meet the needs of a growing population. Their comments throughout the consultation provided the caveats or dividends that they feel are necessary to agree to growth, these include:
- o Improve existing infrastructure.
  - o Build additional infrastructure in advance of housing developments.
  - o Build on previously developed land first where possible.
  - o Provide homes that are affordable to local residents.
  - o Protect the borough's green spaces for the benefit of people and wildlife.
  - o Protect character and separateness of rural areas, preventing urban sprawl.
  - o Improve Basingstoke town centre.
  - o Develop sustainable infrastructure and standards for new residential and commercial developments.
  - o Empower and support communities.

**1.1.8.** The Horizon 2050 vision needs to reassure residents about future infrastructure delivery, particularly in relation to housing, transport, schools, sport, and GPs.

## Housing

**1.1.9.** Respondents largely commented on housing, infrastructure and community. They stated the need for accessible homes for older people and disabled individuals, homes for families, homes that are affordable, and provision of gardens. They wanted infrastructure to be delivered before housing developments. They requested that new developments are supported to develop their own communities, as well as contribute to existing communities. Previously developed land is the preferred option for new housing development with greenfield land avoided but used where necessary.

**1.1.10.** The homes we'll live in vision wording could be altered to ensure that infrastructure is delivered before rather than alongside housing developments. Wording could be added on the preference for building on previously developed land over greenfield land where possible.

## Economy and entrepreneurship

**1.1.11.** Respondents provided comments on businesses, education and training, pay and funding, commuting, high tech and home working. They expressed the need to attract and retain large businesses within the borough for the benefit of local employment. They were concerned about pay and the need to provide careers and better paid jobs, including high tech industries. They also wished to support small businesses and independent shops to prosper, through incentives, low rents and grants. They felt that education and training provision should be available for young residents and adults alike to ensure that there is a skilled workforce available, and that the local economy should evolve in order to attract and retain graduates. Some respondents acknowledged that commuting is inevitable but others wanted to see commuting limited, with support for residents to work from home.

**1.1.12.** The economy and entrepreneurship vision wording could be altered to include a reference to commuting, attracting and retaining large businesses and maintaining a mix of businesses whilst encouraging high skilled jobs/high tech industry and small businesses. Text could be added on investing in education and ensuring a balance between commuting and local jobs. The wording for doubling the size of the economy could be removed.

## Transport

**1.1.13.** When providing comments on transport, respondents discussed cycling, walking, buses, trains and rural public transport. Respondents listed some good and bad aspects of current cycling routes, including them being disjointed and the need for lighting. They felt that future routes need to cover more of Basingstoke town and link to rural areas. There were also calls for bike storage at other transport hubs. The safety of cycle paths and footpaths was also raised as a concern, including views on crossing points and the interface with traffic and use of underpasses. Current bus routes and operators were also cited as an issue for respondents, including the lack of coverage and reliability of current services, the need for evening services, affordable services and the limitations of the private supplier. Comments about trains were limited to the need for cycle parking provision at stations, a potential rail station at Chineham and the good links to other areas. The need for public transport for rural areas and suburban areas was also discussed and some respondents were sceptical that it would be possible to run a service for rural areas.

- 1.1.14.** The transport vision wording could be altered to make clearer what is meant by an automated transport system. This could include adding the word “public” to the description. The word “safe” could also be added to the description of cycling and walking routes and for the transport system overall.

## Environment

- 1.1.15.** Respondents to the environment theme covered the value and use of green and open spaces by people and wildlife, including the need to protect the spaces and habitats within them, including through building wildlife corridors. Some respondents were concerned about building housing developments on green spaces and that any habitat loss should be mitigated elsewhere. Others asked for new developments to include green spaces and that this should be enforced by the council. The potential for the environment to support health and wellbeing and the need to educate residents and businesses about the value of the environment were also raised.
- 1.1.16.** Respondents agreed with the vision for the environment and no specific changes or issues with the current wording were proposed. The word “protect” could be added to the vision to reflect comments on protecting natural habitats and wildlife.

## Sustainability

- 1.1.17.** Comments to the sustainability vision included thoughts on current recycling in the borough, sustainability, and solar power. There was dissatisfaction with the scope of the current recycling system in the borough. Some were concerned about how the continued growth of Basingstoke town can be sustainable and how the vision for sustainability might be implemented. There was widespread support for the installation of low carbon infrastructure such as windfarms, solar farms and anaerobic digesters. Generating energy from solar power, particularly through solar panels was popular, including calls to make solar panels compulsory on new residential and commercial developments. Caveats to support for developing low carbon infrastructure included proving that there is local benefit and concern about where they would be located. There was some negativity about windfarms but others felt that this was not widespread.
- 1.1.18.** Respondents were supportive of the vision for sustainability. Suggested amendments included adding water efficiency to the vision, along with the aim to make multiple use of spaces to increase efficiency in energy and food production and for wildlife benefits.

## Education

- 1.1.19.** Two main topics were raised by those that commented on education – university or higher education and secondary education. Respondents raised concerns that accord with the vision for education. There were differing views about the need for university level education within the borough. Some respondents supported the idea of a university or higher education within the borough but some were opposed. Those that were in favour of university education thought it would attract people and businesses. Those that were opposed thought that there was enough university provision already and that other education areas such as technical needs should be addressed. The respondents that mentioned secondary education all agreed that it needs to improve and some mentioned the issue of children travelling to schools outside the borough, which adds to traffic congestion and is not sustainable. Comments on adapting education and skills provision focused on providing variety, including support for developing technical skills based learning at the start and throughout careers, local business involvement in training, and apprenticeships.
- 1.1.20.** Some respondents agreed with the wording of the vision but a few were concerned with how realistic it would be to achieve it because of policies being set nationally and the need for partnership working. The

wording of the vision could be adjusted to make it clearer whether the vision for higher university level education will fulfil the requirement for technical skills or not. The wording about improving the quality of secondary education in the borough could be strengthened.

### Healthy and resilient communities with influence

- 1.1.21.** Respondents to the healthy and resilient communities with influence theme focused on shared spaces, community, and sports and recreation facilities. Some respondents were supportive about people being encouraged to look after shared spaces, but a few felt that it is the council's job to maintain these areas. References to community included supporting rural and all existing communities and their facilities so that they do not fall behind new developments as well as developing community spirit in new housing areas. The importance of sport and recreation facility provision that is affordable and accessible was also raised, as well as the requirement for this to be available throughout the borough rather than concentrated in the town centre.
- 1.1.22.** Comments on investing and developing Basingstoke town centre and rural towns and villages centred on improving the town centre, making the most of the history of the town, and criticism of the redevelopment of the leisure park. There were calls for Basingstoke town centre to evolve so that it is less generic and has more entertainment, eating, drinking and socialising spaces. For rural areas, comments focused on protecting rural identities and keeping rural settlements separate from Basingstoke town.
- 1.1.23.** Some respondents criticised various aspects of the wording for healthy and resilient communities with influence vision, including that it is not focused on health and that they did not like or recognise the wording that describes Basingstoke as a vibrant, central hub or that it is even within the South East. The wording on the ownership of shared spaces could be made clearer so that residents do not think that the council are avoiding their responsibility. More wording could be added about health and social care services. There were suggestions that the cultural heritage and history of the borough should be incorporated. It was also proposed that a vision should be developed for each area and used to build up the main vision. Some respondents mentioned a need to develop an identity or brand for Basingstoke and Deane and introduce more individuality to Basingstoke town centre.

### Overall draft vision

- 1.1.24.** Respondents generally agreed with the overall vision for Horizon 2050, with some caveats and concerns including future development and town sprawl swallowing up the rural towns and villages. Others were not sure how realistic or achievable the vision is.
- 1.1.25.** Some felt that improving the perception of the town centre and recognising potential changes in technology should be taken into account. Others mentioned the mechanisms for involving residents, implementation and delivery.

## 2. Recommendations

### 2.1.1. The homes we'll live in

- Consider changing the vision text to ensure that infrastructure is delivered before rather than alongside housing developments.
- Consider adding that, where possible, previously developed land will be utilised before greenfield land. This suggestion came from feedback in this section and at Q20 within the environment section.

### 2.1.2. Economy and entrepreneurship

- Consider changing the vision text to remove references to doubling the size of the economy.
- Consider adding text about attracting and retaining large businesses.
- Consider adding text about promoting high skilled jobs, high tech industry and small businesses.
- Consider adding text about investing in education.
- Consider adding text about the balance between commuting and working locally.

### 2.1.3. Transport

- Consider adding the word "safe" to the sentence about a network of "safe" cycling and walking routes to reflect comments around safety.
- Consider changing the wording of "automated transport system" to be clearer about what this is and what it could look like and that it is public transport.

### 2.1.4. Environment

- Consider adding the word "protect" to the vision, it could be added to the sentence about priority habitats being less fragmented and better connected.

### 2.1.5. Sustainability

- Consider adding water efficiency to the vision.
- Consider expanding the vision to include making multiple use of spaces, including land and buildings.

### 2.1.6. Education

- Consider making the wording of the vision clearer in terms of whether the vision for higher university level education will fulfil the requirement for training in technical skills related to local employers or not.
- Consider strengthening the wording about the quality of secondary education in the borough and its impact on the local area and environment.

### 2.1.7. Healthy and resilient communities with influence

- Consider adding the provision of health and social care services to the vision.
- Consider making it clearer that residents will be empowered to look after shared spaces but that the council is not removing its support for these.
- Consider including ways to embrace the cultural heritage and history of Basingstoke town and the borough overall.
- Consider whether the vision should also include the introduction of more individuality to Basingstoke town centre.

**2.1.8.** These changes could be made by breaking up the vision for healthy and resilient communities with influence into two new vision themes, focusing on health, safety and inclusiveness and communities, heritage and uniqueness.

**2.1.9. The overall vision**

- The overall vision text should remain the same.
- The supporting information should reassure residents that the vision is deliverable.
- The supporting information should make clear that there will continue to be a distinction between Basingstoke town and the surrounding towns and villages in the future.

## 3. Consultation findings

### 3. Introduction

- 3.1.1.** The Horizon 2050 public consultation ran from 25 June until 19 August 2018. An extension was made available to sporting organisations, which ran from 30 August until 24 September 2018. The consultation was administered by Ipsos MORI and a consultation helpline was available for any queries.
- 3.1.2.** Respondents could provide answers to the consultation questions by using an online form or paper response form (shown in the appendices). Free text responses were also accepted by email or post.
- 3.1.3.** The consultation was advertised to every household in the borough as the centrefold of the summer 2018 edition of Basingstoke and Deane Today. The consultation was also advertised through press releases, Basingstoke Gazette articles, Basingstoke and Deane Borough Council’s Twitter and Facebook, and stands, posters and plasma screens in council buildings and community centres. The consultation was advertised to borough council staff through internal newsletters and desktop computer backgrounds.

### 4. Overall responses

- 4.1.1.** In total, there were 87 responses to the consultation. 66 of these were individual responses, made using the response form, and a further four were from emails/letters from individuals. 11 organisations completed the response form and a further six provided comments by email/letter (Table 1).

Table 1: Consultation responses

Type of response	Number of responses
Individual response form	66
Individual email/letter	4
Organisation response form	11
Organisation email/letter	6
Total	87

### 5. Closed question responses summary

- 5.1.1.** The total number of responses was similar across each of the questions. For each question, the majority of those that took part either strongly or tended to agree with the vision statements and very few disagreed.
- 5.1.2.** The strength of agreement was particularly high for the overall question on planning for the future (Q6). Amongst individual topics, the environment and sustainability vision statements gathered the strongest levels of agreement. Lower levels of agreement were found for the question on growth (Q7) and the visions for the homes we’ll live in, (Q9) and transport (Q15), but many more respondents agreed than disagreed with these visions.
- 5.1.3.** Of the 73 people that responded to the question on planning for the future (Q6) 70 agreed and no respondents disagreed. For the question on the Horizon 2050 vision (Q7) 58 agreed and 9 disagreed.



**6.1.3.**In each of the following sections, examples of verbatim comments are shown to illustrate the results. The colour of the speech bubble next to the comment reflects their answer to the previous closed question on agreement/disagreement with the vision text for each theme. A blue speech bubble is used for the future options questions that were not preceded by an agreement/disagreement question.



Strongly agree



Tend to agree



Neither agree nor disagree



Tend to disagree



Strongly disagree



Don't know/did not answer



Comments made in response to future options questions

## 7. Open question responses - Horizon 2050 vision

**7.1.1.Q8.** What, if any, comments do you have about future growth in Basingstoke and Deane? Please think about which elements of future growth you most support, which cause you most concern, what is most important to you, and whether you think anything is missing.

**7.1.2.** There were 64 responses to this question. Whilst the comments covered a wide array of individual topics, they largely fell into two broad areas – infrastructure and housing.

### Infrastructure

**7.1.3.** Many respondents referred to infrastructure, either in general or specific aspects, particularly schools/education, transport and doctors/GPs, health and the hospital, and sports facilities. Respondents felt that existing infrastructure needs to be improved whether or not additional growth takes place. They also thought it should be delivered in advance of future housing growth.



*“I think the town should continue to expand and attract new businesses and inhabitants provided sufficient thought is given in advance of the infrastructure required to support these new businesses and populations”.*



*“Education provision is a big concern, for primary, secondary and college spaces for the growing population”.*



*"We are concerned that the issues of parking, road safety (esp where cars and bicycles share roads) and traffic congestion are not being researched accurately and then addressed with a realistic long-term plan".*



*"My main concern is that supporting services such as hospital capacity, GP access does not appear to be keeping pace with the increase in residential developments. With the ageing population, not enough consideration seems to have been given to their future needs, particularly with regard to suitable accommodation such as bungalows".*



*"Needs to be serious commitment to provision of sport and health facilities. Improved utilisation of schools/community centres/village halls etc. Utilisation of empty warehouse/multisport venues. Easily accessible fitness activities N/S/E/W town. Plus improved transport to facilities".*

## Housing

**7.1.4.** Many respondents made comments linked with housing. Frequent topics included the affordability of housing to rent and buy, the design of the development, building on greenfields and the mix of housing.



*"It's important it's the right growth - as in planning for the future, building the right sized houses in the right areas where there's the right infrastructure".*



*"Enough housing for the younger generations, and affordable to buy, given that the average wage is £25k so a maximum mortgage of approx. 200k".*



*"I most support the need for more affordable and a better mix of housing - our children can't afford to stay in this area and new developments always seem to be for 3 or more bedroom homes. My biggest concern is transport infrastructure. Too many cars, not enough public transport, especially in the rural areas. People need incentives to give up the easy option, which is to go everywhere door to door in your own car - car free areas, tolls etc."*



*"STOP building so many houses on greenfields. You are ruining the essence of Basingstoke. It's bad enough that you are building thousands and thousands of houses in the area but basic infrastructure, like access to water, isn't being taken into account. Let's not even go into things like the state of roads, the shocking waits for a Dr's appointment or the state of local schools! It's really NOT GOOD ENOUGH!"*

**7.1.5.** In summary, the findings from the first open question outline that the vision needs to reassure residents about future infrastructure delivery, particularly in relation to housing, transport, schools, sport, and GPs.

## 8. Open question responses - The vision: the homes we'll live in

**8.1.1.Q10.** What, if any, comments do you have about the vision for the homes we'll live in? Please think about which elements the vision you most support, which cause you most concern, which are most important to you, and whether you think anything is missing.

**8.1.2.** There were 52 comments to this question that largely fell into a few broad areas – housing, infrastructure and community.

### Housing

**8.1.3.** Housing comments covered the need for accessible homes for older people and disabled individuals, homes for families, affordability and providing gardens.



*"I think it is important that the types of homes available reflect the makeup of the population. I feel there should be an emphasis on providing more sheltered accommodation for an increasingly elderly and frail population. In addition, more good-quality accommodation for young single professionals (e.g. good-quality HMOs or communal living arrangements) would also be of benefit. These populations should be considered alongside housing for families".*



*"Affordability is a BIG issue. We hear a lot in new developments about affordable housing - it is not affordable for say two people working at everyday jobs to be able to afford. Housing in the majority is aimed increasingly at London based commuter. This breaks up local communities who cannot afford to stay in this area".*



*"Houses are currently rammed close to each other. Greener houses would be preferred and with more outdoor space".*

### Infrastructure

**8.1.4.** Infrastructure comments mainly expressed agreement with the delivery of infrastructure before housing developments and examples were provided of where this has not been the case. Specific reference was made to the need for Doctors/GP provision and water recycling (it is notable that the consultation took place during a heat wave).



*"I strongly agree with this. I have lived in a new development in Basingstoke and certain infrastructure such as broadband was only thought about after the homes had been built. This important infrastructure mentioned above needs to be developed alongside the building of new homes".*



*"I only agree if the statement is correct that the infrastructure will be considered first. Especially medical facilities and secondary education".*



*"All well and good to say facilities like broadband and schools and doctors will be delivered alongside/before but how is that guaranteed? There was all sorts of marketing around Sherfield Park having doctors and schools etc. but all that transpired was a convenience store..."*

## Community

**8.1.5.** Comments were provided about the community, these related to ensuring new developments contribute to and fit in with the community as well as supporting community feel.



*“The vision is a good one. But, the council's record isn't good. More and more building in the last 30 years but the same doctor's surgery, the same schools, and the same single bus route in this “village”. New developments should add assets and resources to the local community not just assume existing ones will cope”.*



*“There is very little interest from the Council in creating a community in the town centre neighbourhoods. I would be concerned with plans to extend without seeing progress made in existing areas”.*

**8.1.6.** In summary, the findings from the homes we'll live in vision question highlight the need to provide a range of housing, that is affordable, with sufficient infrastructure provided upfront and that it adds to the existing community.

## 9. Open question responses - Exploring future options for housing

**9.1.1.Q11.** What, if any, comments do you have about how and where new homes should be developed?

**9.1.2.** There were 63 comments to this question. Many of the comments agreed with and echoed the sentiments within the preamble to the consultation question and were more in favour of building on previously developed land rather than building on greenfield land, which they wanted to avoid.



*“Definitely focus on 'brown field' sites and redevelopment. Stop building houses on greenfield sites. Basingstoke's boundaries are becoming hazy and will soon end up encroaching on surrounding villages”.*



*“I agree using previously developed land where possible and regeneration of areas that are affordable. Using new land as a last resort”.*

**9.1.3.** However, these views were not universal. A couple of respondents felt that focussing building on previously developed land would not be achievable. Another respondent felt that it would be bad for nature and a few respondents suggested building on poor quality/less important greenfield sites. Others felt that there could be a more even mix of locations for new development, whilst some said that they understood the need to utilise greenfield land. One respondent stated that larger developments on greenfield land encourage sufficient infrastructure to be provided, as opposed to smaller piecemeal developments.



*“There is a need to be realistic here. As an expanded town in the 1960s/70s which has already experienced much subsequent redevelopment on previously developed land, such opportunities in Basingstoke are very limited. Less important greenfield sites need to be developed”.*



*“Developing on previously developed land, and especially infill development, can be bad for nature and the benefits that it provides to society. It can be better to turn these more urban areas into parks and woodland and nature reserves in order to improve people’s physical and mental health and to improve environmental conditions (including air pollution, flooding and the urban heat island). Where there is poor quality agricultural land nearby, this would be better being turned into housing (so long as appropriate supporting infrastructure is built in advance)”.*



*“Equal balance between redeveloping existing housing sites and new sites within the town and new sites on the outskirts of town with corresponding infrastructure and services”.*



*“It is nice to have green space surrounding developments but I understand that current and future residents need homes. Unfortunately sometimes green space has to be taken in order to facilitate these homes”.*



*“While as much brownfield land as possible must be used for new housing, it needs to be accepted that most new homes in the Borough will be built on greenfield sites. The [organisation] considers that major development areas are the way forward to provide diverse sustainable developments. Areas such as Chineham/Lychpit or Hatch Warren/Beggarwood are successful because the developments were large enough to provide the infrastructure needed to support the new population. Under the current Local Plan 2011-2029 the smaller sites of a few hundred each are “bolted on” to existing communities, overloading facilities without generating sufficient resources to improve them”.*

**9.1.4.** In summary, the findings show that previously developed land is the preferred option with greenfield land avoided but used where necessary.

## 10. Open question responses - The vision: Economy and entrepreneurship

**10.1.1.** Q13. What, if any, comments do you have about the vision for economy and entrepreneurship? Please think about which elements of the vision you most support, which cause you most concern, which are most important to you, and whether you think anything is missing.

**10.1.2.** There were 42 comments to this question. The comments covered three main topics – businesses, education and training, and pay and funding.

### Businesses

**10.1.3.** The comments related to businesses included attracting and keeping big businesses, supporting small businesses and independent shops and regenerating existing business areas, as well as carefully locating new ones.



*“Attracting big companies to Basingstoke is a good idea, as it means fewer people will need to commute to larger towns/cities in Hampshire/Berkshire and London for work. Commuting is bad for the environment and for people’s wellbeing. Small offices for start-up businesses would be useful, and perhaps training courses at the local college on starting up a business”.*

## Education and training

**10.1.4.** Education and training comments referred to the need for provision for young people and adults. Some respondents mentioned the need to retain and attract graduates, whilst others mentioned the need for adult training.



*"It is vital that there are a range of jobs available for residents in the borough and also linking with education to keep young people staying in Basingstoke and Deane".*



*"With the withdrawal of adult ed funding some years ago, workforce is less skilled than it was. Investment in education is needed to help reverse this problem".*



*"With no university Basingstoke is never going to retain young ambitious people in the area. I think the drive to push Basingstoke as a tech hub is brilliant and should be pushed even further, to encourage skilled young people and families to return after university. This should coincide with a more dynamic town centre - independent shops - Overton is doing a great job of this".*

## Pay and funding

**10.1.5.** Pay and funding were also mentioned, including the need for better paid jobs and careers and incentives for entrepreneurs to start their business.



*"More and better paid job opportunities in Basingstoke are needed, to satisfy residents and attract non-residents. More opportunities for graduates and other higher-education qualifications. Boost economy with more relevant/ contemporary restaurants and bars and things to do in Basingstoke instead of people needing to escape the area in order to find something worthwhile to do/eat/shop".*



*"Grant funding should be accessible to entrepreneurs who need help getting businesses off the ground. Even if the money was offered on loan at 0% somewhat like a student loan - repayable within either a set period of time, or once an agreed turnover or profit level is achieved".*



*"There needs to be a policy to encourage "high quality" skilled jobs in the future. While all will welcome the current high employment rates, future investment should be in the growing technical fields. It should be remembered that the easy options to invest in such things as leisure, tourism and hospitality means much work is low skilled and low paid. The provision of education and training will be crucial in building a workforce to attract new investment in new industries".*

## Vision wording

**10.1.6.** A few of the respondents criticised the wording of the vision, suggesting that doubling the size of the economy was unrealistic. Whilst another suggested making the vision about residents being able to work within the borough.



*"Doubling the size of the economy by 2050 is not realistic".*



*"I'm not sure I understand the need to double the size of the economy, which seems like an unnecessarily ambitious target".*



*"The vision should be that people who live in the borough should have the opportunity of working in the borough - if they want to. That means that the borough needs to get businesses in but also give the businesses incentives for major local employment as part of the deal. If necessary the education or training needed should be subsidised to make it happen".*

**10.1.7.** In summary, the findings from the economy and entrepreneur vision question express the need to attract large businesses, ensure that there is a skilled workforce available to occupy jobs with good pay and that funding is available for those starting out. The findings also suggest that the vision wording on doubling the size of the economy should be changed. The need for a mix of large and small businesses could be highlighted, as well as investing in education.

## 11. Open question responses - Exploring future options for the economy

**11.1.1.** Q14. What, if any, comments do you have about the specific jobs, industries or businesses that the borough should aim to attract?

**11.1.2.** There were 64 respondents to this question. They covered a variety of topics including maintaining a mix of businesses; attracting large businesses (to Basing View); commuting; high skilled and high tech jobs; and homeworking.

### Mix of businesses

**11.1.3.** Some respondents agreed with the preamble text about the need for a variety or mix of businesses but one was opposed to this approach because it would dilute resources.



*"I believe we should have a diverse range of industries in the borough to meet the needs of the population. Focussing on one type would exclude others from coming to the borough".*



*"Commuting can't be the only option to work, simply because it has a huge impact on the environment as well as on the families and individuals' well-being. However, Basingstoke should look to develop a focus / niche. Trying to succeed in multiple industries will only dilute resources and cost a lot to the taxpayers. We should ask ourselves "what are we good at, and where can that go?" Leveraging current industries might be one way to make them future proof, attract highly qualified talent, and push for increased wealth and prosperity".*

## Large businesses

**11.1.4.** Some respondents mentioned the need to have and attract large businesses, including encouraging them to relocate from London. A range of specific jobs, industries or businesses were also mentioned, including manufacturing, start-ups, creative industries, and drop in offices/hubs.



*“An anchor business would be beneficial, Newbury has Vodafone, Reading has Oracle - attract one really big well-known employer with a new campus to create employment and good salary/benefits to raise the whole town”.*



*“More encouragement of London businesses (where possible) to have their headquarters in Basingstoke. Like some of those on Basing View. I believe this helps strike a balance of the commute versus jobs in Basingstoke”.*

## Commuting

**11.1.5.** Commuting was discussed by some of those who commented. Some acknowledged that commuting is inevitable but others wanted to see commuting limited, with enough jobs for people to live and work locally. Others cited higher London pay as a reason for their commute and necessary to afford their home in the borough.



*“Many will need to commute, hopefully many more will not need to. We need businesses that will employ local people in quantity. Allow businesses that will bring jobs to the borough”.*



*“Commuting will always be a fact of life, whilst London salaries outstrip local wages, I can earn 23 to 30 % more commuting than working in Basingstoke”.*

## High skills and high tech jobs

**11.1.6.** The need to attract both high skilled jobs and high skilled labour to the borough was also mentioned. Along with the need for high tech industries.



*“New high-tech industries would be a good idea, Basingstoke must keep with the times as they are quite out of date/ playing catch-up. Jobs which require a significant level of qualifications would also be encouraged, instead of having to commute to Reading and London for a good job with better pay”.*



*“Let's attract residents who will make a positive contribution to our town. High tech would be a good fit but also any industry that requires truly skilled labour”.*



*“Investing in education and becoming a university town (attached to Winchester Uni?) is key to attracting skilled and well-paid work to the area”.*



*This is very important. Basingstoke is building a name for being an area for hi-tech companies to move to and it would be good to build on this even more. There are a number of large established*

*companies in the Thames Valley area surrounding Basingstoke and it would be good to attract them to areas such as Basing View to build a business park community”.*

### Homeworking

**11.1.7.** The need to support homeworking was also mentioned.



*“A good mix of commuters to London, offices and businesses in Basingstoke and supporting home working”.*



*“More and more people are now working from home some of the time, so I don't think the town will become a dormitory area. We also need to provide hubs for small businesses to use”.*

**11.1.8.** In summary, the findings from this question suggest that a mention of commuting and attracting big businesses offering high skilled jobs and/or high tech industry could be added to the vision.

## 12. Open question responses - The vision: Transport

**12.1.1.** Q16. What, if any, comments do you have about the vision for transport? Please think about which elements the vision you most support, which cause you most concern, which are most important to you, and whether you think anything is missing.

**12.1.2.** There were 56 responses to this question that covered a variety of modes of transport and routes, including cycling, walking and buses.

### Cycling

**12.1.3.** Cycling was the most mentioned individual mode of transport and the comments mentioned good and bad aspects of the current cycle routes, potential for future routes, safety, the need for bike storage at the train station and integration of cycle routes with footpaths and roadways.



*“Cycling and walking routes that are joined up are very important. Best to have cycles and walkers using routes that are off-road, or they should have their own lanes. There must also be proper road crossings, where they are required. Need places to leave bikes at bus stops, train station, etc.”*



*“There are already great walking and cycling routes in some parts of the town, though off-road routes do need to be served by streetlights so that they are useable in winter. In other parts of town it is difficult to get around without going on main roads or weaving around housing estates (which it is very easy to get lost in)”.*

### Walking

**12.1.4.** Many of the comments also mentioned walking, including the quality, connectivity, safety and positioning of footpaths – with mixed views about underpasses.



*“The pavements on estates, Chineham for example can barely take a pushchair. Either not wide enough, non-existent or so bumpy it's not safe. You are unable to safely walk from Sherfield Park to*

*town for example. Focussing on better pathways would be beneficial for young families (and hopefully reduce traffic)".*



*"Footpaths often stop mid-road, meaning either a very long-winded journey, or walking on grass banks and in roads. Dropped kerbs are needed to provide accessible crossing points for pushchairs and mobility scooters. Improved signage to direct pedestrians to key areas would be helpful. Improved safety for pedestrians - barriers by busy roads to prevent accidents of cars going off-road (e.g. Hackwood road nearest war memorial park). Crossing points to key locations, such as to John Lewis/Waitrose from near Skyline Plaza. This is a dangerous bend with no means to cross safely. More investment is also needed to get drivers to stick to speed limits. Town centre 30 limit roads are not adhered".*



*"Roads and pathways must be active parts of the whole and side by side. No hidden pathway trails that this borough seems so fond of".*

## Buses

**12.1.5.** When discussing buses, respondents mentioned the lack of coverage and reliability of current services and the limitations of the private supplier. The only comments related to trains were about cycle parking provision at the train station, the need for a rail station at Chineham, and the good links to other areas.



*"Stagecoach should not have a monopoly on the bus routes, there should be better bus provision (more regular services and better communication when there is a problem)".*



*"People need proper bus services, fast services with less stops maybe. Services that are cheap enough for teenagers to use. Where you have these services, like in Tadley, they are well used, other areas need them too".*

## Vision wording

**12.1.6.** Some respondents questioned the wording of the vision text. Some did not know what an automated transport system would be but others liked the sound of it. Some respondents were hoping for trams, a monorail or something like the Docklands Light Railway. Another respondent felt that public transport had been excluded from the vision, whilst another felt that the 20-minute connection time to the heart of Basingstoke was unrealistic for some wards in the borough. One respondent also asked for the rural areas not to be forgotten in the transport network, another did not like the inclusion of other place names, particularly Reading, whilst another wanted to add the need for the transport system to be safe and secure.



*"A rapid automated system of transport from the outlying villages to the town centre would be of enormous benefit to residents".*



*"The public is definitely up for using alternatives to car transport. For me, a modest tram network would be the ideal way to get people out of cars and onto green public transport. The vision says "automated transport system" so I really hope we can plan for electric automated transport. Think big. E.g. something akin to Docklands Light Railway".*



*“What is this ‘automated’ transport system that will provide an alternative to car travel? This is a flight of the imagination”.*



*“Again, I would like to see something included about the need for the transport system to be safe and secure”.*

**12.1.7.** In summary, the findings from the transport vision question suggest that the wording on the automated transport system could be made clearer, including the addition of the word “public”. The word “safe” could also be added to the description of cycling and walking routes and for the transport system overall.

### 13. Open question responses - Exploring future options for transport

**13.1.1.** Q17. What, if any, comments do you have about how a modern public transport system should work in Basingstoke and Deane?

**13.1.2.** There were 57 comments to this question, centred on buses, rural public transport, cycle ways and trains.

#### Buses

**13.1.3.** Respondents made comments about buses, including the need for bus services to be frequent, and available in the evenings, along with affordable and reliable. A few respondents provided comments about underused buses being cut or run with smaller vehicles, so that more routes could be provided elsewhere. Some respondents mentioned issues in particular areas, such as the speed of traffic around bus stops in Tadley, the lack of buses in Herriard and the stopping of a direct route to Alton. Issues were also raised about getting across town using public transport.



*“The current bus services do not continue late enough into the evening. This is particularly a problem at weekends, where many bus services still stop around 9pm”.*



*“I completely agree with this. Extending the bus network and increasing bus frequency would be a good starting point”.*



*“With trains I have a choice, the ones that stop at every station, the ones that stop at only a few. We need a bus service, especially at rush hour that will give people this same choice. One stop in Chineham, one in popley, straight to the train station for example. People could then walk to the fast bus stop and have an option of getting to town quickly without using a car”.*

#### Rural public transport

**13.1.4.** Public transport in rural areas was also mentioned. Whilst it was felt that rural public transport is needed to connect rural areas to the town centre, some suggested that suburban areas around the town also need improved public transport, whilst some were sceptical that it would be possible to run a service for rural areas.



*“Public transport is essential to the rural communities - frequency is key and extended timetables. If sufficient public transport is provided it would be used”.*



*“It is time to invest in automated transport that is economical to operate. I don't see how this can meet the needs of rural residents”.*



*“It isn't just rural residents - I live only about 5 miles from the town centre but a long journey by public transport on a single unreliable privatised bus route”.*

### Cycle ways and trains

**13.1.5.** Some respondents mentioned the need for more and improved cycle ways and others made comments about trains, including provision for a train station at Chineham.



*“Connected safe cycle paths that our children could actually use to cycle safely to school”.*



*“More Cycle paths and need to consider bolder moves like station at Chineham to try to make it easier for people to leave their cars”.*



*“Chineham needs a train stop. A33 needs to be a dual carriageway all the way to Reading. Main train station should be revamped, longer platforms and more of them. We need to grow like Reading is”.*

**13.1.6.** In summary, those who commented on this question were most concerned with the need for buses, and the viability of public transport in the rural areas.

## 14. Open question responses - The vision: Environment

**14.1.1.** Q19. What, if any, comments do you have about the vision for the environment? Please think about which elements the vision you most support, which cause you most concern, which are most important to you, and whether you think anything is missing.

**14.1.2.** There were 39 respondents to this question and their comments covered topics around the value and use of green and open spaces by people and wildlife. This included comments on new developments, the importance of education, protecting wildlife, differing views on the provision of a country park and the benefits of green space for health and wellbeing.

### Green spaces

**14.1.3.** Green spaces, open spaces or parks were mentioned frequently in responses but these comments were linked to many different thoughts about these areas, these included references to appreciating green spaces and amenity spaces and that they should be safe and protected for people to enjoy. As well as comments about how natural habitats should be protected and preserved for wildlife.



*“Our borough is surprisingly green. Keep it this way”.*



*"Parks and open spaces must be well designed and managed. Also designed for all ages, e.g. quiet sitting for older people, large climbing equipment for youths, goal posts for informal football games".*



*"The Country Park section of Manydown should not get over managed, but nor should be left to become an overgrown wilderness as a result of budget cuts".*



*"Precious habitats need protecting from all humans so that they may flourish".*

### The development of the borough

**14.1.4.** There were also comments related to the development of the borough, including requests to stop building on green spaces and to ensure new developments have greenspaces and that habitat loss it mitigated elsewhere.



*"The villages surrounding the town already have easy access to amazing natural habitats and open spaces. It is important that parks and open spaces are included in new developments".*



*"If nature is removed to make way for development then it should be replaced elsewhere".*



*"All the countryside round Basingstoke is being built on, no thought for the wildlife, throw in a country park and its ok".*

### Volunteers, education and social benefit

**14.1.5.** There were comments that mentioned the council's role in managing land, encouraging the work of volunteers and educating residents, as well as health and wellbeing benefits.



*"At present the Borough relies very largely on volunteer workers for such work, the Borough's own employees having been much reduced over recent years. As far as I am aware the Borough's own employees do not engage in any creative work themselves. It is left to developers and volunteers. The Borough Council jointly with the County Council are the largest 'landowner' around Basingstoke having leased the Manydown land for 999 years. Neither of these two councils is doing anything to manage the Manydown woodlands or provide continuity between them which is the most important requirement for the future".*



*"We should develop schemes to encourage people to spend time in and value the countryside, through education, clear footpaths and cycleways, parking areas, etc."*



*"There also needs to be a greater awareness about the social value that access to green spaces creates e.g. improving mental health, providing opportunities to connect with nature, enabling social inclusion of people from all backgrounds. It's about (inter)connecting people, place and value".*

## Agreement with the vision

**14.1.6.** In addition, there were comments that expressed the respondents' agreement with the vision for the environment:



*"I strongly agree that we need to protect wild spaces within the borough. This will need to be balanced very carefully with the need for more homes".*



*"I agree with this statement above, although I understand the importance of residents having access to homes and unfortunately green space has to be compromised for this. The council is already planning ahead to ensure residents have access to open spaces. For example, the country park at Manydown will be a great area for residents to visit for open space".*

**14.1.7.** In summary, respondents were supportive of the vision for the environment and no specific changes or issues with the current wording were proposed. The word "protect" could be added to the vision to reflect comments on protecting natural habitats and wildlife.

## 15. Open question responses - Exploring future options for the environment

**15.1.1.** Q20. What, if any, comments do you have on how to balance the growth of the borough with protecting, enhancing and preserving the natural environment and its wildlife?

**15.1.2.** There were 45 comments to this question. They fell into a few broad areas – housing development, education, protecting the environment and creating wildlife corridors.

### Housing development

**15.1.3.** Many respondents commented about housing development, including pleas to stop building houses, not building on habitat areas, and the need for new developments to have green space and for the council to enforce it. There were also comments on the land used for new development. Some respondents thought that greenfield sites should not be built on and some said that brownfield sites should be used instead.



*"All Basingstoke is known for is house building".*



*"Only recently local green amenity spaces have continued to be built on to meet the demand for housing without any regard to former amenities or wildlife - so why should anyone think the vision is going to change anything in the future? Will we become Readstoke or Basinging?"*



*"New development should not happen on land that is best suited to providing habitat for key wildlife; and any ancient and mature trees should be left on-site unharmed. Other than that, new development is welcomed, though all developments must provide good quality additional green space, whether that be SUDS, recreational space, or wildlife habitat, or a combination of these".*



*"The Borough Council policies provide minimum green space requirements for housing development. But these are ignored by developers and are not enforced by the Borough Council (e.g.*

*'The Island Site'). The first requirement is therefore for Borough planners to enforce the Borough standards for green infrastructure for all developments. The Borough Council have no green space requirements for commercial sites - commercial sites should be required to provide the same quantity of green space as is taken up by the buildings, roads and hard-standings".*



*"Re-use as much Brownfield Land as possible, and incorporate green spaces into all new developments".*

## Education

**15.1.4.** There were also comments about educating local residents, businesses and school children about the local environment.



*"I agree that our natural environment and wildlife should be protected and raising awareness of the importance of this is vital. Countryside parks and green spaces are crucial - areas to play, areas to explore and areas to be outside and enjoy the borough and its nature".*



*Incentivising more local businesses to be proactive about sustainability - incentivising them to have a green statement as well as invest in corporate social responsibility to support/ give back to the local community e.g. community clean up days, helping out at a community allotment, etc. Engaging local nurseries, schools and colleges, - students, parents/guardians, teachers and governors - to connect them with local organisations e.g. run educational sessions, community days on estates, etc."*



*"Education of the general public and businesses about nature's benefits is crucial - they often take for granted the benefits and spend more time complaining. But as the Sheffield Chainsaw Massacre has shown, once green infrastructure is threatened, people do not like it".*

## Protecting the environment and creating wildlife corridors

**15.1.5.** There were comments about the importance of protecting the environment, wildlife and green spaces above other aspects. And ensuring there are wildlife corridors and connected spaces.



*"Green areas are utterly essential. The environment must be protected. This is more important than housing or industry".*



*"This is a very difficult balance to maintain. I feel it is more important to prioritise safeguarding green spaces over the need for development if we cannot do both".*



*"I live near Eastrop Park and the memorial park, spaces which are well used by the public at all times of the year. With more housing likely to be flats, residents will need green space to visit, therefore protecting and enhancing and increasing such space is very important".*



*"It's important to recognise that small-scale, local interventions such as maintaining wildlife corridors and appropriate habitats in new developments can be just as important as protecting nature reserves and other large areas".*



*“The more urban areas grow, the more we need to how to make these spaces connected to the environment without losing the feel of green. This should be a theme across all the more populated areas of the borough so the transition between urban and green space is almost seamless”.*

**15.1.6.** In summary, respondents to this question were most concerned about new developments, protecting and linking green space and wildlife and educating local people about the environment. Respondents’ preferences to build on brownfield land where possible could be added to the vision for the homes we’ll live in.

## 16. Open question responses - The vision: Sustainability

**16.1.1.** Q21. What, if any, comments do you have about the vision for sustainability? Please think about which elements the vision you most support, which cause you most concern, which are most important to you, and whether you think anything is missing.

**16.1.2.** There were 34 comments to this question, which is the lowest number of individual responses for any of the vision themes. The comments covered current recycling in the borough, sustainability, and solar power.

### Recycling

**16.1.3.** Comments on recycling focused on dissatisfaction with the scope of the current recycling system in the borough, including plastic recycling, business recycling and the need for national government to coordinate recycling.



*“Hampshire has 3 waste incinerators, and this is preventing councils in the county from adopting adequate recycling policies. I realise you have contracts with the incinerators for another 10 years, but this is not sustainable at all. You are going to need a very strong recycling drive after that to catch up with the rest of the country”.*



*“We currently do not have recycling collections for huge amounts of our waste - the contracted mixed plastics collection being the worst culprit. I have to carry numerous bags of this waste to collection banks, which many residents would either not wish to do, or would be unable to do”.*



*“This can only be achieved with adequate co-ordination at national level and above. The current system whereby each local authority has its own recycling regime is a complete nonsense - central government needs to get a grip on such issues and cease the practice of using local authorities as scapegoats”.*

## Sustainability

**16.1.4.** Sustainability comments included concern about how the continued growth of the town can be sustainable and how the vision might be implemented.



*“Will this be provided by the council or outsourced for someone else to make money out of it? The vision is right, but the implementation might leave a lot to be desired. Don't forget the same party has run both Basingstoke and Hampshire councils for years and years - and this is the first time any consideration has been given to sustainability”.*



*“We should encourage a vision of what sustainable living looks like. What can the borough do to encourage sustainable attitude on an individual level. What kind of programmes should be rolled out to showcase sustainable living in the borough”.*



*“Good values but keep coming back to how does keep increasing the size of the town make it sustainable”.*

## Solar power

**16.1.5.** Comments about solar panels referred to new buildings having solar panels and becoming a beacon town.



*“All new builds to have solar panels and battery storage”.*



*“I think all large buildings in the borough need to have solar panels installed on their roofs wherever possible”.*



*“Basingstoke should be a beacon town... and encourage renewable sources including wind farms, solar power and recycling”.*

**16.1.6.** In summary, respondents were supportive of the vision for sustainability and no specific changes or issues with the current wording were proposed. Concerns related to current issues with recycling in the borough, sustainability in the future and suggestions on the use of solar panels.

## 17. Open question responses - Exploring future options for sustainability

**17.1.1.** Q23. What, if any, comments do you have on whether the necessary low carbon infrastructure (such as windfarms, solar farms, or anaerobic digesters) should be installed in the borough in order for it to become more sustainable?

**17.1.2.** There were 40 responses to this question.

**17.1.3.** Many respondents provided general comments agreeing with the installation of low carbon infrastructure such as windfarms, solar farms, or anaerobic digesters. Some respondents clarified their agreement, suggesting that they agree so long as there is proven local benefit or depending on the locations chosen.



*"I am totally in favour of installing wind farms, solar farms and anaerobic digesters throughout the borough".*



*"I am all for this provided the power from renewal sources was provided free or at a low cost to residents and managed by the local council. On the other hand, I know that none of these are capable of providing the base load of power needed all the time but there doesn't seem any reason why everything should come from one supplier like now, other than the will to do something different".*



*"In theory, yes, but you need to be very careful where you put this technology".*

**17.1.4.** A couple of respondents thought that there may be a backlash to these developments but that many people would support them. Whilst a few others felt that wind farms are not appropriate, because of the way they look or because they would take up too much land.



*"Yes to all of this! There may be some local backlash to these developments ('wind farms are ugly') but equally there would be many people who support such developments, myself included. I think these renewable energy sources will be invaluable now and in the future and a really sensible investment of public money".*



*"I believe opposition to wind farms in particular has been confined to a vociferous minority".*



*"Solar farms seem to be okay, because the solar panels are below hedge height. We would not support wind farms, because you can see them for miles!!"*



*"Wind farms would be inappropriate in this area. The cost of wind energy is huge and it is unreliable. Solar farms would also be inappropriate in this area. They would take up huge amounts of land".*



*"All new developments should have solar roofs on all buildings. Like all energy infrastructure, windfarms, solar farms and anaerobic digesters have a negative effect on their local area. Just because something is desirable and necessary does not stop it being intrusive, noisy or ugly. Measures should be taken to alleviate these impacts with the same care as would be taken for other large industrial plants".*

**17.1.5.** There was support for solar panels, including some suggestions that they should be mandatory on all new development of homes, offices and commercial properties.



*"New developments should be made to include solar panels, wind turbines etc. New building built on Basing View could be the ideal flagship to show how solar panels/wind turbines can be used in an urban environment".*



*"Very happy with this! I'd also like to see more solar panels on new housing, and retrofitted to existing buildings".*



*“Solar panels should be installed compulsory on offices, shops, and other commercial developments. House-owners should be encouraged to install solar panels when they become economic - at present I think that they will not last for many years (if any) beyond the time taken to pay for themselves”.*

**17.1.6.** In summary, respondents to this question were very supportive of the installation of low carbon infrastructure, particularly solar farms and solar panels.

## 18. Open question responses - The vision: Education

**18.1.1.** Q25. What, if any, comments do you have about the vision for education? Please think about which elements the vision you most support, which cause you most concern, which are most important to you, and whether you think anything is missing.

**18.1.2.** There were 47 comments to this question. These centred upon plans for a university or higher education, and secondary education.

### University/higher education

**18.1.3.** Some respondents supported the idea of a university or higher education within the borough but some were opposed. Those that were in favour of university education thought it would attract people and businesses. Those that were opposed thought that there was enough university provision already and that other education areas such as technical needs should be addressed.



*“I believe that a university for Basingstoke should be the priority of any future development plan”.*



*“Not having any form of higher education locally has also contributed to a lack of aspiration and a University or similar would go some way to improving this, whilst also attracting new people and skills to the area”.*



*“It would be wonderful if it wasn't necessary to leave the borough for higher education”.*



*“Agree with the need for an adaptable and resilient education system but not so sure about university level provision. Recent reports indicate that we have too much university provision in the country and I'm not sure what 'USP' the borough could offer to add to existing provision”.*



*“There is no shortage of university-level education in this country. There is a great shortage of technical education to university level which was provided in the past through 'day release' by employers. This should be re-introduced and could be provided locally”.*



*“You need to sort out local Primary and Secondary schools before you even THINK about this “new form of higher university-level education”.*

## Secondary education

**18.1.4.** The respondents who mentioned secondary education all agreed that it needs to improve and some mentioned the issue of children travelling to schools outside the borough, which adds to traffic congestion and is not sustainable.



*“The lack of choice of successful secondary schools in Basingstoke is a concern, more and more parents are choosing to send their children out of the Borough for education. Significant investment needs to be made to improve the school in Basingstoke. This impacts upon sustainability with less and less people walking to school and having to rely on cars”.*



*“Secondary schools provision needs a massive overhaul. As a parent of a child about to start year 7 I can vouch that most parents at our school did not want to send their children to school in Basingstoke. Work needs to be done to understand why this is and to rectify the issues. Parents are sending their kids to school in Winchester instead. That’s not good for the future of the borough. We need better secondary schools before anything else”.*

## Vision wording

**18.1.5.** Some respondents agreed with the wording of the vision but a few were concerned with how realistic it would be to achieve it because of policies being set nationally and the need for partnership working.



*“A marvellous ideal. How will this be achieved? The government dictates curriculums and Ofsted polices. Funding for education is reduced. What provision can be made at local level? Post 19 education is prohibitive in its cost”.*



*“Again agree with sentiment but not clear how this would be delivered in reality and level of influence - needs to be delivered in partnership”.*



*“It would make little sense to disagree with this vision. However, with successive central governments removing schools from LEA control, and universities operating in an increasingly international market it is hard to see how the Borough will have any real influence on education”.*

**18.1.6.** In summary, respondents raised concerns that accord with the vision for education. There were differing views about the need for university level education within the borough.

## 19. Open question responses - Exploring future options for education

**19.1.1.** Q26. What, if any, comments do you have on how education and skills provision within the borough should adapt to meet future needs?

**19.1.2.** There were 40 comments to this question, focused on providing a variety of education including skills based learning, business involvement, and apprenticeships.

**19.1.3.** Some respondents mentioned the need for education in technical skills that are used for a vocation. Others stated that businesses must get more involved in training people rather than recruiting those that are already trained, including through work experience, day release and apprenticeships. Some respondents mentioned apprenticeships as a specific area of focus.



*"Much more technical education and skilled crafts education".*



*"Develop a tech skills training facility that offers lower and higher level qualifications. Really put Basingstoke on the map as a hub of tech skills".*



*"Businesses must be seen to give apprenticeships and Training to Local People and stop just "buying in" instead of training people".*



*"Linking up with local organisations and businesses to provide work placements and apprenticeship opportunities that will meet the needs of the local market as well as provide flexibility for people to migrate and progress".*



*"All types of education should be embraced. Apprenticeships are an important option to give people a choice in how they grow. Not everyone is ready to learn at school. Many find this comes a bit later so adult education is also important".*

**19.1.4.** In summary, respondents to this question were very supportive of developing technical skills, both at the outset of work and throughout careers with local businesses. The wording of the vision could be adjusted to make it clearer whether the vision for higher university level education will fulfil this requirement or not.

## 20. Open question responses - The vision: Healthy and resilient communities with influence

**20.1.1.** Q28. What, if any, comments do you have about the vision for communities? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.

**20.1.2.** There were 42 comments to this question. Respondents discussed shared spaces, community, and sports and recreation facilities.

### Shared spaces

**20.1.3.** Some respondents made comments about the looking after shared spaces element of the vision, including examples from specific areas within the borough. Some supported the idea of people being encouraged to look after shared spaces, but a few felt that it is the council's job to maintain these areas.



*"Encouraging people to take ownership of shared spaces through financial and other support is not only cheaper than traditional provision, builds community spirit and better quality. Two examples of this model working effectively are at Overton (Overton Recreation Centre) and Tadley (Barlows Park Management Committee). And the opportunity exists now to develop and support this model with Winklebury Playing Fields as part of Winklebury regeneration".*



*"At present local people are not encouraged to look after their 'shared' spaces - and where they do so voluntarily the Borough Council officers seek to micro-manage their efforts even though local people know their own sites better than council officers (e.g. the Oakley to Kempshott multi-user pathway)".*



*"It's the council's job to look after shared spaces, not the residents!!! Trying to palm it off to residents and getting them to put their time and money in is NOT what the council should be doing!"*

### Community

**20.1.4.** Some respondents talked about community, including the need to recognise that the town centre is a community neighbourhood, and supporting community centres and facilities, and generally supporting rural communities. New developments were mentioned in the context of existing areas feeling left behind with dated facilities whilst new areas get new ones, but also the need to develop community spirit within new developments.



*"Existing communities that have ageing facilities tend to lose out to new developments with the new facilities that come with them. It's not just about investment in the 'borough wide' facilities that can be found in the town centre, but also about investing in local facilities that are the heart of individual communities".*



*"This is important, especially for the newer developments. I currently live in an established community and feel much happier and safer than when living at a new development. New developments don't tend to have a community feel and most people keep themselves to themselves. It would be great to promote community spirit and be given the opportunity to help maintain communal areas".*

## Sports and recreation facilities

**20.1.5.** Some respondents provided comments about sports and recreation facilities, including their importance and the need for them to be affordable, accessible and available throughout the borough rather than concentrated in the town centre. A couple of respondents raised concerns about them being under threat from housing development.



*"...we specifically support the element that relates to Healthy and Resilient Communities with Influence. We consider that it is essential that resources and funding are provided to allow the community to maximise the use of facilities for a wide range of events be they fitness, wellbeing, sport, educational and social including community gatherings. As we are in a rural community we consider that to ensure the standard of facilities are the same as those in Basingstoke potentially proportionately more resources are needed per capita. Thriving community facilities will relieve the pressure on the Basingstoke based facilities. We look to B&DBC to designate areas that are used for sport and recreation to be designated as Green Spaces so that they are protected for the long term. This applies in particular to playing fields such as those at The Fieldgate Centre, Kingsclere".*



*"And the community sporting facilities need to move away from being concentrated in the town centre".*



*"There should be more "outside gyms" and accessible running tracks, places where people can access sports facilities with little or no cost involved".*



*"Sports and recreational facilities need to be affordable and accessible".*

## Vision wording

**20.1.6.** Some respondents criticised various aspects of the wording for this vision, including that it is not focused on health and that they didn't like or recognise the wording that describes Basingstoke as a vibrant, central hub or that it is even within the South East.



*"A bit confused by the word 'remains' in "ensure Basingstoke remains a vibrant, central hub for the wider South East" - this is a nice aim for the town, but it certainly isn't considered this way yet!!"*



*"I also don't like the vision of being a "hub" - why is this a good idea other than people from outside the borough can often get to the town via public transport more easily than local residents".*



*"Not really focussed on 'healthy' communities - doesn't reference healthcare or social care requirements where major financial pressures lie - are these considered out of scope?"*

**20.1.7.** In summary, respondents were supportive of the vision for healthy and resilient communities with influence. The wording on the ownership of shared spaces could be made clearer so that residents do not think that the council are avoiding their responsibility. More wording could be added about healthcare.

## 21. Open question responses - Exploring future options for resilient communities

**21.1.1.** Q29. What, if any, comments do you have on how to invest in and develop Basingstoke town centre and rural towns and villages?

**21.1.2.** There were 37 individual comments to this question, that covered topics related to Basingstoke town centre, the history of the borough, rural areas, and the leisure park.

### Basingstoke town centre

**21.1.3.** Many of those that commented about Basingstoke town centre felt that it needs to be improved so that it is less generic and has places for entertainment, eating, drinking and socialising as well as shops. A couple of respondents mentioned the need for a water feature or waterway in the centre and a reduction in betting shops.



*"Basingstoke town centre lacks areas where people can spend time together. The top of the town doesn't invite people to stay and enjoy the town. There are very limited options of no chain foods and limited options for culture and art initiatives to take place".*



*"Basingstoke town centre needs to be less generic and sterile - more greenery and water features".*



*"Personally, I don't think Basingstoke town centre has much to recommend it from any other shopping mall. The town centres that attract me are the ones which have privately owned shops selling something different. Few shops in Basingstoke are not chain stores".*



*"Get the 'Top of Town' working again as a venue for independent outlets, the town has way too many chain outlets they're stifling creativity and difference".*



*"Get rid of the betting shops... we don't need as many in town... we need more eateries, small pubs and clubs that don't attract trouble. Better facilities for the homeless so they aren't loitering around the top of town".*

### History of the borough

**21.1.4.** The history of the borough was mentioned by some respondents, stating that more needs to be made of the history of the town and top of town.



*"Bear in mind that it was and should be a rural Hampshire town with a long history. Embrace and celebrate its history, look to towns such as Winchester".*



*"It is ironic that the unique identities of those parts of the old town of Basingstoke, which survived the obliteration by the new faceless monstrosity of the shopping centre, are those that are now much praised!"*



*“Perhaps the top of town could be done in such a way to make look more historic with some nice eateries and maybe make more of a social hub making the old market square its centre - Perhaps events throughout the summer months in the evenings”.*

### Rural areas

**21.1.5.** Some respondents mentioned issues relating to rural areas including the need to protect their identity and keep them separate from Basingstoke town. A couple of respondents felt that villages need to expand as well.



*“As I have said before BDBC need to put words into action, if they really believe that the rural areas need investment and development then start listening to local Whitchurch people when they say stop changing shops into residential properties and remove heavy goods traffic away from the town centre”.*



*“The rural villages should be protected and social housing should be offered first to people who have connections with them. If the people with family history go, the community feel will go”.*



*“The villages must be allowed to maintain their own character and “separateness””.*



*“The villages must also take their share of any expansion, they must not become havens for the rich and elderly”.*

### Leisure Park

**21.1.6.** A few respondents criticised the plans for the leisure park development.



*“Agree, which is why the leisure park regeneration plans, to make it into another retail hub, should be shelved”.*



*“At a time when retail centres are struggling to compete with on-line shopping, considering retail development at the Leisure Park appears to be shooting the town centre in the foot!”*



*“Don’t destroy Basingstoke town centre shopping by building a designer outlet shopping village”.*



*“There is widespread concern that the development of the leisure park for retail will irretrievably damage the health of the Town Centre. The proposals around the leisure park needs to be re thought at this late stage, in the light of the 2050 vision. Securing a unique identity is vital to the vision but highly challenging. In one sense, the borough is a place that works for everyone but this needs to be captured in less prosaic terms. Recognising that 2050 is a journey that starts now, perhaps a strap line for what Basingstoke & Deane wishes to achieve is ‘Community, Culture and Commerce’. The real opportunities for growth lie in these three areas”.*

## Developing the vision

**21.1.7.** A few respondents talked about different ideas or ways of developing the vision, a couple suggested creating a vision for each area and then building up the main vision that way, and another suggested developing a town centre vision. A few respondents mentioned the need to develop an identity or brand for Basingstoke and Deane.



*“Great town centre? You must be joking, I don't know anyone who would agree. Basingstoke town centre today is a lifeless shell. The vision should be to make the town centre the “Wow!” place to be. That means a central part which everyone wants to go to which has both beautiful outdoor areas for sunny days as well as covered areas. What about a waterway through the town centre - it is still there and buried under the concrete?”*



*“We need a vision for Basingstoke's town centre!!! We should ignore how it looks and what it does now and focus on how we want it to be, both in the short and long term. We should also have a vision for each of our villages. Then, we should bring together those visions and build a vision for the borough, in which the villages and town work together!”*



*“The different parts of the town need to have their own identities and visions, so they will have an exciting future and don't just react to what happens in the town centre”.*



*“There is nothing unique or cool about Basingstoke. Despite being a great place to live it's all a bit generic. It needs more individualism in terms of businesses and activities for residents. It needs a bit of a pr overhaul and bringing more individualism to the town will help with that. You have Winchester down the road to compete with. I'd borrow ideas from them. I see you try to do that with the Basingstoke love festival - which is great - but may be better having it earlier in the year when it doesn't clash with so many other events (Winchester hat fair, a multitude of school events etc. etc.)”.*

**21.1.8.** In summary, respondents to this question wanted to see improvements to the town centre, making more of the history of the borough, protecting rural identity, visions for each area and a reconsideration of the leisure park redevelopment.

## 22. Open question responses - Overall draft vision: Horizon 2050

**22.1.1.** Q31. What, if any, overall comments do you have about the draft Horizon 2050 vision?

**22.1.2.** There were 40 comments to this question. These were mainly agreement with the overall vision followed up by some caveats and concerns. Others were not sure how realistic or achievable the vision is.

### Agreement

**22.1.3.** Some respondents expressed general agreement with the vision.



*“Sounds great - good luck achieving it! I must say that Basingstoke is much nicer than I had expected - particularly because I live in Chineham which has woodland as well as good access to the countryside. But none of my friends or family elsewhere in south east England had ever heard anything*

*good said about Basingstoke. As such, the town needs to work on improving its image to the rest of the south east”.*



*“This is a fantastic vision and Basingstoke will certainly become a utopia if it is achieved! I am proud of the council for having such bold vision. I think they have hit the nail on the head when they say the main three challenges will be the ageing population, climate change and new technologies. I hope the council sticks by the vision and I am excited to see how it develops”.*



*“Well done! We are delighted that Basingstoke and Deane is working with residents, local leaders and business owners to shape the vision for 2050. We would love to be involved in shaping this vision as much as possible, so would love to take part in future workshops, if we may”.*

### Caveats and concerns

**22.1.4.** Some respondents followed their agreement up with some caveats or concerns, including future development and town sprawl swallowing up the rural towns and villages.



*“Agree with the vision, but the former rural villages have already been swallowed by Basingstoke expansion. It depends where you are drawing the border of the town - half way to Reading?”*



*“It’s a beautiful vision, but care must be taken to ensure that the ‘vibrant rural towns and villages’ are not consumed by the outward sprawl of the town. Areas like Chineham are already suffering and have lost much of their identity, thanks to overdevelopment. Don’t make this worse in the coming years”.*

### Achievable/realistic

**22.1.5.** Some respondents were concerned with how realistic the vision is, and whether it is achievable, and a couple of respondents wanted to have more information.



*“Lovely idea and lots of lovely words but I don’t have much faith that you will achieve what you are setting out to do, if the council goes ahead with several of the decisions that have been made in the past 3 years”.*



*“I do agree with the vision but I don’t really understand how all of the desired outcomes can be achieved, when so many elements are outside the council’s control”.*



*“There won’t be any green spaces left in 10-20 years’ time, so very unrealistic and idealistic”.*



*“Looks good, making it a reality will be a great challenge - but a worthy one. Try hard to bring together the critical elements for a healthy sustainable life - schools and education, business and entrepreneurship, sports facilities, NHS, housing, transport”.*



*“My [organisation] are supportive of the broad vision for Basingstoke and Deane but would like to see a more detailed action plan. My [organisation] would like to know how the details listed in the*

*vision will be adhered to and applied. My [organisation] would like to see how the rural communities will benefit from the actions set out in the vision and confirmation that resources will be allocated beyond the central area”.*

### Vision wording

**22.1.6.** Some respondents commented about the content of the vision, including perceptions of the town centre and recognising potential changes in technology. Others mentioned the mechanisms for involving residents, implementation and delivery.



*“I think this draft vision goes a long way to planning how the borough will adapt in the future and listens to the views of residents in Basingstoke and Deane. It is an exciting time for the borough with lots happening and I am looking forward to the reputation of the borough improving as a result of the decisions being taken now and in the future”.*



*“The centerpiece of the 2050 vision relies on how Basingstoke town centre will be perceived. Basingstoke town centre has to develop beyond what is in offer by the Festival Place. It has to be welcoming for people to explore what else is in the town centre and surrounding areas without having to take the car to go to places. A vision for this would be someone starting their Saturday arriving at the Town Centre in Festival Place, having a lunch in the Top of the town or other areas, going for a walk on the Leisure Park without having to use their car throughout the day”.*



*“I have expressed my view above. Worthy even if fun of self-evident platitudes. What alarms me is the near total absence of any acknowledgment of the changes that will occur in the next 32 years due to technological change. The report is wholly complacent, to the point of incompetence, on this matter”.*



*“This consultation is a great start and more meaningful engagement in the design process is needed at every stage so that people are truly part of helping to deliver this vision”.*



*“The plans are exciting. It’s great to be able to have a say and be involved”.*

**22.1.7.** The respondents that neither agreed nor disagreed, or disagreed to some extent made comments about the ongoing development of Basingstoke.



*“No thoughts on it, only that I don’t recognise Basingstoke anymore. I always go to Andover town (as do many others where I live) to shop as it as a more community feel. Only go into the town centre to shop about once a year now”.*



*“Most of the people who like me have lived here most of our lives believe we are moving toward a tipping point. We hear More population, More housing, More infrastructure, more of everything etc. But never hear of the More overcrowding, More congestion, More rubbish, More anti-social behaviour, more petty crime, More serious crime, More drugs, More strain on local services, More health and welfare service requirements... As well as of all the environmental impact that goes*

*with it.*

*WHAT THE TOWN NEEDS IS LESS, LESS, LESS NOT MORE....”*



*“Too late. Too many houses and people already spoiling Basingstoke. Green spaces disappearing shops closing and traffic chaos”.*

**22.1.8.** In summary, the comments on the overall draft vision were largely positive. Respondents’ main concerns were about how realistic the achievement of the vision would be.

## 23. Individual email responses analysis

**23.1.1.** There were email responses from four individuals. Each response was focused on a specific vision theme. The themes covered were Environment, Sustainability, Education, and Healthy and resilient communities. There were also comments on the growth of the borough.

**23.1.2.** One individual provided comments on low water pressure in Pamber Health and concerns that it would become worse if there is further housing development in the area (Growth and the vision for Sustainability).

**23.1.3.** Another individual wrote in support of a new form of higher education in North Hampshire, centred on Basingstoke (Education). This respondent also raised concerns about the evolution of health services (hospital and GP) not being addressed within the vision (Healthy and resilient communities with influence).

**23.1.4.** Concern about the sprawl of growth from Basingstoke encroaching on villages was raised by another individual, who was also concerned about the loss of distinction between the town and villages (Growth and the overall vision Horizon 2050).

**23.1.5.** The final individual provided three email responses.

- Their first point related to land use, in particular making multiple uses of land and buildings. This includes growing crops on verges and roofs, generating solar energy from roofs, bridges and roads, and creating green corridors on verges and bridges. This could be conducted on community facilities to reduce the costs of their renewal and maintenance (Environment, Sustainability, Healthy and resilient communities with influence).
- Their second point related to urban and rural planning. They feel that the planning team at the borough council require sufficient resource to strategically plan the borough in the interest of residents. Including provision of more robust guidance on what developers must provide to the advantage of the town and residents in order for the land to be designated for development. They also felt that the vision for the town should be less about corporate retail and regional hubs and more about community enterprises and independent businesses to benefit residents (Growth and the vision for Healthy and resilient communities with influence).
- Their final comment related to the use of the word “rich” to describe the natural environment in the borough. This description has been used in workshops supporting the development of Horizon 2050. The respondent felt that there was not enough evidence to support this statement and that there is no definition of what “rich” means. They felt that even where statistics exist on land designations, there is no guarantee of the quality of the environment within those areas (Environment).

**23.1.6.** In summary, the individual email responses raised similar issues to those provided by the respondents to the individual response form – concerns about growth, the need for infrastructure, support for higher

education, provision of health services, separateness of villages, and the importance of the environment and sustainability.

## 24. Organisation email responses analysis

**24.1.1.** There were email responses from six organisations. They were generally supportive of the idea of creating a vision and expressed a wish to be involved as the vision develops. Two organisations focussed on water and waste water management for new developments, another provided comments related to the borough's heritage, and another focused on rural areas and communities. The other three organisations provided more general comments on the overall vision and points on individual themes.

**24.1.2.** One organisation was excited by the strategic visioning and was particularly supportive of the development of village hubs and creating vibrant rural towns and villages. They wanted to see more clearly how each of the seven key themes of the vision relate to rural areas and communities. They also suggested that rural areas have capacity to accommodate appropriate levels of new housing, employment and tourism/leisure growth and that this sustainable growth should be fostered through plans and policies.

**24.1.3.** Another organisation supported the draft vision but felt that:

- It could be more ambitious and more explicitly focused on Basingstoke and Deane, particularly by showing greater urgency to address environmental issues and make sustainability a priority.
- The link between education, skills and a strong economy should be more explicit.
- The vision could be stronger on enhancing the aspirations and attainment of individuals and communities in education.
- The vision could say more about the health, care and well-being of the individual.

**24.1.4.** Another organisation was 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 right. They 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 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 partner.

**24.1.5.** One organisation felt that the key issue missing from the vision is health facilities.



*"The key issue missing from the draft vision is provision of excellent health facilities for all residents; planning for 2050 must include plans for a healthcare system, and we need to ensure that the NHS plans for Basingstoke are fully integrated into the wider Basingstoke plan, not an afterthought".*

**24.1.6.** They also commented on each of the topics and vision themes.

- **Growth** – support for the provision of infrastructure, new jobs and businesses but concern about inflating population growth through new homes occupied by people from outside the local area that commute elsewhere. Concerned that residents' views are not being taken into account, due to results from the "New Homes for your Area" public consultation in 2011 and the subsequent adoption of the Local Plan with 850 homes per year.

- **The homes we'll live in** – need for specialist housing for elderly and disabled people, along with affordable housing, and high-quality design. Infrastructure delivered hand in hand with development. Avoid development leading to coalescence with surrounding villages, leading to them losing their distinctive identity. Brownfield development preferred whenever possible.
- **Economy and entrepreneurship** – agreement to strengthening the innovation culture and attracting inward investment remaining a priority. Also need to continue to build the skills of the local workforce at the same time as attracting new talent. Attracting high tech and engineering would continue with and expand strengths. Good public transport/walking/cycling links are needed for commuting.
- **Transport** – increased use of electric cars is important. With increasing commuting, it is essential to get greater capacity on trains, with investment in the Woking and Basingstoke flyovers a priority. Improved connectivity with Heathrow is also a priority.
- **Environment** - important to protect and enhance the natural environment, biodiversity and wildlife, and to ensure that principles applied to developers are rigorously adhered to in practice. Advocated benefitting from the environmental and biodiversity expertise of local voluntary organisations in formulating policies and practices in this area.
- **Sustainability** – concerns about sewage works coping with future work and impact on River Loddon. Welcome vision for improvement in water quality. Essential to improve air quality. Wind and solar farms and anaerobic digesters need to be located away from residential areas. Important to have highest levels of sustainability in new housing, businesses and infrastructure.
- **Education** - schools need to be delivering very high academic standards, so that all children get the best possible education. Currently secondary schools are not performing as well as primary schools.
- **Healthy and Resilient Communities with influence** - welcome the references to regeneration, local character and shared ownership for shared spaces. Continued investment in Basingstoke town centre is important, as well as provision of excellent sporting, leisure and recreational facilities – of which the redevelopment of the Leisure Park will be a key factor. Need a stronger recognition of Basingstoke and the wider borough's history and heritage, which would help to build the unique identity of Basingstoke and Deane.

**24.1.7.** Two organisations focused on the sustainability theme and in particular the water element. One recommended expanding the vision to include the aim to achieve greater water efficiency. This is because the borough is “an area of serious water stress” according to the Environment Agency. They suggested that Local Plan policies can play an important role in securing the delivery of new water efficient homes by requiring water efficiency standards to be met in new development.

**24.1.8.** Another organisation also responded in more detail about water and waste water infrastructure for new developments. They highlighted that new development needs to be co-ordinated with the infrastructure it demands and that the capacity of existing infrastructure is taken into account, including any impact that developments may have off site, further down the network. They suggested that water companies will work with developers and local authorities to ensure that any necessary infrastructure reinforcement is delivered ahead of occupation of the development but that it is important not to underestimate the time required to deliver necessary infrastructure. They suggested proposed policy/supporting text to be included in the vision/new Local Plan:



“Where appropriate, planning permission for developments which result in the need for off-site upgrades, will be subject to conditions to ensure the occupation is aligned with the delivery of necessary infrastructure upgrades.”



“The Local Planning Authority will seek to ensure that there is adequate water and wastewater infrastructure to serve all new developments. Developers are encouraged to contact the water/waste water company as early as possible to discuss their development proposals and intended delivery programme to assist with identifying any potential water and wastewater network reinforcement requirements. Where there is a capacity constraint the Local Planning Authority will, where appropriate, apply phasing conditions to any approval to ensure that any necessary infrastructure upgrades are delivered ahead of the occupation of the relevant phase of development.”

**24.1.9.** They also provided comments about SuDS and surface water drainage. Including that it is important to reduce the quantity of surface water entering the wastewater system in order to maximise the capacity for foul sewage to reduce the risk of sewer flooding. SuDS also have the potential to play an important role in helping to ensure the sewerage network has the capacity to cater for population growth and the effects of climate change. SUDS not only help to mitigate flooding, they can also help to:

- o Improve water quality.
- o Provide opportunities for water efficiency.
- o Provide enhanced landscape and visual features.
- o Support wildlife.
- o And provide amenity and recreational benefits.

**24.1.10.** They requested that the following wording be added to the new Local Plan:



*“It is the responsibility of a developer to make proper provision for surface water drainage to ground, water courses or surface water sewer. It must not be allowed to drain to the foul sewer, as this is the major contributor to sewer flooding”.*

**24.1.11.** In summary, the organisation email responses raised similar issues to those provided by the respondents to the response form, although two organisations provided more specialist and in-depth answers for water and waste water. There was further support for recognition for the borough’s history and heritage, as well as the character of rural areas and requests for more to be included about health and healthcare.

## 25. Individual responses - About you and more about you

**25.1.1.** As part of the consultation process, respondents were asked to provide generic details about themselves, such as their age group, gender and ethnicity. These questions were asked to monitor whether responses were received from a wide range of people and if there were any particular issues for any groups.

**25.1.2.** As this was a self-selecting survey, the range of people who responded was mixed, however, other Horizon 2050 engagement activities were carried out with selected samples of the borough population to ensure that there would be a more representative reflection of local people’s views.

- 25.1.3.** Out of the 66 individual respondents, 64 lived within the borough and two lived outside. Out of the 64 respondents living within the borough, 47 had lived in the borough for 10 years or more, whilst 17 had lived in the borough for under 10 years.
- 25.1.4.** 64 respondents provided the first five digits of their postcode (postcode sector) and all but one of these were respondents from Basingstoke and Deane. Some postcode sectors cover large areas and so cannot be matched to individual wards. There were 28 responses from exclusively Basingstoke town postcode sectors/wards and six responses from exclusively non-town postcode sectors/wards. The remaining 28 responses were from postcode sectors that span Basingstoke town and non-town wards.
- 25.1.5.** Out of the 66 respondents, 37 of the respondents were female and 27 were male. 54 respondents did not have their day-to-day activities limited because of a health problem or disability, whilst nine had their activities limited a little.
- 25.1.6.** There was at least one respondent from each of the adult age groups, the 18-34-year-old age group had the largest number of respondents, with 18.
- 25.1.7.** There were 57 respondents whose ethnicity was English/Welsh/Scottish/Northern Irish/British and six came from other ethnic backgrounds.
- 25.1.8.** There were 38 respondents in full time employment and 11 were retired.
- 25.1.9.** Households without children accounted for 37 responses. Households with children accounted for 24 responses. These households could select multiple answers depending on the age of their children, there was a fairly even split across the child age groups.

# Appendices

Response form

# HORIZON 2050

## Public Consultation

This consultation will run from midday on 25th June to 11.59pm on 19th August 2018

Please ensure you send your response to arrive by the closing date using one of the ways listed below under the section 'how to provide your comments'. We cannot guarantee that your response will be received if you do not use one of these methods. Late responses will not be included in the analysis report.

### Background

Horizon 2050 is a plan to secure investment, grow and develop to the best of our abilities. Through the Horizon 2050 initiative, the aim is to set an ambitious and aspirational, shared vision to ensure that residents have high quality homes, jobs and leisure and community facilities for decades to come. This will drive and provide the foundations for far-reaching decisions about the future, setting the direction of the council and its partners' work.

By hosting a wide programme of workshops with residents, local partners, local leaders, and businesses and business owners, it has been possible to gain an understanding of, and agreement on, what the local community wants from the future. Through the detailed research and consultation that has already taken place a draft vision has been developed for the future of Basingstoke and Deane borough to 2050, underpinned by research and evidence.

This consultation is an opportunity for you to give your views on the outcome of this work to date, which is the draft vision for the borough to 2050. By having your say your feedback will inform the development of the final vision, which is due to be adopted by the borough council and its partners in December 2018.

For further information about the draft vision, the Horizon 2050 project and to receive updates on progress visit <https://www.basingstoke.gov.uk/horizon2050>

### How to provide your comments

An independent agency, Ipsos MORI, has been appointed to process responses to this consultation.

You can have your say using this response form. Please write clearly using black or blue ink. Please do not use pencil. Please reply using the Freepost envelope provided, or send your completed response form to the Freepost address below. You do not need a stamp.

#### Horizon 2050 Consultation

**Freepost RTSU-YRJJ-SCRK**

**Ipsos MORI**

**Kings House**

**Kymerley Road**

**Harrow**

**HA1 1PT**

Alternatively, you can email your response directly to Ipsos MORI using the consultation email address [Horizon2050@Ipsos-MORI.com](mailto:Horizon2050@Ipsos-MORI.com) You can also complete an online response form that can be found on the council's online consultation page <https://www.basingstoke.gov.uk/horizon2050>

If you need more space to answer any of the questions, please continue on a separate piece of paper and attach it to this form or email your response to **Horizon2050@Ipsos-MORI.com**

If you have any queries about how to take part in this consultation, please contact the Ipsos MORI consultation helpline at **Horizon2050@Ipsos-MORI.com** or by Freephone: **0800 141 3968**. If you have any other queries, please contact Basingstoke and Deane Borough Council at **01256 844844**. Calls from a landline will be charged at the local rate, although mobile phone charges may vary.

### **Data Protection and GDPR**

Information provided in response to this consultation, including personal information, may be subject to publication or disclosure in accordance with the access to information regimes. These are primarily the Freedom of Information Act 2000 (FOIA), the General Data Protection Regulation 2018 (GDPR) and the Environmental Information Regulations 2004 (EIR).

Basingstoke and Deane Borough Council and Ipsos MORI will process your personal data in accordance with the requirements of the GDPR. Both organisations have a privacy policy which covers what information is collected about you, how long your personal data will be retained, and what your rights are under GDPR. The privacy statement for this work can be found at: **<https://www.basingstoke.gov.uk/horizon2050>**

Ipsos MORI has been appointed to process responses for this consultation and your response will be shared with Basingstoke and Deane Borough Council for the purpose of this consultation.

A summary of responses will be published on the council's online consultation page: **<https://www.basingstoke.gov.uk/horizon2050>**

# About you

**Q1. Are you responding on your own behalf or on behalf of an organisation or group?**

PLEASE ✓ ONE BOX ONLY

- I am providing my own response  
*PLEASE GO TO Q2*
- organisation or group *PLEASE GO TO Q4B*

**Q2. Do you live within the borough of Basingstoke and Deane?**

PLEASE ✓ ONE BOX ONLY

- Yes *PLEASE GO TO Q3, Q4A AND THEN Q6*
- No *PLEASE GO TO Q4A AND THEN Q6*

**Q3. How long have you lived within the borough of Basingstoke and Deane?**

PLEASE ✓ ONE BOX ONLY

- Less than 12 months
- 1 and up to 2 years
- 2 and up to 5 years
- 5 and up to 10 years
- 10 years or more
- Don't know / can't remember

**PLEASE ANSWER Q4A IF YOU ARE PROVIDING YOUR OWN RESPONSE AND THEN GO TO Q6**

**Q4A. It would be helpful if you could provide the first 5 digits of your postcode so that Basingstoke and Deane Borough Council can understand the distribution of responses.**

PLEASE WRITE IN BELOW IN BLOCK CAPITALS

**First 5 digits of postcode:**

**IF YOU ARE RESPONDING ON BEHALF OF AN ORGANISATION OR GROUP, PLEASE ANSWER Q4B, Q5 AND CONTINUE ONTO Q6**

**Q4B. Please provide the name and address of the organisation or group on whose behalf you are submitting this response. The name and details of your organisation or group may appear in the final report.**

PLEASE WRITE IN BELOW IN BLOCK CAPITALS

**Name of organisation / group:**

**Address of organisation / group:**

**Q5. Which of these best describes your group or organisation?**

PLEASE ✓ ONE BOX ONLY

- Local business or business interest group
- Residents' association
- Charity / non-government organisation
- School / college / place of Higher Education
- Local government (e.g. parish council)
- Local community or voluntary group
- Partnership group (e.g. Basingstoke Area Strategic Partnership)
- Other public sector organisation (e.g. NHS)
- Other – PLEASE WRITE IN THE BOX BELOW

**EVERYONE PLEASE ANSWER**

## Planning for the future

The world is constantly changing and this means local authorities and other organisations plan ahead to secure investment and prepare for challenges in the future. As such, Basingstoke Area Strategic Partnership, made up of Basingstoke and Deane Borough Council and its partners, is creating a long-term vision to help ensure the success of the borough in the coming decades.

**Q6. To what extent do you agree or disagree that Basingstoke and Deane Borough Council and its partners should plan ahead to create a long-term vision for the borough of Basingstoke and Deane?**

PLEASE ✓ ONE BOX ONLY

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Tend to agree  | <input type="checkbox"/> Tend to disagree           | <input type="checkbox"/> Don't know        |

## Horizon 2050 vision

Horizon 2050 aims to take an objective, long-term view of the borough's future.

Whilst it's impossible to know exactly what Basingstoke and Deane will look like in 2050, there are three factors that will have a significant bearing on the future of Basingstoke and Deane. These are: supporting a growing and ageing population; adapting to climate change; and embracing technological change.

Work so far has helped determine what the next few decades will hold; what key challenges the borough will face; the areas in which the borough is best positioned to grow; what residents want from this growth; and what the borough could look like by 2050.

In the development of this vision, residents have said that they are positive about future growth, as long as it means that they can benefit from new and improved high-quality services such as GPs, leisure facilities, health facilities and educational establishments.

**Q7. To what extent, if at all, do you agree or disagree that the number of homes, businesses, jobs and supporting infrastructure within the borough should continue to grow to meet the needs of a growing population?**

PLEASE ✓ ONE BOX ONLY

Strongly agree

Neither agree nor disagree

Strongly disagree

Tend to agree

Tend to disagree

Don't know

**Q8. What, if any, comments do you have about future growth in Basingstoke and Deane? Please think about which elements of future growth you most support, which cause you the most concern, what is most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

The following questions relate to each of the individual themes covered by the vision.

## The vision: The homes we'll live in

To meet future demand there is a need to build more homes. These homes will need to suit modern living, growing families, changing work patterns and ageing populations. This means addressing concerns about quality, design, space, affordability, sustainability and the living environment. Infrastructure such as roads, broadband, schools and community facilities will be planned and delivered alongside, if not before, housing developments, ensuring that residents continue to benefit from top-class services and facilities. Building and enhancing a sense of community in new and existing developments alike will have equal importance.

**Q9. Thinking about the homes we'll live in part of the draft Horizon 2050 vision shown above, to what extent, if at all, do you agree or disagree that this is the right vision for Basingstoke and Deane?** PLEASE ✓ ONE BOX ONLY

Strongly agree

Neither agree nor disagree

Strongly disagree

Tend to agree

Tend to disagree

Don't know

**Q10. What, if any, comments do you have about the vision for the homes we'll live in? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Exploring future options for housing

Residents and local businesses have said that they would like new homes to be affordable, sustainable and surrounded by plenty of green space. They assumed that future development would be centred on Basingstoke and that these homes would be built by reusing previously developed land and around Basingstoke town where possible, with greenfield land surrounding the town being used where necessary.

**Q11. What, if any, comments do you have about how and where new homes should be developed?**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## The vision: Economy and entrepreneurship

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 also ensuring that the local workforce is skilled and equipped for the future. This continued economic success will double the size of the economy by 2050 and preserve the borough's strong economic position.

**Q12. Thinking about the economy and entrepreneurship part of the draft Horizon 2050 vision shown above, to what extent, if at all, do you agree or disagree that this is the right vision for Basingstoke and Deane?** PLEASE ✓ ONE BOX ONLY

Strongly agree

Neither agree nor disagree

Strongly disagree

Tend to agree

Tend to disagree

Don't know

**Q13. What, if any, comments do you have about the vision for economy and entrepreneurship? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Exploring future options for the economy

Residents and local businesses have said that a variety of employment and encouraging quality new and diverse jobs to the area is important. Some wanted new, high tech industries and others felt it was more important to attract established businesses. Due to the borough's location, commuting is an inevitable part of borough life, but residents do not want commuting to be the only option for work, nor do they want the borough to become a dormitory area.

**Q14. What, if any, comments do you have about the specific jobs, industries or businesses that the borough should aim to attract?**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## The vision: Transport

To ensure residents can continue to move around freely, a rapid, automated transport system — including a network of cycling and walking routes — will provide a great alternative to car travel. This network will link all communities to the heart of Basingstoke and essential services within the borough, such as the hospital and train station, within 20 minutes. New types of technology to promote electric and hybrid vehicle use should also be encouraged, while improving infrastructure to deliver better connectivity across the borough and outwards — to Heathrow, Reading and beyond.

**Q15. Thinking about the transport part of the draft Horizon 2050 vision shown above, to what extent, if at all, do you agree or disagree that this is the right vision for Basingstoke and Deane?**

PLEASE ✓ ONE BOX ONLY

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Tend to agree  | <input type="checkbox"/> Tend to disagree           | <input type="checkbox"/> Don't know        |

**Q16. What, if any, comments do you have about the vision for transport? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Exploring future options for transport

Resident and local businesses have said that transport links across the borough should be joined up and timely. And as well as cycleways and walkways, it's important to secure faster, regular and more reliable modes of public transport, including local trains. Residents clearly want a viable alternative to travelling by car - rural residents in particular feel this is not currently available.

**Q17. What, if any, comments do you have about how a modern public transport system should work in Basingstoke and Deane?**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## The vision: Environment

Nature is recognised as having its own value and worth, including land, waterways, flora and fauna. In the future, priority habitats will be 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 and involvement.

**Q18. Thinking about the environment part of the draft Horizon 2050 vision shown above, to what extent, if at all, do you agree or disagree that this is the right vision for Basingstoke and Deane?** PLEASE ✓ ONE BOX ONLY

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Tend to agree  | <input type="checkbox"/> Tend to disagree           | <input type="checkbox"/> Don't know        |

**Q19. What, if any, comments do you have about the vision for the environment? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Exploring future options for the environment

Residents and local businesses have said that the greenness of the borough is important. This includes easy access to the countryside, parks and green spaces. They have also said that the natural environment and wildlife should be protected, enhanced, preserved and carefully managed. Alongside increased awareness of the importance of nature through education and business engagement.

**Q20. What, if any, comments do you have on how to balance the growth of the borough with protecting, enhancing and preserving the natural environment and its wildlife?**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## The vision: Sustainability

The borough will work towards a future that is more sustainable, energy and waste efficient as well as self-sufficient. This means reducing the impact on the environment, 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 all the waste we create.

**Q21. Thinking about the sustainability part of the draft Horizon 2050 vision shown above, to what extent, if at all, do you agree or disagree that this is the right vision for Basingstoke and Deane?**

PLEASE ✓ ONE BOX ONLY

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Tend to agree  | <input type="checkbox"/> Tend to disagree           | <input type="checkbox"/> Don't know        |

**Q22. What, if any, comments do you have about the vision for sustainability? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Exploring future options for sustainability

Residents and local businesses have said that environmental sustainability is important and that there is a need to reduce the impact of growth and climate change on the environment through low carbon technology such as wind farms, solar farms or anaerobic digesters.

**Q23. What, if any, comments do you have on whether the necessary low carbon infrastructure (such as windfarms, solar farms, or anaerobic digesters) should be installed in the borough in order for it to become more sustainable?**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## The vision: Education

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 into adulthood. Going further, establishing a new form of higher university-level education will help to bridge the gap within the borough and North Hampshire. And ultimately the attainment, achievement and well-being of young people and students can be improved.

**Q24. Thinking about the education part of the draft Horizon 2050 vision shown above, to what extent, if at all, do you agree or disagree that this is the right vision for Basingstoke and Deane?**

PLEASE ✓ ONE BOX ONLY

Strongly agree

Neither agree nor disagree

Strongly disagree

Tend to agree

Tend to disagree

Don't know

**Q25. What, if any, comments do you have about the vision for education? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Exploring future options for education

Residents and local businesses have said that investment in education and training should be a key focus for the future and that attainment within the borough's secondary schools could be improved. As labour market and business needs change, the skills of residents will also need to adapt accordingly.

**Q26. What, if any, comments do you have on how education and skills provision within the borough should adapt to meet future needs?**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## The vision: Healthy and resilient communities with influence

Regeneration efforts will breathe new life and soul into ageing neighbourhoods without compromising local character. People will be encouraged to take ownership of shared spaces to influence their local area. And the borough will build on its reputation for providing outstanding sports, leisure and recreational facilities for all ages and abilities. Meanwhile, continuing to invest in the town centre, highlighting the different strengths and identities, will ensure Basingstoke remains a vibrant, central hub for the wider South East.

**Q27. Thinking about the healthy and resilient communities with influence part of the draft Horizon 2050 vision shown above, to what extent, if at all, do you agree or disagree that this is the right vision for Basingstoke and Deane?**

PLEASE ✓ ONE BOX ONLY

Strongly agree

Neither agree nor disagree

Strongly disagree

Tend to agree

Tend to disagree

Don't know

**Q28. What, if any, comments do you have about the vision for communities? Please think about which elements of the vision you most support, which cause you most concern, which are the most important to you, and whether you think anything is missing.**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Exploring future options for resilient communities

Residents are positive about living in Basingstoke and Deane but feel that it needs its own unique identity. The borough is known for its great town centre as well as its countryside and rural towns and villages. As such, it is important that Basingstoke's town centre continues to be a central hub and that the character of rural towns and villages are protected.

**Q29. What, if any, comments do you have on how to invest in and develop Basingstoke town centre and rural towns and villages?**

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## Overall draft vision: Horizon 2050

Bringing all this together, the ambition is to make Basingstoke and Deane 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.

New and existing communities, employment, culture and leisure are all part of the story of Basingstoke and Deane's growth – a modern, vibrant and sustainable location that offers exciting business and job opportunities, coupled with a fantastic quality of life.

### Q30. Overall, to what extent do you agree or disagree with the draft vision for Basingstoke and Deane, known as Horizon 2050?

PLEASE ✓ ONE BOX ONLY

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Tend to agree  | <input type="checkbox"/> Tend to disagree           | <input type="checkbox"/> Don't know        |

### Q31. What, if any, overall comments do you have about the draft Horizon 2050 vision?

PLEASE PROVIDE YOUR COMMENTS IN THE BOX BELOW

## More about you

### PLEASE ANSWER Q32 TO Q37 IF YOU ARE PROVIDING YOUR OWN RESPONSE

Basingstoke and Deane Borough Council is committed to improving our services and promoting equality of opportunity for everyone. The answers you give to the questions below will be used to help us to achieve this. It is not compulsory, and for each question there is an option to tick 'Prefer not to say' or you can leave it blank. All responses will be treated in confidence and the information you provide will not be linked to you personally.

#### Q32. Which of the following describes how you think of yourself?

PLEASE ✓ ONE BOX ONLY

- Male  Female  In another way  Prefer not to say

#### Q33. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

PLEASE ✓ ONE BOX ONLY

- Yes, a lot  Yes, a little  No  Prefer not to say

#### Q34. How old are you?

PLEASE ✓ ONE BOX ONLY

- 18-24  45-54  75+  
 25-34  55-64  Prefer not to say  
 35-44  65-74

#### Q35. To which of these ethnic groups do you feel you belong?

PLEASE ✓ ONE BOX ONLY

##### White

- English / Welsh / Scottish / Northern Irish / British  
 Irish  
 Gypsy or Irish Traveller  
 Any other White background

##### Black / African / Caribbean / Black British

- Black  
 African  
 Caribbean  
 Any other Black background

##### Asian / Asian British

- Indian  
 Pakistani  
 Bangladeshi  
 Nepalese  
 Chinese  
 Any other Asian background

##### Mixed / multiple ethnic groups

- White and Black Caribbean  
 White and Black African  
 White and Asian  
 Any other mixed background

##### Other ethnic group

- Arab  
 Any other ethnic group  
 Prefer not to say

**Q36. Which of the following best describes your current work status?**

PLEASE ✓ ONE BOX ONLY

- Employee in full-time job (30 hours or more per week)
- Employee in part-time job (less than 30 hours per week)
- Self-employed – full or part time
- Government-supported training
- Unemployed and available for work
- Wholly retired from work
- Full-time education at school, college or University
- Looking after home/family
- Permanently sick/disabled
- Doing something else
- Prefer not to say

**Q37. Are there any children under the age of 16 living in the household?**

PLEASE ✓ ALL THAT APPLY

- Yes – aged 0-4
- Yes – aged 5-8
- Yes – aged 9-11
- Yes – aged 12-15
- No children under 16
- Prefer not to say

Thank you for taking part in the consultation -

please return your completed response form in the envelope provided to the following address:

**Horizon 2050 Consultation  
Freepost RTSU-YRJJ-SCRK  
Ipsos MORI  
Kings House  
Kymberley Road  
Harrow  
HA1 1PT**



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