

Horizon 2050 Research and Engagement

Summary of Findings

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Executive Summary

Introduction

This document presents the suite of research and engagement activities undertaken in preparation of the Horizon 2050 vision. Many of the research and engagement activities were led Ipsos MORI, an independent research company, whilst other activities were led by Basingstoke and Deane Borough Council.

The insights gathered from this research and engagement process have been used to develop the vision text. The research and engagement activities can be broken down into four phases:

- Developing scenarios based on relevant future trends
- Gathering feedback on the scenarios
- Thinking through the strategic implications
- Developing and testing the emerging vision

Methodology

Qualitative and quantitative research methods were used during the Horizon 2050 project, namely workshops, meetings, a consultation questionnaire and a telephone sample survey.

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

The meetings that took place with existing interest groups utilised their membership, so in these cases the attendees were self-selecting. Attendees invited to officer workshops and expert interviews were chosen based on their expertise in particular topic areas

The consultation questionnaire was both a qualitative and quantitative exercise. Closed quantitative questions were asked to measure agreement/disagreement with the vision text but these were followed up with open text boxes to gather individual views. The consultation was open to all residents and organisations and so the respondents were self-selecting.

The quantitative survey was a telephone same survey of 1,100 residents in the borough to provide opinions from a statistically robust sample that represents the view of the entire borough. The respondents to this survey were selected using random digit dialling and quotas were set for gender, ages and employment status. Residents from all wards in the borough were interviewed.

Contribution to the Horizon 2050 vision

Each individual research and engagement activity contributed to the wording shown in the Horizon 2050 vision and the high level contribution of each phase is shown in Table 1. More detail about the contribution of each individual activity is available in Table 3 and throughout this research and engagement report.

Table 1: Summary contribution of each research and engagement activity to the Horizon 2050 vision

Phase	Activity	Contribution
Developing scenarios based on relevant future trends	Macro trends desk research	Informed the development of four scenarios of what the borough could be like in 2050
	Officer scenario development workshop	
Gathering feedback on the scenarios	Resident workshops	Provided a platform to test opinions on the four scenarios and develop priorities for the future of the borough
Thinking through the strategic implications	Advisory group	Provided the opportunity to think about what residents thought of future scenarios and how the vision should develop based on their priorities and aspirations for the borough, alongside local knowledge and expertise
	Officer strategic implications workshop	
	Land and property group	
Developing and testing the emerging vision	Young people and resident workshops	The first stage of this phase offered the chance find out more detail from residents, businesses and local organisations on their priorities for the future and to gather their feedback on early wording of the vision text
	Basingstoke and Deane Area Strategic Partnership workshop	
	Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) event	The second stage of this phase was to test the draft vision text in order to inform final alterations to the vision
	Environment workshop	
	Staff workshop	

	Low carbon workshop	
	Environment workshop	
	Business workshop	
	Public consultation	
	Telephone sample survey	

Introduction

This document presents the suite of qualitative and quantitative research and engagement activities undertaken by Basingstoke and Deane Borough Council and its partners in preparation of the Horizon 2050 vision. The research began in March 2017 and culminated in a public consultation and telephone sample survey during the summer of 2018.

Many of the research and engagement activities were led Ipsos MORI, an independent research company that carried out these activities on behalf of the Horizon 2050 project. The following sections present the methods and findings from various meetings and events and these summaries have been produced by Ipsos MORI and Basingstoke and Deane Borough Council. The research and engagement activities undertaken through the Horizon 2050 project have taken place in stages, represented in the following diagram.

Figure 1: Research and engagement activities phased approach



The individual meetings and activities that took place under each phase of the research and engagement are listed below and presented on the following pages. The public consultation and telephone sample survey findings are presented in separate reports.

Developing scenarios based on relevant future trends

- Macro trends desk research March 2017
- Macro trends expert interviews April 2017
- Officer scenario development workshop 25 May 2017

Gathering feedback on the scenarios

- Resident workshops 1 July 2017 and 8 July 2017

Thinking through the strategic implications

- Advisory group 25 July 2017
- Officer strategic implications workshop 30 August 2017
- Land and property group 20 November 2017

Developing and testing the emerging vision

- Resident workshops 20 September 2017 and 21 September 2017
- Young people workshop 14 September 2017
- Basingstoke and Deane Area Strategic Partnership workshop 2 October 2017
- Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) event 17 October 2017
- Environment workshop 7 December 2017
- Staff workshop 27 April 2018
- Low carbon workshop 16 May 2018
- Environment workshop 16 May 2018
- Business workshop 12 June 2018
- Public consultation 25 June to 24 September 2018
- Telephone sample survey 16 August to 1 September 2018

The insights gathered from this research and engagement process have been used to develop the vision text. In future, this evidence base will also be used to develop more detailed steps of how the vision can be achieved in the period from now until 2050.

In addition to the events specifically outlined in this report, the Horizon 2050 project was also present on agendas at a number of local meetings and groups, including a members briefing, the Loddon Catchment Partnership, Centre Management Forum, Inter Faith Forum, and the Over 55s Forum. In addition to the public consultation, any individual or organisation has been able to submit their thoughts and ideas on what the ambitions and priorities should be for Basingstoke and Deane in 2050 through a form on the council's website. To date there have been 3 thoughts submitted and these have all supported the findings of the other research and engagement activities.

The Horizon 2050 project team would like to thank all the residents, organisations and individuals that took part in the Horizon 2050 research and engagement process. The project team would also like to thank colleagues at Ipsos MORI for their time, expertise and support during the project.

Methodology

Qualitative and quantitative research methods were used during the Horizon 2050 project and the method and sample type used for each activity is shown in Table 2.

Table 2: Methodology and sample type for each research and engagement activity

Phase	Activity	Led by	Method	Sample type
Developing scenarios based on relevant future trends	Macro trends desk research	Ipsos MORI	Desk research	N/A
	Macro trends expert interviews	Ipsos MORI	Interview	Self-selecting
	Officer scenario development workshop	Ipsos MORI	Workshop	Self-selecting
Gathering feedback on the scenarios	Resident workshops	Ipsos MORI	Workshop	Representative
Thinking through the strategic implications	Advisory group	Ipsos MORI	Meeting	Self-selecting
	Officer strategic implications workshop	Ipsos MORI	Workshop	Self-selecting
	Land and property group	BDBC	Meeting	Self-selecting
Developing and testing the emerging vision	Resident workshops	Ipsos MORI	Workshop	Representative
	Young people workshop	Ipsos MORI	Workshop	Representative
	Basingstoke and Deane Area Strategic Partnership workshop	Ipsos MORI/ BDBC	Workshop	Self-selecting
	Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) event	Ipsos MORI/BDBC	Workshop	Self-selecting
	Environment workshop	BDBC	Workshop	Self-selecting
	Staff workshop	BDBC	Workshop	Self-selecting

	Low carbon workshop	BDBC	Workshop	Self-selecting
	Environment workshop	BDBC	Workshop	Self-selecting
	Business workshop	Ipsos MORI	Workshop	Self-selecting
	Public consultation	Ipsos MORI	Survey	Self-selecting
	Telephone sample survey	Ipsos MORI	Survey	Representative

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

The meetings that took place with existing groups utilised their membership, so in these cases the attendees were self-selecting. Attendees invited to officer workshops and expert interviews were chosen based on their expertise in particular topic areas.

The consultation questionnaire was both a qualitative and quantitative exercise. Closed quantitative questions were asked to measure agreement/disagreement with the vision text but these were followed up with open text boxes to gather individual views. The consultation was open to all residents and organisations and so the respondents were self-selecting.

The quantitative survey was a telephone sample survey of 1,100 residents in the borough to provide opinions from a statistically robust sample. The respondents to this survey were selected using random digit dialling and quotas were set for gender, ages and employment status. Residents from all wards in the borough were interviewed.

Contribution to the Horizon 2050 vision

Each of the research and engagement activities contributed to the development of the final vision and a summary of their input is listed in Table 3.

Table 3: Detailed contribution of each research and engagement activity to the Horizon 2050 vision

Phase	Activity	Contribution
Developing scenarios based on relevant future trends	Macro trends desk research	- Produced the megatrends that will shape the borough in the period leading up to 2050 – technological change; ageing population; and climate change and sustainability - Focussed in on six overlapping policy themes – transport; work patterns and jobs; wellbeing, health and lifestyle; housing and infrastructure; sustainability and environment; and democracy and governance - Generated initial ideas for discussion - Informed the scenarios that Ipsos MORI went on to develop for resident workshops
	Officer scenario development workshop	- Provided in-depth officer opinions on six overlapping policy themes – transport; work patterns and jobs; wellbeing, health and lifestyle; housing and infrastructure; sustainability and environment; and democracy and governance - Further informed the scenarios that Ipsos MORI went on to develop for resident workshops
Gathering feedback on the scenarios	Resident workshops	- Provided in-depth resident opinions on positives, negatives and uniqueness of the borough - Resident opinions and priorities on the future of transport; employment and work patterns; housing and infrastructure; environment and sustainability; and culture and community - Resident perceptions of the four scenarios - Residents felt it was important that the future of the borough – offered something for everyone; covered the urban and rural areas; reflected a blend of the scenarios, with sustainability seen as an important underlying feature to economic growth, fast growth or community focused growth - Helped to formulate the vision text
Thinking through the strategic implications	Advisory group	- Create USPs that the borough can become known for - Be bold when developing the vision - Consider the creation of a business hub that is integrated within existing areas - Continue to think about the inclusion of higher education and attracting graduates - Helped to formulate the vision text
	Officer strategic implications workshop	- Informed the content of the workshops with residents and young people - Helped to formulate the vision text

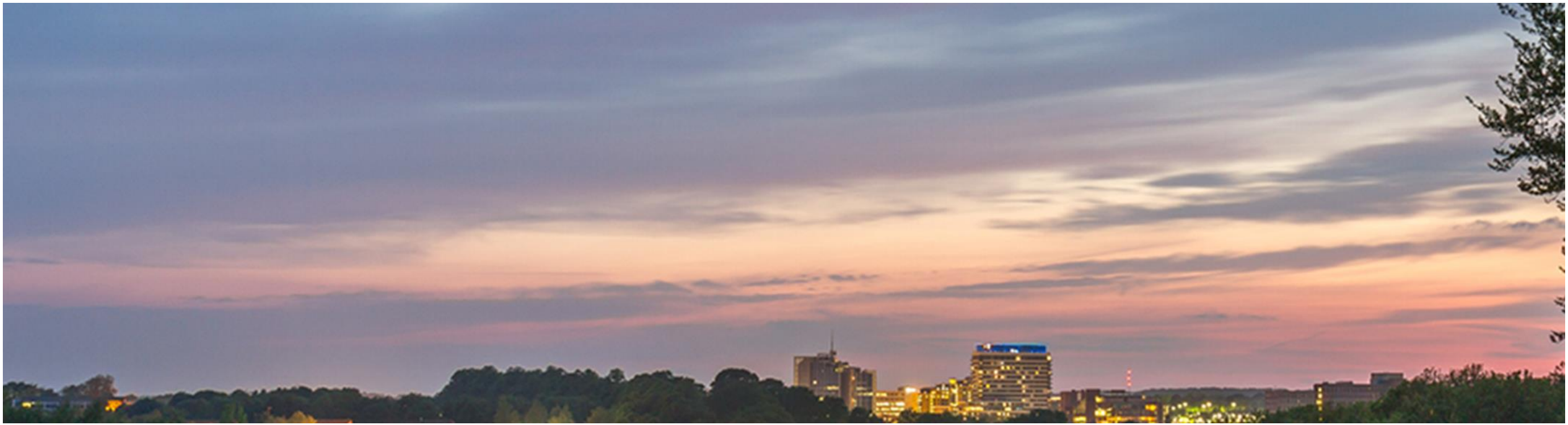
	Land and property group	• Continue to plan for a business workshop, sending invitations well in advance • Consider the potential to focus on high tech industry • Consider focussing on the borough's strengths in employment sectors • Consider making more of the history of Basingstoke town and the whole borough • Helped to formulate the vision text
Developing and testing the emerging vision	Young people and resident workshops	• Provided in-depth resident opinions on positives, negatives and uniqueness of the borough • Resident priorities for the future – where housing should be built; transport improvements; stimulating economic growth; higher education; leisure, culture and shopping facilities; and the town's heritage • Resident perceptions on some initial draft vision statements • Residents said that - growth is inevitable and for many, positive; housing should be built on brownfield land first; existing road and bus networks should be improved (urban residents), as well as building a new public transport system (rural residents); they struggled with how to best encourage a thriving future economy; their preference was for specialist separate universities; they wanted to encourage independent businesses, shops, restaurants and bars to create more culture in Basingstoke town • Residents felt that the draft vision statements they were shown were positive, but that they could be bolder • Residents liked the emphasis placed on community and being people-orientated within the vision statements • Helped to formulate the vision text
	Basingstoke and Deane Area Strategic Partnership workshop	• Provided local organisation opinions on key vision areas – growth, education, transport, economy and jobs, and the town centre • Provided local organisation opinions on key infrastructure requirements and when they need to be delivered (transport infrastructure and connectivity, health, employment, Basingstoke town centre, leisure, education, and supporting infrastructure) • BASP attendees felt that community was important; infrastructure should be delivered up front; transport provision should include walking, cycling and public transport; housing should be built to a high quality; housing and transport must be sustainable and energy efficient; and planning must start well in advance • Helped to formulate the vision text
	Royal Society for the encouragement of Arts, Manufacture	• Provided local organisation and individual opinions on potential ideas for the future of the borough • Attendees thought that - low carbon and environmental futures were important and that an environmental hub could be created; that the town centre could be re-focussed for cultural uses; that there could be a high tech/innovation hub; public transport could be driven by data; the town could become

	es and Commerce (RSA) event	known for leisure (perhaps a theme park); and town centre car parks could be transformed into brownfield sites Helped to formulate the vision text
	Environment workshop	- Initial focused engagement with local environmental groups and organisations - Recommended that the environment is a core, underlying part of the Horizon 2050 vision - Suggested that the definitions for various environmental and sustainable elements are clearly defined so that they can be successfully measure in future - Suggested that the vision should be based on local level data about natural ecology - Suggested a need to identify priority habitats for restoration - Identified the importance of corridors for connecting wildlife across the borough and beyond - Recommended that Horizon 2050 takes account of the natural environment, including air quality, environmental stress, water management, waste management, the health and wellbeing benefits of green open space, and climate change - Suggested that working with businesses, schools, children and young people is important for promoting environmental issues and planning for the future - Helped to formulate the vision text for the environment and sustainability themes
	Staff workshop	- Engagement with staff that had not previously been involved - Suggested that the rural areas are not forgotten during the development of the vision - Important that existing areas benefit as the borough grows – through regeneration and investment - Recognised that the borough's key attributes are its strong communities, social fabric and social networks - Identified the need to use jargon free language - Suggested that the draft vision included too many words and elements and so it needed to be a simpler, shorter document, with more detail behind it - Suggested that the vision was too aspirational and bold - Identified the need for a new/improved hospital - Helped to formulate the vision text
	Low carbon workshop	- Focused engagement with local low carbon groups and organisations - Suggested that the borough should aim to be exemplary or the most energy efficient borough - Suggested building new developments to sustainable standards and developing a local standard - Helped to formulate the vision text for the sustainability theme
	Environment workshop	- Second focused engagement with local environmental groups and organisations - Suggested some principles for the environment and sustainability

		• Recommended splitting the steps for the environment and sustainability • The vision should recognise the intrinsic value of nature in its own right, not link it to economic growth and investment • Helped to formulate the vision text for the environment
	Business workshop	• Engagement with local businesses and organisations • Suggested attracting graduates by improving the night time economy and art and culture • Suggested focussing on specific business sectors – possibly high tech, sustainability and green investment, distribution, creative industries or healthcare • Scope to forge links between businesses, secondary schools and potential new higher education facility • Highlighted the absence of diversity and inclusion in the vision • Suggested that all the vision themes are linked and that these links should be made clearer • Thought that including doubling the size of the economy within the vision was difficult to comprehend • Suggested an emphasis on re-skilling and skilled people • Suggested that the transport system should be efficient, affordable and accessible for all • Suggested removing reference to Reading in the transport vision, and replacing it with national and international connections • Recommended splitting the healthy and resilient communities with influence vision so that art and culture, civic pride and a sense of place are included. This could be achieved through creating a distinction between people (e.g. healthy and resilient) and communities (civic pride and a sense of place) • Suggested the inclusion of health, wellbeing, mental health and social care • Suggested that the vision should focus on healthy and sporty people rather than facilities • Opinions were divided on whether ownership of shared spaces was a positive or negative aspect • The participants wanted the vision to be bolder and for Basingstoke and Deane to be known for something specific, such as a particular industry or type of transport • Helped to finalise the vision text
	Public consultation	• Provided a measure of agreement/disagreement with the draft vision text • Suggested various changes and additions to the draft vision text • Provided support for splitting the vision for healthy and resilient communities with influence • Helped to finalise the vision text
	Telephone sample survey	• Provided views from a statistically valid sample • Identified areas of priority for inclusion in the vision text • Suggested what residents would like the borough to be known for in 2050 • Helped to finalise the vision text

Developing scenarios based on relevant future trends

Desk research March 2017 and Expert interviews April 2017



Basingstoke and Deane Borough Council

Horizon 2050

Macro trends desk research

June 2017



Ipsos MORI
Social Research Institute

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Approach

This evidence review is based on desk research and 6 expert interviews exploring the future of:

- Technology and data (2 interviews)
 - Transport (2 interviews)
 - Infrastructure, housing and planning (1 interview)
 - Demography (1 interview)
-
- It has been designed to help generate ideas for discussion and feed into the scenario development stage of the Horizon 2050 project, engaging residents and wider stakeholders to develop a shared longer term vision for the borough.

Key future trends

Predicting the future is uncertain, and it is impossible to know what Basingstoke and Deane will look like in 2050. The future will be shaped by contextual factors (including generational, political, economic and cultural elements) and unpredictable disruptors such as the printing press or social media.

However, the desk research and expert interviews conducted as part of this work have found that the three trends explored below – technological change, changes in demography (including an ageing population), climate change and the need for sustainability – have particular relevance for the future of Basingstoke and Deane. These factors have also been identified by Ipsos MORI as some of the megatrends shaping the world in its [Global Trends Survey 2017](#).

Technological change

- Miniaturisation of digital devices has been a key trend over the past 20 years. Devices are unlikely to become smaller, but the advent of wearable devices will make access to information even more readily available.
- The pace of data production will continue to accelerate, opening up possibilities for data aggregation and sharing on a massive scale. This will continue to throw up important ethical questions about privacy, data access and ownership.
- Artificial Intelligence (AI) and machine learning will be able to predict future trends and individual needs, potentially replacing humans in certain employment roles, while simultaneously creating new forms of work.
- Robotics including driverless cars will also affect daily interactions.

Key future trends

Ageing

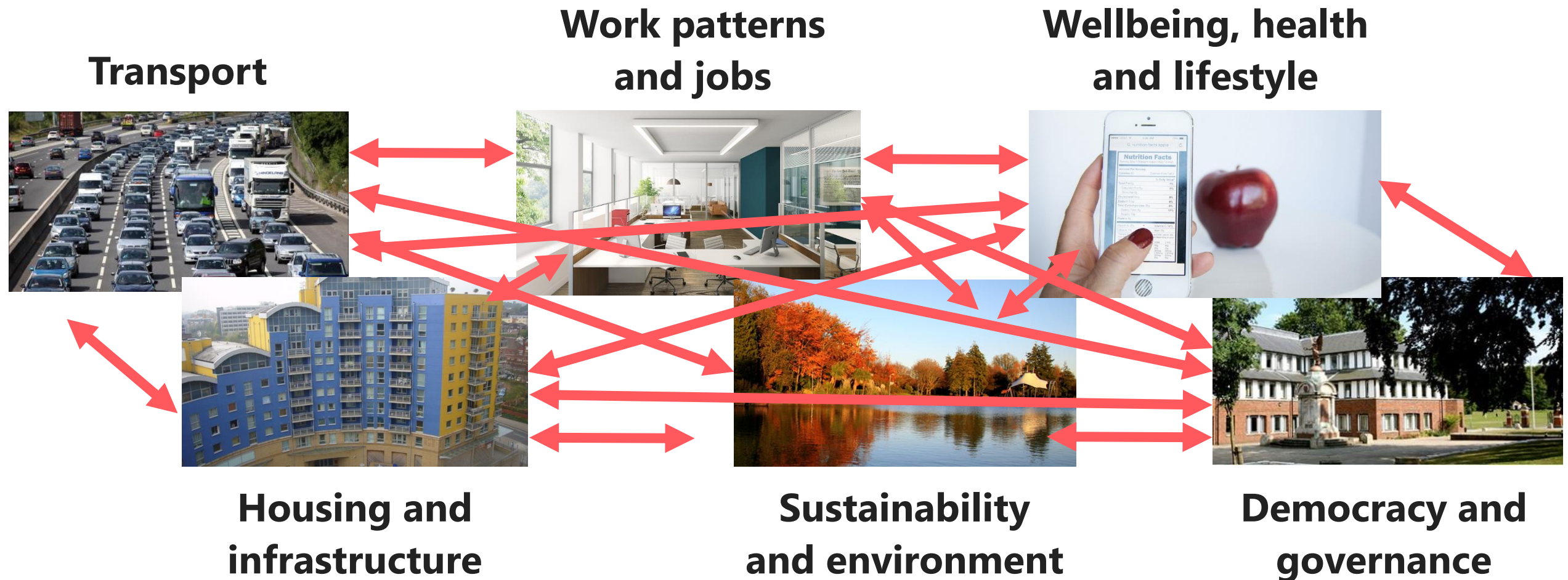
- The global population of older people is set to rapidly increase as people live longer and fertility rates decline.
- In the UK, estimates suggest the population of people aged over 65 will have [doubled by 2050](#) to reach around 19 million people (one in four of the population).
- This will have implications for public services, infrastructure and the built environment as well as communities and culture.
- Relations between generations are likely to be shaped by the changing numbers of people within each demographic group.

Climate change and sustainability

- Climate change will continue to result in extreme weather conditions, higher sea levels, and more intense heat waves across the world.
- In the UK, this is likely to mean temperature rises (particularly in the South) and increased risks of flooding.
- A rising global population will stretch resources as demand for finite materials like oil and copper increases.
- A larger population will also need to be fed – the [UN estimates that food production will rise by 60%](#) on average for a population of 9 billion people. This will have implications for how land, particularly agricultural land, is used.

We've focused on six overlapping policy themes

To explore the possible impact of each of these megatrends, we have focused on six overlapping policy themes, drawing out some of the changes that could be seen by 2050.



Transport

Over the next few decades, transport will need to evolve to meet the needs of new working patterns, rising urbanisation and overcrowded transport systems. Unsurprisingly, technology will play a large part in how transport evolves to ensure more effective transportation. For example, the creation of automated vehicles or “driverless cars”, could allow commuters to work whilst driving, the continued roll out of smart ticketing could allow commuters to find better routes making it easier and more effective to travel by train, and the increase in travelling methods such as car-sharing could reduce the number of cars on the road.

Better use of space

- Meeting the phenomena of “[peak car](#)”, may result in **the use of low airspace** which is currently unused except for the minor usage of drones (e.g. for Amazon packages). This could help reduce congestion on the roads, provide alternative modes of transport and allow for longer distances in commutes. The taxi service Uber are currently looking into the creation of small electric aircraft to replace car taxi travel.
- With increasing numbers of people moving to cities, greater demand will be placed on transport infrastructure, demanding further investment in public transport. **Shared modes of transport** including trains, buses and car-sharing will help to make the most of available road space, reducing emissions and travel time.
- **Smart ticketing and digital apps** are already helping residents to navigate cities through public or shared transport including linking transport fares to peak travel times.
- **Smart motorways** that react to congestion by increasing or decreasing the capacity of lanes can also help maximise the use of space in response to the number of drivers on the road.
- **Driverless cars** could be placed closer together on roads, increasing the utilisation of space [by up to 1.4 times current capacity](#) if all the vehicles on a road were automated and connected to one another. This could reduce the need for road space.

Transport

Faster travel

- New technologies have the potential to get individuals to destinations faster by increasing the efficiency of their journey – saving people time and reducing carbon emissions. Advanced traffic information could help **detect congestion and bottlenecks**, using real-time data from drivers' smart phones to direct others to the fastest route. Satnavs, smart phones and [digital parking spaces](#) could direct drivers to the nearest parking space, reducing the congestion caused by people circling to find a spot.
- [Hyperloops](#) – where “pods” replace cars that can travel at faster rates within a “loop” in and around a city – could also reduce travel times due to less friction, while simultaneously using less power.
- [Driverless cars](#) could allow travellers to make better use of their time by allowing commuters to travel long distances without driving themselves, in the comfort of their personal vehicle. For example, people could work within these pods, even holding meetings, or catching up with friends. This could provide an alternative mode of transport to the **overcrowded tube and train systems**.

Vehicle safety

- As cities become more crowded, one major issue is ensuring greater **public safety**. Estimates suggest that human behaviour contributes to [90% of road accidents](#). Automated cars, with the right programming, can reduce the risk for human error (such as distractions or misjudgements of other road users) thus increasing road safety.
- Driverless cars can also provide independent transport for those unable to drive (including some older or disabled people or even children) increasing their mobility and independence.

Transport



Driverless cars open up opportunities for elderly and disabled people. I would much rather a driverless car pick up an elderly relative to go grocery shopping than they drive themselves.



We have seen a drop in the average mileage per car. Before it was 12,000 miles travelled, and today's rate is more like 7,000 – 8,000 miles.



In previous generations, car ownership was a status symbol. However today, what with the economy, admin and the time taken to maintain it, this has seen a cultural shift. Now with apps, it is even easier to navigate anywhere without owning a car.



There may be a shift towards a sharing economy where you rent space on these vehicles. Instead of buying transport, you'll buy access to transport.

Housing and infrastructure

Future housing and infrastructure decisions will need to balance growth with quality and sustainability to meet the rising demand for homes as the population rises. New technologies will bring opportunities for greater energy efficiency and home adaptations to meet residents' needs. While transformations in the housing market are likely to continue with increasing numbers of renters, lower levels of home ownership, and changes to shared living arrangements such as adults continuing to live with their parents for longer.

The housing market

- In the **medium-long term, the trend of property price inflation is expected to continue** - [PwC expects a 5-6% growth](#) on average per annum to 2020 driven by persistent shortages in the supply of housing. This price rise is higher than average wage increases and will have implications for who is able to buy property.
- One of the most important long-term implications of this has been the **significant drop in home ownership among young adults**. The Millennial generation (currently aged 22-37) are far [less likely to own a home in their mid-late 20s](#) compared to the previous generation and are therefore unlikely to ever own property at the same rates as older generations – even as they age. Depending on external influences in the housing market, this is a trend that is also likely to be true for future generations of young people.
- In 2050, this generational divide in private ownership could be an important facet of the housing market. This is likely to result in continued growth in the private rental sector, with implications for the kinds of homes that need to be built and the financial security and wealth of renters in the long-term.
- Shared living arrangements may also become more common, with multiple generations living in the same home. We are already seeing a rise in young people living at home for longer – in 2014, [31% of UK Millennials lived with their parents](#).

Housing and infrastructure

Designing homes for the future

- The ageing population will lead to an increasing need **for housing designed for older people** - both for practical reasons and as an attempt to free-up larger housing for younger families who need more housing space. This may mean building step free homes with easy access to local transport and public services. Houses may be built with future adaptation in mind, allowing living spaces to change with residents without the need for costly building work.
- There has been a low growth rate of robots in the home to date, but the development of low-cost, safe robotic arms and 3D sensors mean start-ups around the world have begun developing AI-based robots for the home. The introduction of these types of robots are predicted around 2040 and may significantly impact home-life by automating tasks such as cooking and cleaning, releasing people's time for leisure and employment.

Use of space

- Technology may lead to new ways **of delivering services and freeing up buildings**. We are already witnessing a growth in online shopping and home working, freeing up space in town centres and high streets as traditional shops and offices close. Retail spaces may be replaced with cultural and leisure spaces, or there may be greater flexibility in the use of urban space with different buildings used for different purposes throughout the year.
- Improved data mining may also shape the **architecture of cities**. There are already examples of banks choosing their physical presence based on the commuting journeys of customer groups.

Public safety

- Devices within buildings and infrastructure combined with improved communication and data sharing between these devices and residents of cities, could allow for precise fire detection and demand response within seconds. Currently, data from surveillance devices is used more frequently to help solve crimes rather than prevent them. Development of machine learning could result in predictive policing tools playing a greater role in improving safety in urban areas.

Housing and infrastructure



80% of all the assets in the British economy will be the price of housing and the land on which you stand. This produces terrible problems for affordable housing, as rent and house prices grow faster than incomes.



Investment in housing doesn't meet the needs of society and is profoundly unsustainable. Local authorities are realising that there is a housing problem.



Towns need a variety of houses. In my time as a planner, we tried to build a different range of houses so that people could have a choice of where to live.



The market is not producing what we need – at all our different income levels.

Work patterns and employment

Looking back over the last ten years, the workplace has changed in dramatic ways. For example, whole jobs and sectors are now devoted to social media monitoring, workers are “job-hopping” as opposed to staying within the same company for the majority of their career, and email is an integral part of office lifestyles. Considering how quickly these changes came about, looking ahead to 2050 is likely to see further dramatic changes to the workplace.

Changing sectors and roles

- A [University of Oxford report](#) predicts that by 2050, we'll have **lost almost 50% of the workforce** to artificial intelligence (AI). Some of the sectors most susceptible to upheaval are predicted to be within manual labour jobs, transportation and logistics due to the introduction of automated vehicles.
- AI may also replace the most routine aspects of work – with suggestions that [60% of all jobs involve activities](#) that can be automated. This may change the types of work people do, for example reducing the number of administrative and clerical roles.
- However, new technology doesn't always mean the loss of jobs. Roles in how to use, manage and adapt technology, as well as continued evolution of technological capability, are likely to create new positions and sectors for the future workforce. For example, [Facebook now employs thousands of people to](#) monitor social media posts for inappropriate and offensive content. Likewise, the growing role of big data across the economy and throughout public services is likely to create new roles in data analysis, statistics and data management.

Work patterns and employment

New ways of working

- In the last 25 years, a quarter of companies have reduced the number of **layers of management**, creating a workplace that is flatter and more grid-like in hierarchy. This is being dubbed as the “[corporate lattice](#)”, as opposed to the traditional “corporate ladder.” One reason for this is because people are employed more for their skill set, than for their management level. In this environment, skills and keeping ahead of what is needed in the workplace, will become more crucial throughout the next few decades.
- With the fast moving nature of technological advances, [Innovate UK](#) also predicts that the future workplace will become “the survival of the most adaptable”. This could mean the end of a “job for life” with employees continually learning new skills on the job, or returning to education, to keep up with changes throughout their career.
- As well as flatter hierarchies, skills-based work has increased the percentage of people becoming [freelancers](#). This will have an affect on working patterns (such as an increase in flexible working), and is likely to change the workplace as employers may no longer think in terms of employees, but in terms of specialisms. The questions will be “what do I need, and for how long do I need it?” In this case, the workplace is more likely to desire someone up to date with today’s skills and who is both creative and adaptable in their working behaviour.
- Greater efficiency of AI in certain jobs could also lead to lower costs of goods and services, or changes to the way people work. Devices that use the Internet have already become a crucial part of social interaction, and are likely to **take a more defining role in both education and employment**. This may increase the efficiency of working, encourage regular working from home, greater flexibility in where and how people work, and different school hours and curriculums.
- With people living longer, and with generations today being less well off than previous generations, today’s generation is likely to **stay working much later** in life in order to keep afloat in older age. Additionally, we’re likely to see further advancements in medical treatments to allow us to live longer and healthier lives, which again means longer working lives.

Work patterns and employment



When the invention of teleconferencing and working from home came about, we thought transport patterns would change and people would stay at home more. However, what we've seen is that people have moved even further away from work, and have actually made up the mileage that they would have done without the new advances.



Technological automation has actually created more jobs than it has destroyed.



Work will change – in terms of pay and productivity. Firms that are not on the cutting edge of things will struggle, while companies that are more creative and daring are more likely to go forward.



The internet is becoming more important in the way everything works. In some parts, people can work at home or near home even if their employer is miles away.

Sustainability and environment

As the population grows, more people will move to urban environments. This will result in increasing density of places and growing environmental pressures as buildings and roads replace green spaces. Cities already tend to be warmer than neighbouring rural areas, increasing energy demands, air conditioning costs, air pollution and heat-related illnesses. Climate change will also mean that both cities and rural areas need to develop in new ways, building resilience to adverse weather conditions and developing sustainable infrastructure to reduce their carbon footprint. In the UK, projections suggest that all regions will become warmer as a result of climate change – particularly in parts of Southern England that could see [rises of 4.9°C by the 2080s](#).

Designing future cities

- [Green infrastructure](#) - such as living walls, rain gardens, and community gardens – can help **manage localised surface water run off**, reducing the risk of flooding. Fitting green spaces into densely populated areas by using walls, roofs and roads can also improve air quality, cool urban heat, and provide ecological habitats within a city. For example, placing bee hives on rooftops of businesses helps support the bee population encouraging pollination of plant life.
- Maximising the use of space by **increasing the density of buildings** – as in '[vertical cities](#)' - and planning infrastructure sustainably can make the environment work for a city's needs. For example, building wind tunnels to cool buildings in order to reduce energy consumption through air conditioning, or designing compact cities with elevated walk and cycle ways to reduce emissions by limiting the distances travelled in cars.
- Designing sustainable buildings can likewise reduce carbon emissions by limiting energy usage such as through better insulation or producing their own renewable energy.

Sustainability and environment

Investing in green energy

- Renewable energy sources including [solar and wind power](#) can fuel the energy needs of a region without increasing carbon emissions and the knock-on effects of air pollution and environmental degradation. While providing the infrastructure for residents and businesses to recycle can also increase sustainability, repairing and remaking materials instead of producing more waste.
- Replacing out-dated infrastructure with energy efficient devices can reduce the carbon footprint of a place. For example, traditional [sodium light bulbs typically consume 40% of a city's electricity costs](#). Replacing these with LED lights reduces the energy consumption and cost of lighting the streets.

Reducing consumption

- [Smart cities](#) may use technology including sensors to make more **efficient use of resources**. For example:
 - Monitoring traffic and parking spaces to direct drivers to their fastest route thus reducing emissions by limiting time on the road.
 - Tracking weather patterns, water consumption and leaking pipes to reduce water wastage and [manage a city's local water needs](#).
- Technologies such as smart metering also provides the opportunity to **'nudge' residents and decision makers** towards sustainable behaviours by:
 - Raising awareness of household or business energy use through smart meters or carbon dashboards to encourage people to limit their consumption.
 - Tracking data on air quality or carbon emissions to highlight when and where targets may be breached and encourage preventative action.
- **Networked systems** also have the potential to reduce energy consumption and costs, as well as providing wider benefits to a city by integrating data from multiple sources.
 - For example, networked street lights allow operators to adapt light levels based on conditions and accurately meter electricity usage, in addition to acting as a 'smart city platform' such as hosting Wi-Fi networks, electric vehicle charging or sensors to monitor air quality or weather.

Sustainability and environment



There will be a big disruption in the energy system in around 40 years or so. We'll see more of a push to a decentralised system, a more carbon friendly system.



No one is really paying much attention to global warming. Air quality is poor but no one is paying much attention to it. This is due to our dependence on car travel and making cities work.



You'll get more local level energy. In Greenwich they use the nearby river to power their energy. Local towns have the ability to do that. You can use it to power schools and hospitals.

Wellbeing, health and lifestyle

Changing demographics are already having an impact on the services and infrastructure needed to support residents' wellbeing and healthy lifestyles. In particular, an ageing population and rising numbers of patients with multiple long term conditions means healthcare will be delivered to residents in new ways – closer to home and integrated with the latest technologies.

Digital devices and apps

- Wearable technologies and the Internet of Things can [enable doctors to monitor their patients remotely](#) and help individuals to track their health. It is possible to integrate the data collected with existing patient records, providing a more detailed picture of individual and group level health. This can **support timely diagnoses and future clinical research**.
- Real time monitoring of health data can also signal when something isn't quite right – raising the alarm by flagging results to an appropriate clinician or automatically booking a patient into an acute care centre for treatment. This can **reduce the need for regular appointments** and provide reassurance to patients (and their family and friends). Examples include [T-shirts using intelligent fabric](#) that is able to stream real-time biometric data – such as heart rate and calories burned – to a smartphone or tablet to enable a user to monitor their activity; [pills with ingestible sensors](#) to monitor when a patient takes medication and the real-time effects on blood pressure and heart rate; [bandages](#) that can tell if they are too tight or loose and detect swelling.

Increased data sharing

- The increasing collection of data goes hand in hand with greater data sharing – both between patients and clinicians, as well as between different public services. Networked systems collecting patient data as well as data on the weather, water supply and air pollution could allow places to **pinpoint threats to public health and mobilise solutions** – for example informing vulnerable residents or treating localised outbreaks of disease.
- Data sharing also has the potential to **increase the efficiency of public services**, treating patients faster with up to date records. For example, ambulances can share their records with A&E departments on their way to the hospital, allowing clinicians to prepare before the patient arrives, or ambulances can be redirected to a hospital with the greatest capacity at the time of an emergency. This also has the potential to reduce the risk of mistakes.

Wellbeing, health and lifestyle

Self-management

- Developments in technology including wearable devices, remote monitoring, video consultations and sensors can **enable more residents to remain at home for longer** without having to move to a care home or into hospital. Enabling technologies will allow patients to self-manage their condition, reminding them when to take medication and flagging when they need to seek further treatment. Clinicians will be able to check in with patients through video calls, reducing the need for hospital visits.
- Sensors can also help to predict future health concerns such as [predicting when an older person may fall at home](#). This could result in changes to the healthcare landscape, with hospitals becoming specialist centres and roaming clinicians providing care in the community.
- Individuals will also be able to **play a greater role in their own health and wellbeing** – setting and monitoring their own fitness goals and tracking their diet.

Designing healthy places

- There is [increasing evidence](#) that access to nature is important to human health and wellbeing with the potential to reduce healthcare costs. As well as supporting mental wellbeing, **green spaces can encourage people to live active lifestyles** – providing the physical space for sports, walking and cycling.
- Places can further [encourage residents to lead healthy lifestyles](#) by providing free bicycles or gym facilities. Embedding these principles into urban design can ensure cities and regions are built to support healthy lifecycles – something New York is trying through its '[Active Design Guidelines](#)'.
- Designing buildings to meet people's wellbeing needs will also grow in importance. For example, soundproofing buildings so everyone can get a good night's sleep, ensuring enough natural light to boost moods and layouts that provide social spaces.

Wellbeing, health and lifestyle



A big change will be in health mechanical technologies that could be embedded into us, such as hip replacements. Whether this will expand to information technology is a different matter, for example whether we get bits of us linked to computers. It's a bit like autonomous cars – how far will we go?



Hospitals and social care could be taken to a much more local level. For example, there could be no general hospital, just a secondary care centre with community workers that are a lot more mobile.



We're going to start to see greater numbers of people coming through the system as the population ages. Investing in technology will help this. How much we value prevention over cure is also important.



The digital world will be everywhere, such as in health services, where the delivery of information will be entirely digital.

Democracy and governance

As residents, businesses and local infrastructure changes, there are likely to be knock on effects on local government, democracy and governance structures. Increasing devolution, with local government and its partners taking on greater decision making powers and responsibilities from central government, may also lead to changes in the relationship between the council and the people it serves.

Democratic engagement

- Digital technologies provide opportunities for more [direct democratic engagement](#) in real-time, including connecting with decision-makers over social media, crowdsourcing proposals, or participating in council meetings and events from home.
- Online transactional services can also allow residents to **access council services or information from any location** at their own convenience. For example, reporting a problem or filling out a form online rather than having to travel to the council building. This could also allow residents to track their progress online, receiving information about when a problem is likely to be addressed without having to speak to a council employee or travel to council buildings.
- Online platforms can be personalised, linking to data on location, age and past history of interactions to highlighted particular events, services or information that may be relevant to the individual. Websites can also be translated into multiple languages to provide information to all residents.

Democracy and governance

Data sharing to improve services

- Greater data sharing between different public services will **help local government join up with other providers** to deliver person-centred care tailored to the individual. This can help reduce the number of interactions with a citizen, avoiding confusion and minimising duplication and waste.
- The Internet of Things could enable councils to target resources more efficiently, using sensors to collect information on the built environment, pollution levels and traffic in order to prioritise support. [Mobile apps](#) already exist that collect and send data on the condition of roads as a resident drives.

Governance and ethics

- Increased data sharing will continue to throw up important **ethical questions about privacy and society**. Debates around these issues will in some part dictate how and to what extent data is used in the future. Local government may have a role to play in determining local standards for data usage.
- Places will also need to consider how to ensure all citizens have access to the benefits of new technologies, preventing some people from being left behind.

Democracy and governance



People are concerned about data use, and should be. This requires local government to agree a set of principles, guidelines and values on how data will be used for the benefit of citizens.



There will be a shift in what the councils do, and how people interact with them. There will be new ways of citizen engagement and empowerment.



All councils by 2040 should be digital savvy.

Implications for Basingstoke and Deane

Cities, councils and countries across the world are thinking about how these trends will affect their local populations. Climate change, technology and demographic shifts will all affect different places in contrasting and uneven ways. For Basingstoke and Deane, the division between rural and urban areas of the borough, and the growing and ageing profile of the population will have specific implications for how it develops up to and beyond 2050.

Things to consider

- Will growth be focused in the urban centre of Basingstoke, or spread across the borough? Will there be a single high density area, or multiple hubs?
- What role will local businesses play? Will the borough develop specialist industries or look for a diversity in the types of employers in the area?
- How will local transport connect to London and Reading?
- Could the borough develop local renewable energy sources?
- How will the borough meet its future water needs?
- How will Basingstoke and Deane Borough Council interact with Hampshire County Council or future combined authority areas?

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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2012 and with the Ipsos MORI Terms and Conditions.

Officer scenario development workshop 25 May 2017

The initial workshop with Basingstoke and Deane Borough Council officers aimed to engage officers in the project and gather their expertise and local knowledge of the future policy areas and trends and how they relate to the borough. Finally, the aim was to start to develop ideas on potential scenarios to aid future workshop discussions.

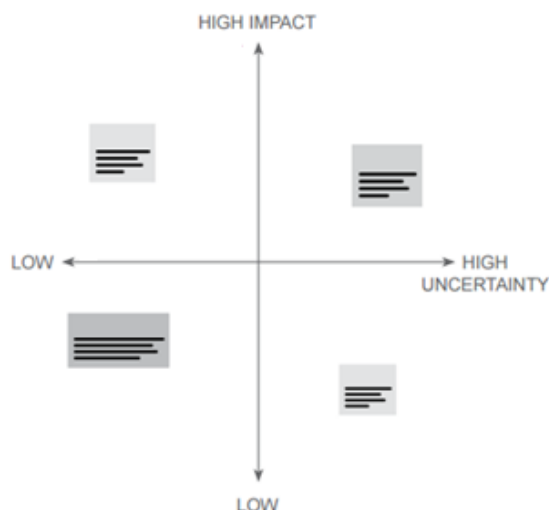
A presentation introduced the project and the megatrends (new technology, ageing population and climate change), contextual factors (political, economic, cultural) and generational trends (millennials) shaping the future. Six different policy areas were then introduced:

- Transport
- Work patterns and jobs
- Well-being, health and lifestyle
- Housing and infrastructure
- Sustainability and environment
- Democracy and governance

Along with how they can overlap (for example: to minimise Basingstoke's carbon footprint it could be decided to pedestrianise the town. This might encourage people to walk or cycle instead of driving – influencing environmental, transport and health/wellbeing in the area).

Following the presentation, each of the three tables in the room discussed how the megatrends and contextual factors could shape two of the policy areas within Basingstoke and Deane in 2050. Key drivers and trends for each policy area were provided to the tables (for example: houses are designed with older people in mind (e.g. step free access) and people receive most of their health care at home. This means people share their clinical data with multiple professionals, and hospitals shrink, becoming specialist care centres).

Participants were promoted to think about what the impacts on each policy area would mean to residents, businesses, partners and the borough council, along with local factors that might shape the trends. The gathered implications and ideas were then added to a matrix to show how certain/uncertain each item was and how low/high impact. The ideas were also clustered together into overlaps and common themes.



Finally, the group were introduced to the idea of developing scenarios and asked if they had any thoughts on scenarios that the project could test. This included whether any clusters from the earlier exercise could form scenarios, what officers would like participants at future workshops to consider, and any choices and trade-offs that will be necessary when developing the vision.

This initial workshop contributed to the Horizon 2050 vision by informing the scenarios that Ipsos MORI went on to develop for future workshops.

Gathering feedback on the scenarios

Resident workshops 1 July 2017 and 8 July 2017



Ipsos MORI
Social Research Institute

August 2017

Horizon 2050

Basingstoke and Deane Borough

Council

Phase 2 workshops with residents

Ipsos MORI

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1 Executive summary

- Overall, residents were **positive about living in Basingstoke and Deane**, but they felt **that the borough lacks a unique identity**. Much of the discussions around the different visions were shaped by a desire to be *known for* something, and a concern Basingstoke might otherwise become a “dormitory town”. **Residents generally preferred the scenarios they felt gave the clearest identity to Basingstoke and Deane.**
- **Growth was seen as inevitable**, with residents embracing the idea that it should be done proactively, but also holistically. Not all residents felt like this – there were some who preferred the incremental, more controlled pace of change described in the community-focused scenario, but ultimately residents were positive about the potential afforded by growth in the borough.
- A tension on how best to channel and shape this growth ran through discussions about the advantages and trade-offs of the different scenarios. **Some residents felt that, whatever the end goal, developing a strong economy would have to be the primary focus** of any vision for the future – as this would provide the money needed for other priorities, e.g. protecting vulnerable groups, or building green infrastructure. **Whereas others felt that the focus of the sustainability-focused growth or community-focused growth was more important** – and would encourage economic growth in their own way.
- **Integrated transport links across the borough was a clear priority** for residents. As well as cycling and walkways, faster, regular and more reliable buses and local trains were seen as important. **Residents wanted viable alternatives to travel by car**, which rural residents in particular, felt was not available at the moment. **Improving links to external hubs such as Reading and London was less of a priority** – residents felt these were already very good.
- The “greenness” of the borough was important to residents – both the easy access to the countryside, but also the parks and green spaces in the town. **Protecting green spaces was an important priority** – residents saw a strong link between the green spaces and a sense of community – events such as Basingstoke Live were seen as an integral part of community life.
- Residents wanted diverse and good quality housing. However, **affordability of housing was the biggest issue** and a clear priority for the future. Residents were **not wholly against building on greenfield sites** for the sake of affordable housing options, although it was made clear that brownfield sites should be built on first. When pushed, residents usually said they would prefer to lose green spaces in the town if it meant more affordable housing, although not all agreed.
- Residents tended to assume that **Basingstoke town would continue to be the focus for development**, although some in rural areas could see the benefits of building up village hubs (partly to encourage better transport links). Residents felt that any new housing developments should incorporate new services, amenities and infrastructure.
- **Variety of employment was key** to residents. Commuting was seen as an inevitable part of Basingstoke life, due to the borough’s location, but residents did not want commuting to be the *only* option. **Encouraging new and diverse businesses and jobs to the area was important** to residents, but there were different opinions on what this might look like. Some wanted new, high tech industries, others felt it was important to attract established businesses.

2 Overview of approach

2.1 The background to Horizon 2050

Basingstoke and Deane Borough Council are currently running a programme of engagement and policy development to explore some of the longer-term trends likely to influence the borough over the next few decades. The Horizon 2050 programme seeks to engage with residents, businesses and other stakeholders to discuss changes, priorities and other key issues that may shape the borough by 2050. The overall aim is to help the council develop a long-term vision for the borough that has broad support across the area.

Specific aims of the Horizon 2050 engagement research are as follows:

- o To understand the long term ambitions and aspirations of Basingstoke and Deane residents, businesses and partners for them and for future generations;
- o To anticipate the future needs of residents, businesses and partners for 2050;
- o To identify the challenges and opportunities associated with realising the emerging vision; and,
- o To help develop a vision that is impactful, insightful, and meaningful for residents, businesses and partners.

The initial tasks undertaken include desk research, expert interviews, and workshops with Basingstoke and Deane residents.

The desk research was a focused review to find key sources of information about future trends in major cities and towns. We collected a range of information on future (macro) trends in technology, demography, transport, employment, and housing and infrastructure. The aim was to develop understanding of the macro trends currently being predicted, and to provide us with initial ideas for key trends / themes to then explore in workshop scenarios.

In parallel with the desk research, we conducted interviews with experts who could discuss future trends in technology, demography, transport, employment, and housing and infrastructure. The experts we found were a mixture of academics, policy experts and senior consultants, for example from think tanks. We carried out 6 semi-structured interviews to find out what experts thought about future trends within these topics, which altogether helped further the development of both our knowledge and our workshop scenarios.

Based on the findings of the desk review and expert interviews, we developed scenarios outlining what Basingstoke and Deane could look like by 2050. These included a “business hub” (in which the borough would focus primarily on the growth of its businesses, including plans to draw in more business hubs and providing more housing for employees), “sustainable growth” (in which the borough would focus primarily on its sustainability, retaining its green spaces, etc.), “community focus” (in which the borough would focus primarily on providing services for its community, including better transport links and more family housing) and “fast, flexible and ambitious” (in which the borough would focus primarily on growth: of its businesses, population, etc.). These scenarios were then tested at workshops where residents of Basingstoke and Deane borough debated the benefits, drawbacks and appeal of each scenario, and developed their own preferences for the future.

After developing scenarios, we ran three workshops – one with staff at Basingstoke and Deane borough council, and two with residents of the borough. The workshop with council employees allowed us to pre-test ideas for scenarios, and to talk through what key issues / benefits each scenario could bring based on their knowledge of the area.

As the borough is made up of both urban and rural locations, we ran two workshops. The first was in Basingstoke town, which allowed us to talk with residents who lived in the borough's more urban locations. The other was in the village of Whitchurch, which allowed us to talk with residents who lived in rural areas outside of Basingstoke town. In all, c.40 residents were spoken to – around 20 in each workshop. The sample was designed to reflect the overall population – with a mix of ages, gender, employment status, social grade and ethnicity.

This report outlines the main findings from the workshops with residents.

3 Basingstoke and Deane now

The workshops began with residents discussing their feelings about living in Basingstoke and Deane – what they liked, disliked and what they saw as unique about the borough.

3.1 Positives

Participants in both the rural and urban workshops said they liked the green environment in the borough, both in terms of the countryside outside of Basingstoke town, but also the parks and gardens in the town itself. Basingstoke and Deane was seen as a “best of both worlds” – with residents appreciating the advantages of being able to access facilities, restaurants and shopping options in Basingstoke, but also easily reach and enjoy the surrounding countryside.

“We have lots of green areas – Beacon Hill and places like that, streams, lakes, access to canals and open spaces”

Rural resident

Residents also liked the location of the borough, and the flexibility this offered them. Easy access to major hubs like Southampton, London and Reading meant residents felt “everything is here on your doorstep”. Regular, fast trains to London were mentioned as an advantage of living in the borough.

“I think Basingstoke is a big town in a good location. Southampton, Reading, even the outskirts of London are easy to get to. We are in a good location for that kind of thing”

Urban resident

The range and quality of facilities available in Basingstoke town was also a positive for residents. Participants mentioned the different options for entertainment, as well as good sports centres, cinemas and different types of restaurants. The fact that facilities were diverse enough to provide something for everyone was also mentioned. In particular, residents with children were happy with the entertainment options for children and the range of facilities in the town centre that meant childcare was easier.

“We have businesses where you can get everything and anything. Other people have to drive ten miles but here everything is within easy distance”

Urban resident

Those who had lived in the borough for a long time mentioned that the quality of facilities had noticeably improved over recent decades. This was associated with the growth of the borough and the greater diversity of people who now live in the area. In addition the influx of companies was mentioned as a positive – the larger companies in the borough afforded employment opportunities to work locally.

Community spirit was also mentioned as positive, primarily by residents in the rural workshops. These participants felt their villages had a strong community spirit and that this sense of togetherness was generally forged in very local areas. There were mixed views from those living in Basingstoke town – some felt there was a strong sense of community within the town, others felt they didn’t feel a connection and didn’t know their neighbours. An overall identity or a sense of being

part of Basingstoke and Deane as a whole was seen as being absent by participants from both workshops– something that shaped later discussions about priorities for a future vision for the borough.

"A sense of community is a lot more local. There's a good sense of community here... for those of us who live in the villages, probably our uniqueness and pride is about our villages. I never think about being proud of Basingstoke. I don't really know Basingstoke"

Rural resident

3.2 Negatives

Although transport from the borough to other towns and cities was seen as a positive, residents were concerned about the public transport within the borough. They mentioned that buses could be unreliable, irregular and expensive, which meant they had to rely on travelling by car. Congestion on the roads and a lack of good quality cycling networks were also mentioned as something that could be improved.

"Our buses stop at 6.50pm every night so we have to stay in our village - we're cut off from the outside world after a certain time. It's not easy for young people. On Sundays there are no buses. It's so frustrating"

Rural resident

For those living in Basingstoke town in particular, a key concern was the cost of housing. This was seen as a negative element of growth – with prices being pushed up by rising demand and commuters moving to the area. Residents were concerned that younger people would be forced to leave the borough.

"People are coming to live here from London and that's pushing the prices up. I work in an estate agency. We get people from overseas and companies are paying for them to live. That pushes prices up"

Urban resident

Although facilities were considered good, participants from both workshops mentioned there were some areas, particularly in Basingstoke town centre, that would benefit from investment or other redevelopment. In particular, the Top of Town was considered to be “run down” and some residents would like a wider range of quality shops and to fill the empty commercial lots in the town centre.

Participants also mentioned other issues – the quality of secondary schools in the borough was a concern, with residents saying Basingstoke and Deane was unable to compete with the secondary schools in nearby areas such as Winchester and Reading. Other issues mentioned included an increase in homelessness and lack of diversity in the area.

3.3 What makes the borough unique?

Generally, residents were very positive about Basingstoke and Deane and felt it was a nice, clean and safe place to live. However, when asked to describe what makes the borough unique, residents struggled to answer. Residents didn't feel that Basingstoke had a high profile and mentioned how often people outside the area hadn't heard of Basingstoke or didn't know much about it.

It was felt that Basingstoke's external reputation didn't match up with their experiences of living there and residents' desire to have a unique, positive profile attached to the area was something that continually emerged throughout discussions.

"People outside of Basingstoke think it's a dump. I feel defensive about that. So, I think there is a sense of pride, it's not obvious because it has to be provoked"

Urban resident

4 Basingstoke and Deane in the future

To inform the content of the workshops and to feed into the development of different future scenarios, Ipsos MORI undertook some desk research into the long-term macro-trends which might shape Basingstoke and Deane by 2050. An ageing population, climate change and sustainability and technological progression were three of the key trends that could affect the borough. Residents were asked to think about these trends in terms of how they might affect transport, employment, housing and infrastructure, environment and sustainability and culture and community in the borough. This helped highlight spontaneous priorities for residents.

4.1 Transport

A stand-out priority for residents was improving transport links across the borough. This included providing regular, more reliable bus services so that residents would not have to rely on cars, but also cycling lanes – as a cheap, healthy option for transport. Better public transport was also seen as being priority for the future in terms of an ageing population – residents were concerned older people could become increasingly isolated without easy access to adequate public transport.

"Public transport is not sufficient in some areas – so what is going to happen to the ageing population? They'll struggle to get to where they want"

Urban resident

There was a general acceptance and interest in driverless cars, although some residents were more sceptical. Those who were positive saw driverless cars as a way of reducing congestion, improving safety and reducing fossil fuels if the cars ran electrically. Those who did not were unclear how the technology would work, and did not see the need to introduce it.

Other suggestions to reduce congestion and improve transport included: tram links, metro-lines across the borough, park and ride services, improved cycle lanes, and expanding pedestrian zones in the town.

4.2 Employment and work patterns

Residents predicted that Basingstoke and Deane would remain an area where commuters to London and other nearby towns would choose to live. Unless many more companies re-located out of the big cities into Basingstoke, the need to travel to reach their workplace was not seen as something that would change. Residents did not think it was likely Basingstoke could compete with the range and quality of employment options in London.

However, residents were clear they did not want the area to become simply a commuter or dormitory town. There was a desire to see businesses come into Basingstoke in order to provide new, dynamic and diverse job opportunities, but also to alleviate concerns the town's economy relies on three or four large companies. They were concerned that if these companies should relocate, this would lead to problems in the area. Residents felt Basingstoke town would be attractive to businesses because of its location and some wanted to see larger companies relocate to Basingstoke – something they felt used to happen more in the past.

There was a link between new attracting new businesses to the area and a desire for sustainability. Residents mentioned that they wanted new businesses that came into the borough to embrace the community and accept that they needed to care for, and give back, to the area.

"Businesses don't care about the little person... [the council] have to make conscientious decisions to legitimately grow the area and its businesses, and make sure the businesses that do come in don't cannibalise the area – build car parks etc.... We need to ingrain it into businesses to do things for Basingstoke"

Rural resident

Alongside job opportunities, residents said there was a need to provide suitable training to ensure the workforce could adapt to an ever-changing market – particularly one driven by longer-term trends in technology. As well as suitable apprenticeships, it was suggested Basingstoke town could benefit from a university or other college so that a workforce skilled in newer technologies and engineering would be available.

4.3 Housing and infrastructure

Residents did not generally object to growth or building new homes, if the developments were done in the right way. They discussed the need for quality housing, with more space and bigger rooms, but also it was important that any new housing was diverse and suitable for different needs. Families, young people, professionals and so on would all need accommodation. They also mentioned the need to provide a range of both public and private housing.

A top priority for residents was having more affordable housing in the future – particularly for the current younger generation. However, there was little consensus on how best to ensure affordable housing – schemes such as Help to Buy were mentioned; others felt building smaller houses for single, young people in Basingstoke could help. By contrast, some also felt that smaller housing had already been built in Basingstoke and that families were moving into houses too small for them.

"The people that can afford more in London are going to move into the villages – so where I live, no one can afford to live there anymore. It's now stopping younger people living here"

Rural resident

Yet, alongside this priority around affordable housing, residents also wanted to see new buildings incorporating sustainable elements and green infrastructure.

"One thing [the local authority] will have to do, is to make sure that new builds are more efficient – they should be built with solar panels or windmills in the garden."

Rural resident

On building on greenfield and brownfield sites, participants were somewhat divided. Residents were not keen on building on greenfield sites, but some felt there was a need to do so to accommodate growth and to provide affordable housing in the future. Others disagreed and wanted to protect greenfield areas. There were few differences between rural and urban residents – those living in rural areas were, if anything, more supportive of developing on greenfield land.

"The government is going to have to build on the green belt. There's no room in the town and at the moment the green belt is still quite protected. I think that will have to change dramatically, and our countryside will change."

Rural resident

A key concern for many of was providing enough amenities and infrastructure alongside new housing and growth. Participants expressed concerns that some services are already strained – particularly health services – and wanted reassurance that new developments would include plans for enough shops, schools, services, roads and other infrastructure for the population.

"Beggarwood and Rooksdown are new areas but the hospital has remained the same size over time - even though the town is growing and expanding. The doctors and amenities are not enough"

Urban resident

"When an area is being developed they don't think about water, sewage, gas - where are all the upgrades for that coming from? I'd like more development and more infrastructure - thinking about the place as a whole"

Urban resident

4.4 Environment and sustainability

The desire to protect and keep the green spaces in Basingstoke town was a clear priority for residents. The need to maintain enough green spaces alongside new housing developments was considered as important as providing more services and infrastructure. Residents associated green spaces as something that contributed to an identity in Basingstoke and the community aspects of parks and gardens were mentioned, for example Basingstoke Live.

"In Basingstoke town there would be more high rises and family sized houses... so there should be more green spaces because they won't have gardens. I would want to see green spaces in the town"

Rural residents

Residents also understood the need for sustainability – they mentioned new buildings should incorporate sustainable elements, such as solar panels, wind turbines, good insulation. Renewable energy was broadly embraced by residents as a concept – they mentioned wanting the council to make the most out of sustainable energy options and thought wind farms and solar panels could be acceptable (although it was acknowledged that not everyone would agree). An important part of this openness to a sustainable focus was a belief that these elements, such as generating its own electricity, would make Basingstoke and Deane unique.

"Sustainability and renewable energy is the way forward... We will get to a point where we have used so much fuel we will be forced to use renewable energy"

Urban resident

Although residents embraced the idea of the council focusing more on sustainability and environment, they also felt it was important that residents themselves act more proactively and that recycling and sustainability become ingrained into the

borough. They felt that recycling in the area was not as effective as it could be currently. Residents felt that it would be easier to embed recycling habits if there were incentives introduced to encourage residents to recycle more.

4.5 Culture and community

The centre of Basingstoke town was seen as an important centre for community life. Many of the discussions were therefore about how to improve the town centre. Again, the desire for uniqueness came through, with calls for a greater variety of independent, unique shops as currently the chain stores made the centre feel like “any other town centre”. Others were concerned that Basingstoke would not be able to compete with places which already had a more distinctive feel, and so should focus on carving its own niche in other ways.

"It's nice when a high street has independent shops. Most town centres in England have the same shops. If you go somewhere like Brighton, all the cafes are independent. It's nice to have high streets that aren't homogenised."

Rural resident

Other suggestions focused on providing more art and culture options – building on the success of The Anvil. Residents felt this could attract more visitors to the borough, create a sense of community and provide entertainment and inspiration, particularly for young people.

A key concern for the future was around health and wellbeing. Both rural and urban residents mentioned health facilities such as doctors and hospitals were currently strained and would probably not be able to cope with future growth without significant investment. Cut backs in health facilities in rural areas were mentioned as something that had impacted on the lives of residents outside the town and there was a concern for an ageing population – more health services and range of social care services would be needed.

"We've lost the village hospitals and now we just have county hospitals – we need to move basic services back into localities. If I'm stuck here, I shouldn't have to travel so far just to get something so basic."

Rural resident

In addition, there was a desire to improve or offer more fitness facilities as a priority – such as leisure centres and gyms, not just for adults, but to ensure children could maintain a healthy lifestyle.

5 Testing four scenarios for the future

After discussing what might shape Basingstoke and Deane in the future, residents in both workshops were shown a presentation outlining four possible scenarios for the future. Each of the scenarios were focused on different types of growth – business-focused, community-focused, sustainability-focused and fast, flexible and ambitious growth. The aim was not to decide on one scenario over the others, but to explore and debate some of the ways Basingstoke and Deane might change over time.

5.1 Business -focused growth

Overall priorities:

- Basingstoke becomes a start-up town, attracting entrepreneurs who bring new industries and jobs to the area
- Investment in education and training a key focus
- Aspirational urban culture within Basingstoke town

Population: significant growth focussed on attracting more young professionals and students.

Housing and infrastructure: Increased number of homes within Basingstoke town centre and high density housing developments within the town and surrounding areas to meet the needs of students and those working in new industries.

Environment and sustainability: Renewable energy sources would not be the main focus of investment –the aim would be to ensure supply to businesses and cheap energy to residents. There would be less green spaces in Basingstoke town, but rural areas would be protected.

Transport: Transport links developed from Basingstoke, particularly road and railways. There would be a focus on improving railway links to London and Reading e.g. faster trains. There would, however, be less investment outside Basingstoke town centre.

Community and culture: The shift in economic focus would create an aspirational urban culture within the town – a cosmopolitan feel. New entrepreneurs would be encouraged and given space to make their mark on the borough.

Employment: The focus would be to attract new industries and jobs. There would be investment in education and training, with a focus on developing skills the entrepreneurs are looking for. Strong links with education institutions would be important – working with local universities to encourage innovation and experimentation.

Reactions from residents – positive aspects of the scenario

Attitudes towards the business-focused scenario were notably split between the urban and rural workshops. Residents living outside of Basingstoke town were broadly very positive about the scenario – becoming more so as the discussion

progressed. Urban residents, however, were generally more sceptical and felt this scenario was at odds with the current make-up and feel of the area.

Those who liked this scenario felt that building a strong economy first and foremost was not only a good in itself, but would also be important to fund other opportunities, and the wider development aims of the borough. Residents felt that some of the positives of the other scenarios – such as building a strong community, focusing on sustainability and supporting ageing populations would only be possible with this prioritisation of economic growth described in the business hub scenario.

"If you've got growth, you're generating cash, and you can support an ageing population"

Rural resident

Residents were also positive about aiming to retain and attract talent by creating jobs for young people. The focus on investing in education and training was seen as important, and echoed some spontaneous concerns that Basingstoke town lagged behind other nearby towns such as Winchester in terms of the quality of its schools.

Another advantage for those who liked this scenario was the creation of a strong, distinctive identity for Basingstoke – an area that was clearly focused on investment in new business, education, training, with a cosmopolitan feel. Again, this was grounded in a concern that Basingstoke would become "just" a commuter town.

"I think this is important, if we don't want our kids to move out of the area. They need to have jobs, have a good education to get this and stay in the area. I think this is a trade off, but it's needed... Otherwise we just become a 'people commute into London place'"

Rural resident

There were, however, differences in opinion about what sort of businesses the borough should try to attract. There were some residents who liked the idea of start-up technology companies coming into the borough and building a high-tech university to train up a workforce that the entrepreneurs would need. Others felt a variety of different companies would be better – including marketing and creative businesses. Other residents mentioned the need for the area to attract international businesses.

"Businesses are so international now – one thing Basingstoke lacks is being international. Like making it easier to get to Heathrow... We need to get an international bit set up"

Urban resident

Reaction from residents – negative aspects of the scenario

In terms of the urban residents, there were concerns that this scenario was unrealistic and even risky. Participants mentioned the high stakes involved in relying on the entrepreneurs succeeding and felt it would be important to focus on expanding established businesses.

"It's more of a risky plan – [relying on] new businesses and entrepreneurs - if it doesn't work for them, you're stuffed"

Urban resident

"We have come quite a long way and we need to build on the foundation that we have got without going mad. We may end up with lots of empty factories if all the people coming in aren't successful"

Urban resident

Additionally, residents mentioned that the scenario felt too different from how Basingstoke is now, and described going in a direction that people would not recognise as being Basingstoke and Deane. Residents were worried the vision would lose the sense of the town as being "family-orientated" and an area that has important rural elements as well as urban links.

"This is yuppie culture and it' doesn't look like a Basingstoke that I know or that I want to see in the future"

Urban resident

"The danger is that we are supposed to be feeling embarrassed that we are not cosmopolitan but that doesn't mean we should change it beyond recognition"

Urban resident

Another downside for urban residents was the risk of an increase in house prices – they felt it could mean young people and poorer people would be unable to live in Basingstoke town and could even price out the students the scenario is aiming to attract.

"This new hub would make it a lot more expensive to live here. It would be at the expense of the poorer demographic. Stuff like this happens in London and it gets harder for working class people to afford to live there"

Urban resident

"It's hard enough for young people to find a place to live now and this will make it worse. They will leave and not stay here if it's so difficult for them to have a place to live"

Urban resident

At the same time, the culture described by the scenario was felt to be *too* focused on young people. It did not provide any opportunities or reassurances for older people or to younger families.

5.2 Sustainable-focused growth

Overall priorities:

- Basingstoke becomes known for leading on environmental sustainability
- Clear aim to reduce vehicle emissions and local congestion and to improve air quality
- Investment in renewable energy sources, green spaces and green infrastructure

Population: slower, more incremental growth.

Housing and infrastructure: Buildings would be encouraged to incorporate green infrastructure by including this in planning permission decisions. High density residential housing would be built close to transport links to reduce carbon emissions associated with commuter travel.

Environment and sustainability: Basingstoke and Deane would aim to become low carbon or carbon neutral – with reduced vehicle emissions, improved air quality and reduced local congestion. Investment would be focused on renewable energy sources including windfarms and encouraging residents to have their own solar panels. The borough would aim for energy self-sufficiency and be protected against international fluctuations in energy prices. Urban greening, parks, trees and waterways would be prominent features.

Transport: Abundant networks of walking and cycling would provide connectivity throughout the borough. Public services would be decentralised so that residents would not have to travel to the town to access support.

Community and culture: There would be large scale regeneration of Basingstoke town. The borough would operate autonomously and on behalf of citizens as central government devolves further power to the council.

Employment: The borough would aspire to raise more income from local sources, with an aim to encourage growth in green and environmentally friendly business and organisations.

Reactions from residents – positive aspects of the scenario

Residents were positive about the sustainable-focused growth scenario – generally it was felt that exploring renewable energy options and concentrating on preserving the environment was forward-thinking and essential for the future.

"It's a big selling point with all the environmentally friendly ideas"

Urban resident

As well as being important in itself, a focus on sustainability was also seen as something that Basingstoke and Deane could lead on and be known for – a way of creating an identity for the borough. This in turn was seen as a way of attracting new residents and businesses and creating growth. Preserving green spaces was viewed as important – greenery was mentioned as an integral part of why people want to live in Basingstoke now. Residents saw it as part of the future too.

"I would like Basingstoke to focus on sustainability and be known for it"

Rural resident

"If people know it as a nice place to live, it'll give people the incentive to move here. The more people you get here, the more growth and money you'll have"

Rural resident

Encouraging cycling and walking was also seen as a positive – both as a way of reducing congestion on the main roads and in Basingstoke town, but also a way of encouraging healthy lifestyles. Residents were open to reducing car use– those we spoke to wanted greater investment in public, mass transport –good connections within the borough was a key priority generally.

Residents also felt the scenario incorporated a more sustainable, green agenda into other areas of borough life. They were supportive of the idea that this approach could be embedded into the community and businesses. Participants felt buy-in and cooperation from the local community would be essential to develop the identity of Basingstoke, but also to future-proof the focus on environment. Similarly, it was seen as important that businesses were encouraged to invest sustainably in the borough and that new, green-focused businesses would be attracted.

For rural residents in particular, the focus on decentralising services to reduce the need to travel was seen as a positive – mainly for convenience.

"I like the idea of having more things in smaller towns, so people have access to [GP] surgeries where they are. If you're not going to invest in public transport outside Basingstoke, you need to make things available to people who can't get about."

Rural residents

Reaction from residents – negative aspects of the scenario

Residents were generally very positive about the sustainable growth scenario, although some felt it was almost *too* positive or idealistic. There was some scepticism that the borough would be able to be self-sufficient or that a sustainable culture could be properly embedded into the community.

"It's a tad idealistic on the energy side. It's a nice thought - protecting against international fluctuations in energy prices – but would that happen?"

Rural resident

Mirroring the debate around the business-focused scenario, residents again debated whether or not to focus primarily on sustainable growth as the priority for the borough. A few were concerned that Basingstoke might be left behind economically if the primary focus was on sustainability – some participants felt it could be better to focus first on developing a thriving economy in order to fund the sustainable framework. Additionally, residents felt that big businesses might be reluctant to invest in the area if there were strict rules and guidelines on green-business.

"Basingstoke would risk being isolated and going backwards"

Urban resident

"Sustainability is a nice to have, but business growth is a need to have... Sustainable growth would not give you returns in the open market"

Rural resident

Another area where residents were worried was housing. Firstly, in terms of the type of housing offered by the scenario. Residents felt too much focus on high-density build up around transport links could be suitable for commuters or younger people, but not so accommodating for families or for an ageing population. Secondly, there was some scepticism about how much building could be done next to transport links as it was felt these are already very dense, built-up areas.

"Maybe young professionals only need an apartment, but older people could get cut off if you put them in an apartment"

Urban resident

The discussion often returned to the issue of affordability. Although preserving greenfield sites and the countryside were seen as positives, residents did wonder how realistic this was if there was also a priority on keeping housing affordable.

"Affordability is key. We don't want to build on greenfield, but there is no other option"

Urban resident

There were some concerns that the scenario did not offer any improvements on the road network in and around the borough. Although the focus on public transport was broadly supported, residents still felt the roads should be maintained –as these would still be used by buses, driverless cars and cyclists. Potential costs involved with policing the traffic within Basingstoke town was also raised as a concern– particularly if London-style congestion charges or extra taxes were introduced.

The investment in Basingstoke town centre was not seen as a negative idea in theory, but there were some concerns raised about possible disruption and focusing on the centre to the detriment of other areas.

"I would be worried that if we concentrate only on certain areas, other areas may become a bit tired."

Urban resident

5.3 Community-focused growth

Overall priorities:

- Basingstoke grows, but this happens incrementally without dramatic changes to the borough
- Investment is focused on social rather than economic grounds
- The local community is involved in decisions about future investment across the borough

Population: slower, more incremental growth, with no dramatic changes to the look and feel of Basingstoke and Deane.

Housing and infrastructure: House building would be spread across the borough and limits would be placed on the density of growth. New houses would be built for vulnerable groups and suitable for the elderly.

Environment and sustainability: Residents would be responsible for keeping their local area tidy. Green spaces would be protected, but public investment in renewable energy sources would only be made with public support.

Transport: Investment would be made in connected networks to allow easy access to amenities such as shops, doctors and schools. Regional trains would benefit from investment and cycling and walking would be encouraged in Basingstoke town.

Community and culture: Investment on social grounds would be a key emphasis of this vision – supporting vulnerable groups would be an important area for investment. The local community would be involved in decisions about future investments – for example. Residents would use online platforms to share ideas with decision makers.

Employment: Community businesses or volunteering would be encouraged to provide services across the borough. Working from home would be encouraged.

Reactions from residents – positive aspects of the scenario

For some residents, the slower, steadier growth described in the community-focused scenario was preferable to the faster growth implied by the business-focused and fast, flexible and ambitious growth scenarios. These residents felt the community-focused growth would naturally evolve from the borough's current identity.

"We don't want it to be like in the 1960s when everything changed too quickly and developed too fast"

Urban resident

"This feels familiar. Like an organic thing to happen. Not a forced change"

Urban resident

Residents throughout the workshops spontaneously mentioned the positives of looking after and investing in vulnerable groups in the borough.

"I think more attention should be given to the vulnerable groups, the elderly, homeless, mental health, that should be addressed. I think that can only bring good things"

Urban resident

The scenario's focus on increasing involvement from the community was also important for some residents. They felt this would be important for keeping the local authority accountable to the public and thought this would safe-guard against shorter-term plans being instigated for political reasons.

"I think the council being more autonomous is good – thinking more about social things than economic. The economic decisions can be detrimental to the community, it means we do the cheapest thing and have no long-term thoughts"

Urban resident

Spreading house-building across the borough was also mentioned by some as being a good thing – rather than just concentrating on developing within the town. Those in urban areas were more sceptical that this would be allowed to happen than those who lived in the rural areas that might be affected.

Again, discussions around the advantages and disadvantages of building on greenfield land was raised – there was some differences in opinion, but ultimately, it was seen as important that the borough offer a variety of accommodation even if this meant building on greenfield land.

"As someone who lives in the rural area with lots of green belt around it, it's got to happen. We can't go around in this blinkered fashion and think that people can build somewhere else"

Rural resident

Reactions from residents – negative aspects of the scenario

The main concerns about this scenario focused on the downsides of slower growth. Although some residents saw this as a good thing, others felt the scenario was not ambitious enough – with too little change or sense of progression. For some, the scenario embodied the concern that the borough could develop into a "dormitory town" where residents live, but work elsewhere. Residents felt the scenario lacked a unique selling point, which might encourage new residents and businesses, which in turn was seen as something which could impact the economy of the borough.

"We'd just become a dormitory town – people would just commute and go to London and Reading – it wouldn't really build a community based system – people would just come in the weekends and then go somewhere else. It makes them think I'm not going to have any responsibility because I just go home"

Rural resident

Although supporting vulnerable groups was seen as an important advantage, there was a sense that the vision catered *only* for older or vulnerable residents. Participants spontaneously felt that there was a risk the borough would become an area just for retired people – particularly as there would not be any clear attraction for younger people or students.

Additionally, there was some scepticism around the likelihood of communities proactively looking after their own area – some felt that it was risky relying on volunteering or small, local businesses to support the economy.

"Another trade-off is that residents will be responsible for their own area – good in theory but doesn't really work in practice"

Urban resident

There are things I like, but a lot of it seems unrealistic, like volunteering. I can't see that happening"

Rural resident

5.4 Fast, flexible and ambitious growth

Overall priorities:

- Basingstoke becomes a “family town of choice” with high quality living on the edge of the countryside
- Borough provides flexibility and infrastructure for residents to choose where to live and work
- Different options for different generations

Population: Fast, substantial growth. The area would be attractive to a range of people including commuters, retired people attracted to the countryside and families looking for larger housing.

Housing and infrastructure: There would be a high level of residential growth in excess of immediate local need with a range of houses – some built on greenfield sites as well as high-rise flats in Basingstoke town. Investments would be made in the area’s technological offer such as rolling out high speed internet connections across rural areas.

Environment and sustainability: Renewable energy sources would not be the main focus of investment – the aim would be to ensure supply to businesses and cheap energy to residents.

Transport: Local transport infrastructure would be improved to ensure residents could commute to other city centres for work and key transport hubs (such as Gatwick, Heathrow and Southampton) would be made more accessible.

Community and culture: There would be an emphasis on high quality leisure and cultural provision in Basingstoke town. The town centre would be turned into a cultural hub.

Employment: The economy would operate at a scale large enough to allow for different jobs that satisfy citizens throughout their lives. Resident would be able to work internally within the borough, commute to surrounding cities or work remotely from home.

Reactions from residents – positive aspects of the scenario

Fast, flexible and ambitious growth was seen as a “good all-rounder”. Whereas residents felt other scenarios focused on some groups of people over others, residents were positive about this vision accommodating a range of different people’s needs. It was also the vision that residents felt seem to naturally most chime with Basingstoke and Deane as it is now and one that did not unduly focus on either just the town or the countryside elements of the borough.

“This seems to be more appropriate for the whole borough not just Basingstoke”

Urban resident

Reactions from residents – negative aspects of the scenario

Similar to criticism of the community-focused scenario, some residents felt that the vision was at risk of being “too similar” to Basingstoke and Deane now. Although comfortable with the scenario, there was a sense that any vision for the future should aim for something different. Residents suggested incorporating elements of the other scenarios into this vision in order to provide a clearer, more unique picture for the future.

"It's like what we have got now and I quite like that, but things have got to change and we know they will change no matter what."

Urban resident

"This is the status quo at the minute. We'd need to incorporate elements from the environmental [scenario] and community [scenario]."

Urban resident

In particular, residents raised concerns about the lack of investment in renewable energy afforded by the scenario – there was a sense that sustainability should be relatively high on the list of priorities for the future.

The focus on *fast* growth was a concern for some residents – they worried it could lead to an overstretching of services. Other residents were not against the fast growth in theory, but did not feel that the scenario set out a long-term plan. Residents mentioned they weren't sure what direction the borough would go in once the growth had been achieved.

"It's feels like a short burst of growth – we get it and then what happens? Where do we go? With the sustainable one and the business one it seems like we have more long-term plans"

Urban resident

Additionally, residents felt that the scenario's plan for transport investment was misdirected. Reflecting discussions at the beginning of the workshop, residents we spoke to said that connectivity to external hubs was already very good and felt internal connectivity should be more of a priority in the future.

"We need to improve here first and then see how to better connect with other towns"

Urban resident

5.5 Most appealing vision

Residents were asked to consider which of the four visions were most appealing and whether their views had changed over the course of the discussions. For most residents, no one scenario was preferred, rather participants called for a combination of the values displayed in the individual scenarios – mainly this was due to concerns that the scenarios focused too much on one group of people to the detriment of others, for example community-focused growth cared for vulnerable groups, but perhaps wouldn't attract younger people, whereas the opposite would be true of the business-focused growth.

"Maybe combining some of them together but I don't agree with any one individually. The business one is only focused on the town centre"

Rural resident

Some residents liked the idea of combining sustainability with a focus on attracting new businesses – reflecting earlier discussions on the importance of maintaining economic growth.

"I like the sustainable one, but I can see the benefits of the business one.... I want them to build eco-friendly houses and bring that side of it in, and keep it green in the centre, but as far as growth and bringing in work, I'd go for the business growth"

Urban resident

"Business with a good under layer of sustainable growth"

Rural resident

Others were keen to build on the fast, flexible and ambitious growth, perhaps combining this with more elements of green infrastructure and focus on sustainability. Although there was some preference to combine the community-focused investment with sustainability.

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About Ipsos MORI's Social Research Institute

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Thinking through the strategic implications

Advisory group 25 July 2017

The Horizon 2050 advisory group was set up to provide strategic direction, challenge and expertise during the development of the vision. The group was made up of representatives from local organisations, including Basingstoke Area Strategic Partnership (BASP), the hospital trust, colleges, councils, and interest groups.

At the initial meeting, the group were presented with the work undertaken so far to gather the megatrends and develop scenarios, and then the findings from the recent resident workshops. The group then discussed the findings and their comments and concerns fell into four broad areas:

- Developing a unique identity
- Business hub scenario
- Sustainability scenario
- Education

Developing a unique identity

The group discussed the desire for the borough to be known for something. There was concern that the convenient and it's near nature of Basingstoke should be shaken off so that it doesn't continue to be described as it's near London, it's near Winchester, or it's near Reading.

The group felt that a few potential unique selling points (USPs) for Basingstoke and Deane should be determined and then a delivery plan developed. A couple of examples were provided, Hemel Hempstead is known for its dry ski slope and Lancashire for being a university town.

There was concern that the vision should not be developed solely for people who come into Basingstoke and Deane as new residents or visitors and that existing residents need to be included too.

Business Hub scenario

The group discussed the business hub scenario and whilst they thought it could cost a lot of money to set it up and keep it modern they also thought it would fit with local high start-up business figures and interest in new technology. They felt that in order for it to be achievable, the start-ups/entrepreneurs would need to have access to work with local businesses. They also felt it needed to permeate within existing business areas rather than be a hub sat by itself, talk then turned to developing a cultural quarter with start-ups and café culture (like Covent Garden).

The employment destinations of young graduates were also discussed, including that they are attracted to destinations outside of London but only if the area has a bit of a buzz (like Portsmouth and Southampton locally).

Sustainable scenario

The group felt that sustainability is a vision in virtually every place in the country and so it would not be distinctive. However, they also felt that the other places probably are not actually delivering it and so Basingstoke and Deane could be different.

They also felt that the development of electric cars means that getting people out of their cars does not necessarily mean sustainable any more.

Education

The advisory group were surprised that education did not emerge as a major concern for residents in the workshops. They felt that local sixth form education in the borough attracts young people and that there is a need to encourage them to stay in the area after sixth form or after university.

They were also surprised that residents did not feel there was particular appetite for a university. The group felt that the vision needed to be bold and it was discussed that if it was a specific kind of university or training school then perhaps resident opinion would be different. The group felt that having some form of higher education would create a young people buzz and that the education offer would need to link to businesses that we already have, for example a sustainability campus, pulling in health, exercise, electric cars, and artificial intelligence software.

Officer strategic implications workshop 30 August 2017

The second workshop with Basingstoke and Deane Borough Council officers aimed to cover two areas. The first was to inform them of the findings from the resident workshops (views of the borough; priorities revealed through discussing the macro trends; perceptions of each of the four scenarios; and emerging priorities for the Horizon 2050 vision).

The second was the potential future population growth of the borough. This included the how the development of the new London Plan shows a likely shortfall in housing sites within the capital, leading to the possibility of meeting these needs elsewhere. If Basingstoke and Deane were interested in helping London to meet its needs, then it would offer potential opportunities for strategic infrastructure delivery, as well as potential challenges.

Discussions then took place on the implications and opportunities of population growth, the impact on existing work streams/policies/strategies; and, consequential work required following adoption of the Horizon 2050 vision.

During the workshop, participants were firstly asked to note the implications and opportunities of population growth in the borough, including the impact on residents, the economy, public service provision, community, facilities, democracy, decision making and governance.

Secondly, groups were asked to discuss how Basingstoke town and the rural areas of the borough would need to change to make a success of growth, including improving the character of the town centre, and improving the role of rural areas, towns and villages. The groups discussed what the borough needs to preserve, enhance, change/renew, introduce, stop or exploit.

For the final exercise, officers were asked to suggest what hard or soft infrastructure is required for a successful borough, including where provision needs to be increased, reduced or stopped and what actions are needed in the short and medium term.

Throughout the workshop, participants were asked to consider how the implications fit together, where they complement each other, and where there might be tensions.

Land and property group 20 November 2017

Representatives from the Land and property group met representatives from the Horizon 2050 project team. The meeting was arranged for this group to hear about and discuss the Horizon 2050 project. The group shared and discussed views on the issues that the borough might face with regard to housing and the economy.

The meeting started with a presentation on the work undertaken by the council to date in preparing the Horizon 2050 vision, noting that although the project has been ongoing for some time, the vision is still at a formative stage. A wide ranging discussion then took place, including:

The Horizon 2050 vision:

- Clarification of the planning status of the Horizon 2050 vision document and whether it would be place specific.
- The level of population and employment growth assumed within the scenarios, so that it is clear what growth is.
- The need to gather the views of businesses, plans for a Horizon 2050 business workshop, and the need to get invitations out far in advance.
- The vision should refer to a bus rapid transit system because if it will work in Milton Keynes then it will work anywhere.

Jobs and businesses:

- The need to extrapolate jobs forward correctly with some sectors declining whilst new ones arise.
- Need to make the area interesting and inspiring to attract young people and create a young tech town. Creating mixed areas would help with this.
- The proximity of Basingstoke to Reading and the need to attract high tech companies to Basingstoke so that they do not all go to Reading or elsewhere. (Reading rail station

was redeveloped and this was something that the council said that they wanted for a long time and they eventually got it).

- Consider how Basingstoke and Deane could feed into the success of the Thames Gateway and perhaps have high tech, light industry to serve the Thames Valley, as well as Guildford and the rest of the Enterprise M3 LEP.
- Need to allow businesses the space to grow as they develop, therefore, there should be space within Basingstoke town, at Basing View and at Junction 7.

Sectors:

- The types of jobs residents want may differ from the type of jobs that the employment sector feel Basingstoke is appropriate for.
- The need to focus on the borough's strengths, such as manufacturing and the evolution of this (for example: robotics). Automation is a significant change but someone has to build the robots and Basingstoke could do this. People do not think of Basingstoke as a service centre or logistics place.

Development:

- There is limited freehold availability for employment land within the borough and Junction 7 is a clear opportunity for employment logistics and health, and needs to be considered for uses other than residential.
- Potential to build south of the M3 as sites there are promoted by owners but not the council. Andover are now building south of the A303.
- Could be more proactive about building near to the borough's boundaries.
- In the future, zoning will be less defined and mixed use and higher density development will have to increase.
- Historically, land was promoted for commercial use (for example: Basingstoke Golf Club) but not at the moment because employment land is not worth as much as residential.
- There is demand for higher industrial units, standard has been eight metres but businesses now seek 12 metres.

Examples/case studies:

- Need to start developing vertically, look at examples of city vertical landscapes and learn from that. Cannot have dead ground floors spaces. Be bold with the town centre.
- Gathering case studies on what kind of place we want Basingstoke and Deane to be (for example: Melbourne, Toronto, and Copenhagen), and/or what local towns are

doing (for example: Farnborough, Camberley, and Reading). Then determine whether we want to compete or develop what Basingstoke is good at.

- Cambridge has examples of great new housing designs, including terraced houses.

Other:

- Underrating of the borough's history and needing to make more of the history of Basingstoke town and the borough.
- Importance of infrastructure and road networks.
- Optic fibre is the key to internet accessibility rather than 5G.

Developing and testing the emerging vision

Young people workshop 14 September 2017, and Resident workshops 20 September 2017 and 21 September 2017



Ipsos MORI
Social Research Institute

October 2017

Horizon 2050

Basingstoke and Deane Borough

Council

Phase 4 workshops with residents and schools

Ipsos MORI

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1 Executive summary

- Again, residents were **positive about living in Basingstoke and Deane**, but they felt **that the borough lacks a unique identity**. Much of the discussions around the different visions were shaped by a desire to be *known for* something, and a concern Basingstoke might otherwise become a “dormitory town”.
- **Growth was seen as an inevitable and, for many, a positive part of the future**. Concerns around growth were primarily rooted in the pressure on public services and housing. A need to proactively cater for an increased 2050 population by providing sufficient medical and educational facilities, infrastructure and affordable housing was an important theme running through discussions.
- In order to proactively respond to population growth, residents generally felt **houses should be built on brownfield sites first**. However, there was **an assumption that Basingstoke town would expand**. In rural areas, there was a greater openness to building new communities in the countryside.
- **Rural and urban residents clearly had different priorities for developing transport** within the borough. Urban residents felt that improving the existing road and bus networks would be more important, whereas rural residents prioritised building a new public transport system.
- Residents struggled on how to best to encourage a thriving future economy. **Some residents felt that attracting and retaining a skilled workforce should be the primary focus**, whereas others felt that a focus on supporting new businesses and entrepreneurs could be an important catalyst for growth.
- There was **a preference towards building specialist separate universities or high education institutions**. Residents felt this would avoid competition from other, larger universities and help forge links and employment opportunities with local businesses.
- Although Basingstoke town centre has “something for everyone”, the domination of chain stores was seen as uninspiring. Residents felt **encouraging independent businesses, shops, restaurants and bars was key to creating more of a culture and atmosphere in the town** and could help foster a more unique identity.
- Residents in both rural and urban areas both **felt that the draft of the overall vision was a positive one**. They felt the emphasis on community and a focus on being people-orientated were both an important part of the borough. However, there was a sense that **the vision could be bolder**.

2 Overview of approach

2.1 The background to Horizon 2050

Basingstoke and Deane Borough Council are currently running a programme of engagement and policy development to explore some of the longer-term trends likely to influence the borough over the next few decades. The Horizon 2050 programme seeks to engage with residents, businesses and other stakeholders to discuss changes, priorities and other key issues that may shape the borough by 2050. The overall aim is to help the council develop a long-term vision for the borough that has broad support across the area.

Specific aims of the Horizon 2050 engagement research are as follows:

- To understand the long term ambitions and aspirations of Basingstoke and Deane residents, businesses and partners for them and for future generations;
- To anticipate the future needs of residents, businesses and partners for 2050;
- To identify the challenges and opportunities associated with realising the emerging vision; and,
- To help develop a vision that is impactful, insightful, and meaningful for residents, businesses and partners.

The initial tasks undertaken include desk research, expert interviews, and workshops with Basingstoke and Deane residents.

The desk research was a focused review to find key sources of information about future trends in major cities and towns. We collected a range of information on future (macro) trends in technology, demography, transport, employment, and housing and infrastructure. The aim was to develop understanding of the macro trends currently being predicted, and to provide us with initial ideas for key trends / themes to then explore in workshop scenarios.

In parallel with the desk research, we conducted interviews with experts who could discuss future trends in technology, demography, transport, employment, and housing and infrastructure. The experts we found were a mixture of academics, policy experts and senior consultants, for example from think tanks. We carried out 6 semi-structured interviews to find out what experts thought about future trends within these topics, which altogether helped further the development of both our knowledge and our workshop scenarios.

Based on the findings of the desk review and expert interviews, we developed scenarios outlining what Basingstoke and Deane could look like by 2050. These included a “business hub” (in which the borough would focus primarily on the growth of its businesses, including plans to draw in more business hubs and providing more housing for employees), “sustainable growth” (in which the borough would focus primarily on its sustainability, retaining its green spaces, etc.), “community focus” (in which the borough would focus primarily on providing services for its community, including better transport links and more family housing) and “fast, flexible and ambitious” (in which the borough would focus primarily on growth: of its businesses, population, etc.). These scenarios were then tested at workshops where residents of Basingstoke

and Deane borough debated the benefits, drawbacks and appeal of each scenario, and developed their own preferences for the future.

Feedback from these workshops were used to help Basingstoke and Deane Borough Council draft initial thoughts and priorities for Horizon 2050. This, alongside talking through future priorities, was then tested with college children and a fresh group of urban and rural habitants of the borough. One workshop was run with c.20 residents living in the borough's more urban locations, and the other with c.20 residents living in the borough's more rural locations. A third workshop comprised c.20 attendees of the two sixth form colleges in Basingstoke.

This report outlines the main findings from these three resident workshops.

3 Basingstoke and Deane now

The workshops began with residents discussing their feelings about living in Basingstoke and Deane – what they liked, disliked and what they saw as unique about the borough.

3.1 Positives

The location of the borough, with extensive countryside, yet also with easy access to key cities, is a clear positive for residents. The borough's rail links to nearby cities such as London, Reading and Oxford, as well as motorway network connected to coastal hubs such as Portsmouth and Southampton were both mentioned across the board. Often in the same breath, the easy reach to countryside and green spaces was also valued.

"It's not far to get to nice places... it's not long to get into the countryside, but you can commute to London or Southampton. It's ideal"

Rural resident

The green spaces within Basingstoke town itself are also important to residents. Participants mentioned they like having the option of enjoying green spaces, but also have ample leisure and shopping facilities within easy reach by foot. Parents also appreciated the variety of activities and facilities available for children in the town.

"As a mum, it's a great place for children. She has activities and groups - she's done a wide variety of things from dancing to Karate."

Urban resident

The community-feel of the borough was a positive for residents – participants mentioned how the town had modern facilities, but still had a friendly, small-town feel. College students in particular mentioned how they felt the borough had become more multi-cultural - in part due to overspill from London. They felt the growing diversity was a positive thing for the community.

3.2 Negatives

A key area of concern for residents is the internal transport networks within the borough and this was something that affected both rural and urban residents. In particular, the infrequency, inconvenience and cost of bus transport were highlighted as issues, with some rural participants mentioning they had had to buy a car in order to travel around the borough. The bus network within the town itself was also seen as inadequate by some residents – college students mentioned the difficulty in getting to school in the mornings due to full or late buses. Rural residents also found that the road network – particularly through larger villages such as Whitchurch – were not sufficient to cope with rush-hour traffic.

"The bus service was infrequent and unreliable. I had to buy a car. [On the bus] I'm either an hour early or an hour late every day. I feel sorry for people who aren't able to buy a car. How are the elderly getting about, and the disabled, or low-income families? Their options are cut. It can be quite isolating."

Rural resident

"I live in the centre [of Basingstoke]. If I want to see any friends in the villages, I have to walk, or I have to take a taxi. They're not accessible"

Urban resident

Although the variety and quantity of shopping and leisure facilities in Basingstoke were generally seen as a positive, residents mentioned that there was a lack of independent shops or cultural activities. College students in particular mentioned that, although leisure facilities were good, there was a lack of variety of activities and options for entertainment. There was a sense that the potential of some parts of Basingstoke – particularly the green spaces, but also the historical area at the Top of Town – were not being exploited.

"There's a lack of independent things... it's culture that I want to see - like arts, or going for a night out, or music. I have to go out of Basingstoke or I have to really search for something."

Rural resident

"I'm not liking that the parks don't have more. I go there to chill, but it would be nice to see a family event"

College student

The pressure on public services were mentioned by participants living in both rural and urban areas – this problem was seen as exacerbated by the recent surge in population. In particular, there were concerns that quantity of schools and medical facilities were not sufficient to cope with the current demand. Waiting to be seen by a GP for a fortnight was mentioned as a common occurrence.

"I like the expansion and facilities, but the lack of infrastructure, like schools, is frustrating....Extra housing is okay, but there is a lack of facilities. Trying to get a doctor's appointment is a nightmare."

Rural resident

Rural residents mentioned they were concerned about "urban creep" and house building on greenbelt land – particularly around villages. The affordability of new houses, as well as high prices of the rental sector were also a concern. College students in particular mentioned that although house prices were high, they were still lower than London prices, which meant that people live in Basingstoke and work elsewhere – creating a "dormitory town" feel.

"The swallowing of green spaces... Villages are being encroached upon. They're not the same, but a suburb."

Rural resident

3.3 What makes the borough unique?

Residents spontaneously mentioned aspects that they felt contributed to the "uniqueness" of the borough – from the number of roundabouts to the countryside and green spaces, as well as the community-feel of the borough.

"In one way there is a big town feel, but there's still a community... Everyone knows everyone"

Urban resident

Generally, however, it was felt that Basingstoke and Deane did not have a unique identity. This was often linked to the town centre and how the chain stores meant it could be “any town.”

"It should have an identity more – it doesn't really have an identity. They tried it with Jane Austen this year but they didn't follow it through"

Urban resident

Residents also mentioned that they felt the borough had lost its uniqueness over time – either through ignoring or losing touch with its market town heritage or due to the rapid expansion.

"Its uniqueness has been lost because of the expansion. I came to the town in 1965 - it was a market town and beautiful. Then they levelled everything in the centre."

Rural resident

4 Priorities for the future

To inform the iterative process of developing the borough's vision for 2050, participants were presented with various options to consider and prioritise in the areas of growth, housing and infrastructure; economy and employment; transport; education and Basingstoke's town centre. Much of these options were developing or early-stage drafts of ideas to include in the 2050 vision. Before discussing these options, residents were given an overview of some of the findings from Phase 2 workshops as well as growth projections for up to 2050. They were asked to bear these projections in mind when thinking about priorities for the future.

4.1 Overall priorities for the future to 2050

Before discussing topic areas, residents were asked to pick their top and bottom two priorities for the borough in 2050. They were given seven different options from a range of areas to choose from which were: making better use of Basing View; improving how quickly people can travel within the borough; improving the town centre; redeveloping the Leisure park and improve facilities such as the Aquadrome; support proposals for a new hospital and join up local health services; bring university style education to the borough; and build high-quality homes people can afford.

Supporting proposals for a new hospital and joining up local health services was a clear priority for residents in both rural and urban areas. They felt medical services in the borough were currently under pressure and should be prioritised particularly with the rate of population growth. Similarly, the lack of housing – particularly affordable housing – was something that residents mentioned "should be sorted first" before the "nice to haves".

Making better use of Basing View; improving the town centre; and redeveloping the leisure park were often chosen as bottom priorities. Residents felt that, on balance, these facilities were already "useable" with "something there for everyone already". It was even mentioned that these schemes were more about making money for businesses than thinking first about community needs.

"The people that pitch [sorting Basing View] are business people who see a fast buck. There are far more things that are way up the list."

Rural resident

4.2 Growth, housing and infrastructure

Where houses should be built

Residents were presented with the following options and asked to think about the pros and cons of growth being focused on these up to 2050:

1. Building high density housing in Basingstoke town on brownfield sites
2. Building on greenfield sites on the outskirts of Basingstoke town
3. Building new communities in the rural areas of Basingstoke and Deane
4. Adding to existing communities in the rural areas of Basingstoke and Deane

Generally, residents felt that brownfield sites should be developed before greenfield sites and there was a belief that Basingstoke town had ample brownfield sites to build on. Residents felt it was important to protect green spaces around the town for leisure, activities and sport and this was particularly important to those living in the town.

"I don't agree with [building on greenfield sites] at all - you'll end up with no green land at all... there's enough brown field sites to maintain all the housing that they could possibly use"

Urban resident

Yet, residents also raised several concerns about building high-density housing on brownfield sites. Participants felt high-rise and high-density buildings were not visibly appealing, but that there could also be safety issues if houses were crowded into a small space. The affordability of high-rise flats were also a concern and residents referred to housing developments that had recently been built which they felt had gone into disrepair due to high prices.

"I don't like high-density housing. The look of it is horrible... The housing starts off ugly, but now The Plaza is a carcass. Look at Basing View or Oakridge Towers. They were great to look at when new. Now, they're horrible."

Rural resident

On the other hand, college students were positive about high-density housing because they saw this as a way of providing affordable housing for younger people.

"More apartment blocks in the centre, and houses outside it. So those that are younger and want to be in the centre and don't mind living in the town centre can have an option"

College student

Although residents generally agreed they would prefer brownfield sites within Basingstoke to be developed first - there was an assumption, almost resignation, that option 2 would happen and that Basingstoke town would expand. This was particularly true of urban residents who felt that this type of development had been happening for a long time and there was some openness to building on green areas on the outskirts – but only those that are not used by residents. Participants felt that developing along large roads and motorways on the outskirts of Basingstoke would mean that new residents would have access to good infrastructure and would be building on less valuable land.

"Every last town or city used to be the size of Basingstoke. Reading was a village. It's going to happen. Old Basing, and Sherborne will become Southampton and Basingstoke"

Urban resident

"Developing the outskirts of Basingstoke is going to happen. It has been on the cards for years. It's tough but it will happen."

Urban resident

Rural residents were more spontaneously open to the third and fourth options. In particular, they felt that building new communities in rural areas would avoid encroaching on village life currently, but also offer opportunities to develop exciting new hubs with the flexibility and space to also build sufficient services and infrastructure.

"If it was something new it could be something exciting. Somewhere other than Basingstoke, and it's not taking away from existing communities."

Rural resident

"A new community gives the opportunity to put schools and doctors in there rather than another bunch of houses who rely on the facilities already here."

Rural resident

An overarching point mentioned by residents was a need for variety of housing, and some residents pointed out that it would be important to develop housing on a mixture of greenfield and brownfield sites. It was recognised that high-density housing or just building on brownfield sites would potentially work for younger people or commuters, but may not be suitable for families. There would be a need to build bigger housing with gardens, perhaps on the outskirts of town or new communities. It was also mentioned that a growing elderly population would have particular housing-needs which would be important to take into account.

"Older people are probably in big houses because they have had their families, but they're used to living in a decent house. A lot would like to downsize, but they're not going to do it to move to a rabbit hutch and it isn't good quality. They've got the money. They might be happy to spend their half a million to downsize. You need [new houses] to be small, good quality, with a garden, a shower room downstairs and a room they can adapt to a bedroom. Stairways that can take a stair lift at some point "

Rural resident

Priorities for building new communities and neighbourhoods

Residents mentioned various types of infrastructure they felt would be important when building new communities and neighbourhoods. Basic infrastructure such as the need for sufficient sewage, water connections and fast broadband and phone signal were all raised by participants, as well as sufficient facilities, such as schools and GPs and local, easily accessible shops.

Transport links, such as sufficient roads and parking for residents, were also seen as important, although some residents pointed out that people may rely less on cars in the future and that new housing developments should be built around public transport.

"Thinking about the future, if transport links are better, there would be less of a need for cars. That makes me think that we want our developments to take into consideration which has the least impact. There is always an impact. So, increasing the transport links, reducing car usage, and pollution, and thinking about the style of housing. For me, it would be important for green housing."

Rural resident

4.3 Transport

Residents were given the following options for developing transport in the borough and asked to list them in order or priority:

1. Improve existing roads, roundabouts and motorways
2. Improve existing local buses (by adding priority bus lanes or additional routes)
3. Improve capacity and reliability of existing trains
4. Introduce a new public transport system e.g. trams or trains or buses that operate on a fixed circuit to get across and around the borough quickly
5. Improve cycling and/or walking routes and ensuring they are linked across the borough

Priorities for transport improvements in the borough

Rural and urban residents clearly had different priorities for developing transport within the borough. Urban residents felt that improving the existing road and bus networks would be more important, whereas rural residents prioritised building a new public transport system.

Urban residents felt that there was a pressing need to invest in and improve the road networks in and around the town, particularly due to growth projections. There were concerns that traffic within the town could become “like Reading” unless the roads were adapted to cope with a greater population.

"They're building new homes. I'm concerned about our roads, because they're using them as rat runs. Improve the existing ones, not add additional ones to compensate."

Urban resident

They also prioritised improving the bus service as this was considered a “quick win” – and something that was needed more than another, new transport system. Urban residents felt that the current system needed to be improved in order to meet the needs of the people in the town and allow those living in villages to reach the centre. Residents of school age mentioned the need to create bus lanes in the centre of town.

"Bus lanes is also a good idea - even if it's just one or two in the main town centre. If people are constantly late to work they might get fired, just because of public transport"

College student

On the other hand, rural residents were concerned that there was not enough room for more bus lanes in either the town or in the villages. Instead, they felt that a new public transport system would be more flexible and create an opportunity to map out new, more direct routes across the borough. As the current road system was already reaching capacity, it was mentioned a new type of public transport could decrease traffic and pollution in the area.

Urban residents' main concern with a new public transport system centred around concerns that development of the new network would lead to a lot of disruption without significant benefit. College students mentioned that, for example, trams, would not be practical in smaller, rural areas as they need to be connected to buildings.

"There's a lot of pain for a lot of benefit. A tram is a lot of pain but no benefit."

Urban resident

Although improving cycling and walking routes were not top priority in either group, it was not seen as the least important option. Residents were very positive about providing a safe route for cyclists as currently they felt cycling lanes were often inadequate or dangerous. Residents of school age were particularly positive about encouraging more cycling in the borough – not only as a way of supporting people to have a healthy lifestyle but also for environmental reasons.

"We need to improve connections – but not just the roads - cycling and walking options too. Encourage more people to cycle and walk. It will help with the environmental issues"

College student

4.4 Economic growth and employment

Residents discussed the following ways to work to ensure a strong economy in the future:

1. The ability to attract, retain and grow local skills and talent
2. Thriving local business and a strong rural economy
3. Targeted support for new businesses and entrepreneurs

Priorities for stimulating economic growth

Residents generally felt all three options would be important to stimulate economic growth, but there were varied opinions on which was the most important catalyst for growth.

Some residents felt that the ability to attract, retain and grow local skills and talent would be the lynchpin of thriving local businesses. Residents saw this as connected to the importance of offering a high standard of secondary and higher education and felt new entrepreneurs and businesses would be attracted to the borough if they were confident they could fill employment positions with people with the requisite skills.

However, other residents felt that it would be more important to focus first on attracting new businesses into the borough – and that benefits would flow naturally from this. These residents felt that, with an increasing population, it should be a higher priority to inject capital and create a variety of jobs in the borough. Residents commented on the importance of reducing business rates and providing space for new businesses to set up headquarters.

"This is about creating jobs. The others are of some importance, but if you've got an increasing population, then you need to create the jobs to fill"

Rural resident

These residents also felt that attracting new businesses could provide much-needed graduate job opportunities or long-term employment for younger people. They felt concerned that currently the borough doesn't offer enough longer-term job offers, which leads to younger people commuting or moving out of the borough to start their careers. College students themselves made a similar point – mentioning that most of the jobs available to them were retail or service-

based and that they would be more inclined to remain in the borough if there was a variety of employment opportunities available.

"One problem for our age and older, is that the majority of the jobs are retail based, working in shops and waitressing.... It would be nice for a bigger range of opportunities for employment. Filming, or TV shows, or games design"

College student

Concentration of jobs in rural and urban areas

Generally, residents thought the balance of jobs - 20% in rural areas and 80% in urban areas – was the right one. Although it was mentioned there was less need for such a heavy concentration of jobs in the towns due to increasing numbers of people working from home, there was a sense that building more offices in the rural areas might be impractical or impact the scenery.

"The majority should be in the centre. If businesses are coming to a meeting in Basingstoke, they won't want to go out to Whitchurch or somewhere like that. It's not viable... realistically they want to be in the centre space."

Rural resident

4.5 Education

Priorities for introducing Higher Education into the borough

Residents were asked to discuss the following options for introducing Higher Education into the borough:

1. One university/higher education institution on a large campus on one site with multiple subjects;
2. Specialist separate universities or higher education institutions, focusing on different areas e.g. engineering and high tech.

Residents generally preferred the second option – they felt building separate institutions across the borough could revitalise different brownfield sites and spread the benefits of students' business.

"It's too much of an ask, on one site - 10,000 students turn up at once and they come on the bus or need parking. If [higher education institutions] are dotted around it will help the different communities there. Like smaller shops – students get to know the sandwich men in the café.... You can revitalise small areas rather than a big one just for students".

Rural resident

Residents also mentioned that individual, specialist institutions could more easily create opportunities for links and partnerships with local businesses – either through apprentices and internships or through offering scholarships.

"It's more likely to attract business. If there's a technical or computing department, they're more likely to get jobs because the local businesses know"

Urban resident

It was also felt that the borough already had strong educational offers in BCoT and Queen Mary's College and that a relatively cost-effective and efficient way of introducing higher education could be to extend these colleges to include higher education courses and degrees.

On the other hand, there were some residents who preferred a one-campus university. It was felt the borough could offer a wider range of courses and qualifications and that students might be more attracted to a one-campus lifestyle.

"[A university on one campus] is good for social life and pastoral care. You can have someone studying engineering and someone studying journalism - but you need to pull them in to get that proper university community"

Rural resident

There was also a sense that a large university could encourage better services and public transport in order to support a large student population. A large campus could also provide extra green spaces.

However, there were concerns that investing in a large, one-campus university could be risky. Residents felt that the areas around Basingstoke and Deane were already saturated by larger universities and that the borough could struggle to compete for new students.

"You've got Reading over there and Southampton over there - how are you going to compete with that?... If you're a university town - then if the university goes down, the place goes down and it has a very negative effective on Basingstoke"

Rural resident

Additionally, becoming too reliant on students for the local economy and culture or for improving services and facilities was a concern for residents. Linked to the wider desire to be a holistic borough where residents live *and* work, some participants felt that a large university could create a "ghost town" in the holidays when students went home.

There were also practical concerns. Residents felt that a large university could further pressurise the housing market in the future - both by hiking up house prices and by the allocation of new housing developments to student accommodation rather than the wider population. Residents also mentioned they weren't sure where such a big campus could be developed in the borough.

4.6 Basingstoke town centre

Leisure, culture and shopping facilities

Although residents were satisfied with the shopping and leisure facilities in the town, there was a sense that there was room for improvement. In particular, residents felt investment in the town centre could be an opportunity to mark out more of an identity for the borough - perhaps by introducing independent shops, eateries and bars.

"It's uninspiring. If you need something you can get something, but it would be good if you could meet a friend for coffee or if it was nice to wander around."

Rural resident

Ultimately, residents felt the town centre could benefit from a more holistic focus on culture and rely less on shopping as an attraction.

"The whole town centre is the culture. If we build it up and not just have a shopping centre that makes the culture."

College student

Making the most of the historic parts of the town centre

Residents spontaneously mentioned different aspects of the history of the borough that they were proud of. There was a call for the Top of Town to be revitalised and become an area where people can enjoy the surroundings. College students in particular were keen to make the Top of Town the centre of Basingstoke.

"I think it would be nice to have the open spaces and pavements used more. If eateries and restaurants put their seats outside. I know that Church and Wote are steep, but other areas could have it."

Rural resident

Although there were varied levels of awareness about the history of the area, there was a general agreement that the heritage of the borough should be advertised. Residents were keen to exploit the history of Basingstoke as a way of attracting tourists and new businesses. Younger residents suggested creating signposts for areas of historical interests and more information around the town.

"If you advertise the Downtown Abbey kind of thing here, you'll get a lot of American tourists that love that kind of thing, especially because it is close to London. Also let's not have hotels but instead have bed and breakfasts and lodges, which is what people really like"

College student

5 Testing the draft vision

After discussing what might shape Basingstoke and Deane in the future, residents of Basingstoke and Deane in all workshops were asked what they thought the unique selling point of the borough should be. They were also asked to feedback on the draft overall vision in its initial stages, as well as four accompanying pillars of the vision.

5.1 Residents thoughts on the “unique selling point” of the borough

Residents had different ideas on what they thought the unique selling point of the borough should be. Some residents were keen to build up a focus on quality of life – being known for education facilities and a place where residents can raise families. There was also generally a sense that the borough should aim to be “ahead of the game” in something – whether that be leading on green infrastructure, tech start-ups or culture.

5.2 Overall vision

It's often said that **people make a place**, whether they be young and bold innovators or older, wiser forerunners. We realise the **importance of community** and of a human-centred approach; after all, there are real people behind every great step forward, and passionate individuals **leading every charge for the horizon line**.

We believe Basingstoke and Deane is the best place to **live**, has the space to **grow** and is the only place to **flourish**.

Residents in both rural and urban areas both felt that the overall vision was a positive one. They felt the emphasis on community and a focus on being people-orientated were both an important part of the borough now and should also be key priorities for the future. Alongside the community aspect, residents felt it would be important for the borough to become a place where people not only live (which they felt was currently taking place, with new residents coming in and not becoming part of the local community) but also flourish within, in terms of spending more time in the borough itself outside of working hours. College students in particular liked the community-focus of the vision – although they mentioned they wanted to emphasise how Basingstoke and Deane is and should become a place where people can start families and careers.

"By people, for people... importance of community. Centre of design for people."

Urban resident

"It's a very effective statement. It really sets that we want community. You will work at it, help us move forward"

College student

However, some residents felt the vision could be bolder. They mentioned that the focus on community was already a part of Basingstoke and Deane and not something they would like to lose going forward, but was not an exciting new aim for the future.

There was some disagreement in terms of the wording used in the vision. Some residents felt that the council were being dishonest in terms of stating that they were in it together, whereas residents feel the council to be a separate entity altogether. Others felt that the wording was quite vague and didn't provide much description on what the borough has to offer.

"I don't understand it enough to challenge it, it's trying to say something that's not really there."

Rural resident

5.3 Pillars of the vision

We're always looking to innovate and evolve while still cherishing and celebrating our rich heritage

The heritage of Basingstoke and Deane was a topic that repeatedly came up throughout the resident and the school workshops. Participants felt that this was an important part of the borough and something they would like to see advertised and emphasised more. Highlighting the history of the area was seen as a way to not only to bring together the community and increase the sense of pride for those living in the borough, and but also to make the area more appealing to those living outside of it.

"They should sell it more. It's there if you go explore. I really like that."

Urban resident

The juxtaposition of celebrating the history of the area, yet also seeking to evolve was also generally well received by residents. Residents of school-age in particular felt that ensuring that the borough developed its business appeal was key, yet they wanted to ensure that this emphasis didn't detract from the heritage of the borough.

"It's nice. We are longing to develop, but at the same time, we're not forgetting where we come from."

College student

"It's what the town is. There's a lot of history and the new. It brings the two together, the importance of work. It's also the importance of what was there before."

Urban resident

Although the emphasis on heritage was important to some residents, some felt that the vision exaggerated the extent of the history in Basingstoke and Deane. They mentioned that the borough is not as old or as historically interesting as some of the areas nearby, such as Oxford or Winchester, and it would be important not to over-sell what the borough has to offer.

"Cherishing the past is stretching it a bit... where is it?"

Rural resident

We champion responsible growth and we're always responsive to the needs of our residents

This message highlighted an aim that residents were generally keen to aspire to, although discussions were often brought back to concerns that this was an aim they weren't sure could be achieved. Residents felt that "responsible growth" was an important aim – both in terms of building, but also business growth, but sometimes it was felt to be unrealistic. College-students mentioned that "responsible" implied that growth would be restricted and inflexible and suggested "efficient" or "manageable" growth would be better.

"Being responsible is one thing, and taking it on board is another thing."

College student

School-aged residents generally felt engaged towards the aim "always responsive to the needs of our residents". They felt it connected well with their desire for a borough that was community based and responsive to everyone in future.

"It's easing the way for residents to know that the council is listening."

College student

However, other residents spontaneously reacted to the statement as something that "doesn't ring true". Previous experience with issues around housing or health services or general infrastructure were raised as examples where they felt the council had not been responsive to their needs in the past. However, it was an aim that resident felt that the council should aspire to, although there was a sense that it was more a hygiene factor than a bold vision – something that should be done anyway.

"If they do listen to us in the future, that is something that we can aspire to. You would hope that it is part and parcel of what they do."

Rural resident

We believe in our borough and we have great faith in our vision, but we remain open, honest and approachable

Some residents felt that the wording of the vision was likeable and honest. The message was interpreted as an acceptance that the borough wasn't perfect, but that people believed in progression, and wanted to work together to make it a better place.

"If you promote honesty, people might want to get involved."

College student

However, again, some residents felt that the statement was dishonest or even that it read as if the council had already decided on a vision.

"They've decided what they're doing – but you can still talk to us."

Urban resident

Residents also felt that the wording of the vision was quite vague. It was mentioned that there didn't feel as if there was anything specific or unique to Basingstoke and Deane in the wording and that therefore the vision was not clearly offering a goal to aim for. School-aged residents also mentioned that the word "faith" didn't connect with them, had religious connotations, and didn't feel like a strong word to use for a vision of the future.

"It's quite direct. We're going to come and what? It doesn't have a point."

Urban resident

Basingstoke and Deane has the best of both worlds — from a thriving, modern town with excellent facilities to an expansive countryside that epitomises rural bliss.

Residents were generally very positive about this vision. They felt that the balance of emphasis between both aiming for modernity, but also preserving the green areas of the borough was a selling point of the borough. The mix of urban and rural in the borough was seen as something unique and an aspect to celebrate if competing against cities such as Reading and Oxford. Residents mentioned that this two-sided aspect of the area was one of the key reasons they themselves had moved to Basingstoke and Deane. . College students mentioned they liked the holistic feel of the vision – taking into account "everything" about the borough.

"That's one of the main reasons that I think people come here, for the commutability and countryside at your doorstep."

Urban resident

"I really like it. They're not forgetting anything. Trying to promote everything, the country and the top of town."

College student

There was some negativity towards the vision, however. Residents expressed concern that the green areas of the borough were under threat with the need to build more housing and the accommodation of London overspill in future.

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About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not for profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.

Basingstoke and Deane Area Strategic Partnership workshop 2 October 2017

Conference summary

On 2 October 2017, representatives from 29 organisations providing services in the borough met at the Ark Conference Centre in Basingstoke to hear about the Horizon 2050 project, which is developing a vision for the future growth of the borough between now and 2050. Delegates shared and discussed views on what needs to happen and when to allow Basingstoke and Deane to continue to be a great place for residents and businesses to live, flourish and grow.

The organisations were represented from across the public, private and community sectors, enabling partners from different sectors to share their knowledge and expertise.

The first half of the event contained three presentations delivered in a plenary setting. The morning was opened by the chair of Basingstoke Area Strategic Partnership. The leader of Basingstoke and Deane Borough Council gave an introduction to the project celebrating the borough's rich past, bold present and bright future. This was followed by a presentation from NESTA (the innovation foundation) that gave an overview of changes that are anticipated in society, jobs, the environment, and demographics in the future. Finally, Ipsos MORI presented the findings from their research and engagement with residents of the borough.

The second half of the event was a breakout session held in groups of approximately nine delegates and facilitated by Ipsos MORI and Basingstoke and Deane Borough Council staff.

To begin the workshop, delegates were asked to reflect on what they had heard about in the presentations, particularly residents' opinions on growth, education, transport, economy and jobs, and the town centre. Participants were asked to bear in mind residents' concerns and think about what things the council and its partners should prioritise/consider when planning new neighbourhoods and communities.

For the second part of the workshop, delegates were asked to think in a bit more detail about the timescales for when the borough should aim to deliver on different infrastructure and development priorities in order to realise the emerging Horizon 2050 vision. They looked at infrastructure under different themes – transport, health, employment opportunities, a strong Basingstoke town centre, leisure facilities, education, and supporting infrastructure. Participants identified the infrastructure changes that they thought were most important and what benefits they could bring. Then they attempted to prioritise which need to be delivered in the short term (2020-2030); the medium term (2030-2040) or the long term (2040-2050).

At the conclusion of the table discussions, a summary of the discussion was provided from each table.

BASP conference workshop sessions – common themes

Detailed points from each discussion topic and table are summarised below. However some common key themes emerged across all tables:

- Communities: new housing must be developed with communities and people in mind right from the start. This means ensuring careful layout with local community, health and leisure facilities, public space and neighbourhood design that brings people together. “A need to build communities not just houses” means homes that can be used flexibly as people age. High density does not mean necessarily mean “flats”.
- Infrastructure: infrastructure must not be an “add on” or an afterthought but must be in place as communities develop and grow and provided “up front”. Infrastructure means transport, utilities, social/community facilities, health services, leisure, green infrastructure and 5G connectivity. Infrastructure must be delivered throughout the period to 2050 as the population grows.
- Transport: M3/M4 link roads and rapid transit routes across the borough and in/out of and across Basingstoke town are essential. Provision must also be made for adequate cycle routes and footpaths. Public transport must be quick and convenient and serve and connect all areas of the borough including connecting housing to education facilities, employment areas and services. Basingstoke should be an integrated transport hub including rail services. Transport and traffic capacity must increase along with, and not lag behind, housing development.
- Quality: all housing and infrastructure must be of high quality and designed to a high standard. Existing and deprived communities must not be left behind – opportunities for regeneration and raising quality of life must be sought across the borough.
- Sustainability: housing and transport must be sustainable and energy efficient. There is potential for harnessing low carbon technology, local energy generation, and developing low carbon traffic and housing options in the borough. Basingstoke should be known for clean and smart growth.
- Planning: planning must start early. Land for infrastructure development must be identified and secured as soon as possible in the short term even when looking ahead to 2050.

BASP conference workshop sessions – detailed notes

Discussion 1 – Reflecting on residents’ priorities

Growth:

Numbers

- Clarity of numbers – how much is natural growth and how much is attracting others [Table 3]
- Community facilities are the borough’s unique sales point, we should continue this and build on what we are good at [Table 3]
- Be conscious of resident's attitudes [Table 5]

- Developers tend to be conservative [Table 5]

Housing

- The borough is more affordable than neighbouring areas and we need to influence and lobby to protect this position. The impact of workers from London moving into Basingstoke and Deane worsens affordability for key workers, which makes it difficult to attract staff [Table 3]
- Build properties appropriately – sound proof if near nightlife [Table 3]
- Shared gardens allow greenery and save space [Table 3]
- Design and build with community in mind - shared space for interaction [Table 3]
- Built with sustainability in mind from the start , align roofs to correct orientation for solar panels, use passive house design [Table 3]
- Suitable homes to grow old/communities [Table 4]
- Regeneration/holistic approach to new homes [Table 4]
- High density - different options not necessarily flats - could be townhouses - high density need not be flats [Table 5]
- Learn lessons from previous developments and tell developers what we want - cars outside, social housing, social centres (with accessibility key to design layout), sustainability improvements to social housing (e.g. insulation). Need to build to highest standards [Table 5]
- Cater for disabilities [Table 5]
- Social equality - affordable housing needs to be energy efficient - making the disadvantaged less disadvantaged [Table 5]

Services/infrastructure

- It is important to get the sequencing of support services right when growing [Table 3]
- What does growth deliver? Beyond numbers of houses - Communities, Multi-Generational [Table 1]
- Infrastructure also means local shops, village halls, pubs, sports fields - need to build communities not just houses. Need to design estates so we bring people together [Table 5]
- Very different new communities - Infrastructure complex [Table 5]
- Supporting infrastructure and services - not an add on at the end and avoiding things getting lost in delivery phase [Table 5]

- Need high speed broadband for every house [Table 5]

Jobs/education

- Rural residents more pro-growth but need jobs there too to make them sustainable [Table 3]
- Business parks - maintenance of greenery and attracting new businesses [Table 3]
- Growth is an opportunity to develop skills – could have apprentices on housing sites [Table 3]
- Some new population will be from outside - education opportunities? [Table 1]

Location

- Build higher density in the town to alleviate rural traffic [Table 3]
- Creating new communities in rural areas is very difficult because of sustainability [Table 3]
- Build on brownfield first but protect commercial business opportunities and jobs [Table 1] [Table 3]
- Build south of the M3 to make it a part of Basingstoke – it is close to employment [Table 3]
- Where does growth happen? [Table 1]
- Bit of each - not one area – burden [Table 5]
- Brownfield - Regeneration or Industrial sites? [Table 5]
- Cannot just knock down the employment sites to build housing as we need jobs to go with the housing so cannot just build on all brownfield sites [Table 5]

Transport

- Need realistic alternatives to car transport [Table 3]
- People getting around differently - Transport system [Table 1]

Health

- Health - what kind of infrastructure/other models [Table 1]

Other

- Reducing inequalities [Table 1]
- Plurality of approaches [Table 1]

Education:

General

- Include Community planners [Table 5]
- Build on 5G Hub [Table 5]
- Align with business strategy e.g. Basing View, Education, skills and business should be more joined up [Table 5]
- Social element of education [Table 5]

University/higher education

- Do not rush to build without demand [Table 3]
- A University of Basingstoke could have viability issues it may be better to focus on research centres [Table 3]
- Do need a higher education presence in the borough – take the best of what others have got [Table 3]
- BCoT is currently creating a university centre where other universities can come and use the facilities [Table 3]
- If it were built then there would be broader needs than just a campus – accommodation and infrastructure would be needed too [Table 3]
- Agriculture and market gardens could be a theme for education provision as this would reflect the borough's rural heritage [Table 3]
- Need to ensure that the provision is inclusive so that apprenticeships are included as well [Table 3]
- High skilled apprenticeships - for employers [Table 1]
- A downside to there not being any higher education provision is that there is no ready pool of graduates for employers [Table 3]
- Being responsive - attracts people as town evolves [Table 1]
- Too small for a University? [Table 1]
- Integrated with developing/attracting business [Table 1]
- And? - basic skills - is that what population needs [Table 1]

- Working with industry [Table 1]
- Large universities not usually empty in summer - can host events and activities in holiday time and be available for community use [Table 5]
- Smaller centre more adaptable - change in relation to changing need [Table 5]
- Cost efficiency considerations - sharing resources [Table 5]
- Apprenticeships central to provision - potential for construction apprenticeships at Manydown - maybe establish a College of Building Technology (house building and associated skills/trades [Table 5]
- Smaller colleges around the borough would be better than a large campus but they should be connected and share facilities [Table 5]

Secondary schools/colleges

- Lose secondary school pupils to other authorities because there is a gap in the quality of secondary and higher education in the borough [Table 3]
- Manydown will require a new school but recently an old one closed, should unsuccessful schools close for new better ones? [Table 3]
- The capacity of BCoT and QMC to meet needs of a growing population [Table 3]

Transport:

- Ease of travel on bike/footpath [Table 4]
- Low carbon [Table 4]

Economy and jobs:

- Tapping into eco [Table 4]
- How do we attract industry [Table 4]
- 2.8 sq roof space – 10% of borough energy needs [Table 4]
- Remit for carbon efficiency [Table 4]
- Do we make the economy sustainable [Table 4]
- Negative and positive conflict between economic case [Table 4]
- Lack of identity (university helps younger people engage) [Table 4]
- Higher education creates a vacuum but also provides critical mass [Table 4]

Basingstoke Town centre:

- More than a place just to shop [Table 4]
- Platform of Anvil/Haymarket [Table 4]
- Anvil/Haymarket – potential for success v town centre [Table 4]
- Something needs to be happening – role of BID/DB [Table 4]
- Look beyond retail [Table 4]
- Retail offer vs individual narrative identity creates interesting place [Table 4]

Discussion 2 – Timescales for infrastructure and development

Leisure Facilities:

By 2030

- Build high rise at the leisure park so there is still space for multiple leisure opportunities. Include flexible spaces for mixed community use (such as scouts, exercise, mums and tots) [Table 3]
- Build flexible accommodation so that new ideas can be incorporated, there is currently a trend for trampoline parks but in the future new ideas will arise and should be easily incorporated [Table 3]
- Trade-off between building for community and involving community [Table 3]
- Open up facilities for community use [Table 3]
- Importance of socialising - community spaces, close to home, leisure a vehicle for socialising [Table 3]
- Focus on cycling friendly transport [Table 3]
- Increased cycling on restricted byways [Table 3]
- Cycle hubs that provide information, training, purchase, hire, bicycle skills parks (BMX, skate park) [Table 3]
- Creation of two country parks – one at West Manydown and one at East Basingstoke [Table 3]
- Build a 50m Swimming Pool for use in competitions, currently Aldershot and Portsmouth get used by professional sports teams [Table 3]
- Build a multisport Leisure facility [Table 3]

- Leisure opportunities will need to attract all age groups including the older population
- Millennials will be the older people they will want exciting new options, not necessarily bingo [Table 3]
- Cultural Hub - catalyst for change in town centre [Table 3]
- Milestones Museum – currently undervalued [Table 3]

Transport connectivity within the borough:

By 2030

- Connectivity [Table 3]
- Public transport should be the main mode nearer the centre, private transport will be necessary on the outskirts [Table 3]
- Build park and ride or park and bike facilities [Table 3]

Sufficient transport infrastructure:

General

- Start planning for more electric points in the borough [Table 5]
- Infrastructure electric vehicles – cables [Table 5]
- Mass transit system –link centre and surrounding areas – could be hop on/hop off – quick and convenient [Table 5]
- Park and ride/other ways of transport - lots of different ways - lots of M3/M4 links is imperative - need to secure land for all this - link homes, jobs, facilities [Table 5]
- Cleaner transport plan – mass transport system and land use for long term – 2020-2025 planning period – land must be secured now [Table 5]
- Roads built to accommodate growth in 60s/70s - do same for next growth or use space better [Table 5]
- Some areas 20-25% not car owners [Table 5]
- Use signage to encourage walking [Table 5]
- Boris Bikes [Table 5]
- Frequency of Public Transport [Table 5]
- Mindful of creating air pollution problem [Table 5]

By 2030

- Planning New Transport [Table 1]
- Cleaner Transport Plan - Mass Transport system, land use for long term, 2020-2025 Planning period - land must be secured now [Table 5]
- Cycle routes [Table 5]
- Walking - understand realistically where people will use [Table 5]
- Regeneration of older estates/poor quality houses [Table 5]

2030-2040

- Manydown rail link - secure land [Table 5]

Throughout time period

- Delivering new transport

Health facilities:

General

- Community surgeries - health and wellbeing hubs with doctors, pharmacy and community use generally [Table 5]
- How can infrastructure prevent Health and Wellbeing problems [Table 5]
- Preventative activities and services [Table 5]
- Children's centres were good example of multi service community hub [Table 5]
- 5G link to health services - tech improve accessibility [Table 5]

By 2030

- Developing Existing Services - Health, Education, Culture etc [Table 1]
- Social/Voluntary action [Table 1]
- Building on distinctives - best of both, family [Table 1]
- Social care provision [Table 1]
- Are health practices fit for a purpose [Table 1]
- Community Health Hub – Prevention [Table 5]
- Use demographic data to future proof [Table 5]
- Schools - transition primary-secondary prevent mental health issues [Table 5]

- Hospital - plans for new site [Table 5]
- Understand what community groups can offer - what support might they need (Neighbourhood plan priorities) [Table 5]

2030-2040

- Workforce health and social care, healthy towns, new ways of primary care [Table 1]

Range of quality employment opportunities:

By 2030

- Expertise in the town - hospital (short term - get running immediately, easier to start with) - Input from them to encourage (Public can engage with it) [Table 2]
- Extended opportunities at BCoT and QMC (could be a university type facility or an off shoot in the short term as it would take a while to ramp up) [Table 2]
- Science Park [Table 2]
- Critical care hospital - work opportunities [Table 2]
- Commercial businesses already there - training in engineering [Table 2]

Strong Basingstoke town centre:

By 2030

- "Brand" - become a destination for somewhere - Connection to Higher Education, 5G, lead from council [Table 2]
- Meeting Rooms, Green Spaces, Performance Space [Table 2]
- Choice of Housing – Greenfield [Table 2]

2030-2040

- Two way system [Table 2]
- Range of different leisure facilities, new offices, new housing, leisure, hub around station [Table 2]
- Connectivity – tramline, cross town routes, bus station to train station [Table 2]
- Meet and mix spaces for interaction [Table 2]

Education:

By 2030

- University – define purpose of higher education [Table 4]
- Target – audience/output [Table 4]
- Ecosystem that works across [Table 4]
- Adults with the skills needed to succeed [Table 4]

2020-2040

- Secondary schools/tech/college [Table 4]
- Skills audit/education community [Table 4]

2040-2050

- Education feeding economy [Table 4]

Supporting infrastructure:

Smart cities

By 2030

- Opportunities to build on 5G network [Table 4]
- Become leader in smart cities [Table 4]
- Need to get infrastructure in place up front [Table 4]

Transport

By 2030

- Improve cycleways/walkway connectivity [Table 4]
- New communities need to be accessible on foot and by bike with services on doorstep or accessible by public transport [Table 4]

2030-2040

- Rapid Transport System [Table 4]
- Initiatives that make us less reliant on the car [Table 4]

2040-2050

- Car free centre [Table 4]

Energy

By 2030

- Waste water solution [Table 4]

2030-2040

- Solar farms/wind farms [Table 4]
- Future housing developments come with sustainable energy built in [Table 4]

2040-2050

- Aspiration is to be self-reliant – produce all energy locally [Table 4]

Table 5 key messages

- Sustainability
- Air Pollution
- Climate Change
- Generate own electricity
- State of the natural environment
- Not just about new housing but also about older areas and estates - the indices of deprivation show our deprived areas - these areas should not be left behind
- Secure the land and do the planning by 2025
- The importance of Broadband/5G everywhere
- Transport - deliver early
- Facilities need to be put in at same time as houses
- Design so that communities come together

**Royal Society for the encouragement of Arts, Manufactures and
Commerce (RSA) event 17 October 2017**



Basingstoke and Deane

BREATHE - (Partial) Immersion Session: 17th October 2017 – 18:00-20:00

DeskLodge - Belvedere House, Basing View, Basingstoke, RG21 4HG

Attendees: 40+

Male: 30+

Female: 10-15 approx.

Subject: Crowdsourcing innovative ideas for the 'Horizon 2050' project.

Facilitator: Tim Hole/BREATHE LABS

Major Stakeholder: Cllr Clive Sanders

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Initiated by: Diana Davidson (Vertemis) and Simon Christie (Basingstoke and Deane Council)

Session Report Prepared by Tim Hole

PUBLIC VERSION

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Session Brief:

In continuation and expansion of Basingstoke & Deane initiatives to create a 30+ year 'vision' for investment and infrastructure, Diana Davidson invited Tim Hole to introduce the BREATHE process to a diverse group of Basingstoke & Deane residents and business owners to generate new ideas that could become a focus of the H2050 project.

The session took the form of a partial introduction to BREATHE, utilising only the 1, 2, 4: All and Open Space processes.

The BREATHE process platforms individuals comprehensively for new thinking and in doing so overwrites Group Think and allows access to a layer of intelligence that is usually out of reach to employers or organisation leaders which speaks directly to diverse cultural and academic roots. This is of strong interest to the social purpose of the project.

Session Introduction:

Prior to the BREATHE workshop attendees had received presentations relating to the Horizon 2050 project.

- Cllr Clive Sanders (Leader of Basingstoke and Deane Council) gave an overview of main project verticals, thought directives and actions already taken.
- Professor Peter Guthrie (of Cambridge University) provided a presentation on high-concepts of sustainability led infrastructure projects.
- Hannah Shrimpton (of Ipsos Mori) presented results of locally harvested intelligence on resident aspirations and their feelings towards the future of the area.

BREATHE Process Commencement:

Cllr Clive Sanders spoke to the group for several minutes to empower the process and invite wide ideation from all attendees.

Question Posed:

"What single innovation would make Horizon 2050 bolder and braver than any previous vision?"

Idea Creation (1,2,4 All):

Although no specific parameters were given to the group, Cllr Sanders had made it clear to the group that realistic and grounded ideas would be preferred. However, participants were open to approach the creative direction any way they wished.

Nine, varied ideas were devised and pitched. The group appeared to greatly enjoy the process and were surprised by the quality of results in such a small amount of time. Only two of the pitches had significantly overlapping themes, indicating a good diversity of thought across the group and one of the ideas was more of a 'desire' (to make Basingstoke technologically competitive with Amsterdam).

The ideas not only embodied a spirit of 'achievability' but were future-focused enough to be considered as genuine innovations whilst based on existing tech and advanced engineering capability to be (potentially) considered as realistic pursuits.

Of the nine pitches, seven ideas were carried into Open Space.

The ideas were:

#1 Make Basingstoke & Deane 'carbon free' by 2050. (Additional diagrams and descriptions received following the session)A

#2 To create an 'Environmental Hub' at the Junction 7 Industrial Hub.

#3 Recycle car parks into brownfield sites for redevelopment.

#4 Build a theme park at Junction 7 to attract people to the town.

#5 To reimagine transit systems by virtue of data transference.

#6 Remodel Basingstoke as the 'Silicon Valley' of the UK.

#7 Re-focus cultural use of the town centre by reinstating the canal and encouraging local business and residents to inhabit more social spaces.

Idea Development (Open Space - 40mins):

Using the Open Space structure participants had 40mins to add progressive insights to all ideas as individuals or in groups. Participants were encouraged to spend time on as many ideas as they could and to avoid critical insight at this stage, keeping ideas progressive. Each idea received a very fair/even amount of ideation from all participants and some threaded themes began to emerge, especially around sustainability and the use of next-generation technologies such as 5G and driverless transport.

Please see scans of session flipcharts following this report.

Conclusion and Outputs:

Overall, the workshop was a great success, both for creating ideas for the H2050 project, as well as an educational piece towards the operation and potential of BREATHE. All participants were fully engaged for the entire session and did not have to seek many clarifications throughout, indicating easy understanding. Many of the group volunteered opinions that they had really enjoyed the workshop and saw the benefits in using the accelerated process to target ideas, actions and to ensure that diverse viewpoints and thinking were platformed effectively and authentically.

A full BREATHE session also includes processes for pressure testing ideas created and voting on the most favoured ideas. It would be fantastic to have had the time to go through these additional structures and arrive at one idea to be carried into further development. Perhaps future sessions will afford this opportunity.

Fla) Pollution / CARBON FREE 2050

Ø EMISSIONS

↳ A BRILLIANT IDEA

DEFINE "PAIN-POINTS" e.g. HOSPITALS, CARE-HO
SCHOOLS, TRANSPORT, etc.

Ø NOISE Ø FOOD MILES

Ø WASTE Better health

More veg & garden growing space + green roof
(absorbs pollution; eat ^{local} veg not food miles)

WIND FARM!

ELECTRIC VEHICLE WITH SOLAR RE-CHARGE

EVERYONE MUST BECOME VEGETARIAN / VEGAN

CYCLE NETWORKS

USE ROOFS FOR ELECTRICITY GEN

BATTERY STORAGE TO STORE EXCESS

COMMUNITY HEATING OFF INCINERATOR

BREAK UP LARGE DEVELOPMENT UNITS —
DECENTRALIZE

EMBRACE TOP QUALITY CONTEMPORARY DESIGN TO CREATE
ENVIRONMENTAL SUSTAINABLE HOMES — INTERNATIONAL QUALITY

Need connected autonomous vehicles,

JOB SWOPS BETWEEN TOWNS TO
REDUCE COMMUTING

Need Buses  - electric

Need lots of renewable energy → Made in B'stokes

Shared transport for community dialogue

B' STOKES SELF-SUSTAINABILITY — LIKE EDEN

Start recycling properly! - A SIMPLE STARTING
COST-SAVING WAY !!

CENTRAL EV CHARGING

"Zero Emission City is a vision for Basingstoke that regiments city making towards the ambition of a zero emission economy, lifestyle and built environment. The city establishes economic, energy and food production zones. The centre is characterised by new structures that combine efficient energy use and new ways of living and working, resulting in a unique community model, securing Basingstoke's ambition as a destination for the future." see diagram over page A



Oakley

HE ENVIRONMENTAL HUB

(#2b) (with J7 Industrial Centre)
to Begin as Task 1

- Define what the key criteria would be? — Transport + Distribution to J7
- ReZone all Industrial + Commercial Real Estate to J7 (prox of A34 to M25)
- Drone distribution
- New sustainable + biomimery-designed ^{Social +} housing on ~~Re-Zoned Area~~ brownfield sites
- 1st Learning centre for Biomimicry
- DESIGN IN REDUCED NOISE AND LIGHT POLLUTION
- STRATEGIC PLAN FOR "CONNECTED TRANSPORT" e.g. TRAFFIC CONVEYS
- 1st driverless city powered by hydrogen cars
Riversimple

#2a • Totally regenerative principles in building design.

- Urban Farming pods for all communities + Public Garden Spaces
- Water heat & carbon capture programmes

• Need buses ♥

W H/ DISTURB FARMING TO BUILD HOUSES. IF YOU BUILD ON FARMLAND - WHO FEEDS THE INHABITANTS

- ~~Center~~ for Mini Uni Centres for
Biomimicry
Exponential Technology

- Become the city that is "The Future of..."

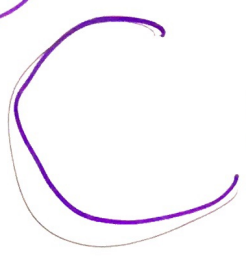
We need clean electricity, clean heat + clean ✓
transport

A diverse community needs diverse housing with all levels of income and need included
e.g. NICE HMOs for young or single people on benefits
+ homes for elderly or disabled to be independent, all with green space accessible

#3

CITY

*



CAR PARKS → NEW BROWN FIELD?

- Roofs of new (& existing) buildings must do work - solar PV & thermal or green
- Need to ensure excellent transport links for the
 - no certainty of cars disappearing yet (phasing system)
- How would this work - no car owners?
- problem of 'traffic' still on the agenda
- Mix old car parks with new eco-systems + green space
- I WANT A CAR ✓ (REALLY?!)
 - Not that many in parks in B'stote.

provided THAT: THERE ARE BUSES

- UBER DEPOT ON JUNCTION 7 + COMBINED WITH NEW LOGISTICS HUB

11/9/16

- An efficient and effective public transport system (eg Rapid Transport 'bubble' at Heathrow) also negating

or something that gives the area prestige.
#49 BUILD A THEME PARK AT Jct 7 - M3

EMULATING BEST "SMART CITIES" (e.g. Amsterdam, Copenhagen, etc) BUT DOING BETTER e.g. BANNING CARS

- why J7? Put it J6 or between 5 + 6 ensure transport links between.
- THIS MIGHT MAKE THE TOWN A 'DESTINATION' RATHER THAN A 'COMMUNITY'.
- ALTON TOWERS IS NOT EXACTLY COPENHAGEN (is that a good thing?)
- THIS WILL BE OUT OF THE TOWN.
- Make the "theme" sustainability/ecology/nature/environment
eg Eden
↑
- Can't be sustainable because increase traffic flow. Trees
- NETELIX THEME PARK
- NOT JUNCTION 7 + NOT THEME PARK, BUT MAKE THE EX LEISURE PARK OF NATIONAL QUALITY + CONNECT TO TOWN CENTRE

#4b R'stroke is better than a theme park!!

What other projects can be delivered
to give the area prestige?

Could be an environmental project or
business speaksp, architecture, buildi
.....

Something that makes it stand out
from the M3.

Zoological garden/
Pleasure garden - more
historic links

Educational, Historical, rather
than novelty / thrill seeking

We need to be leading with inno
not consuming sensations

RAPID TRANSIT DRIVEN BY DATA NOT RAILS

#5

What does this mean?

would reduce roads/rails, if communication is like 'Skype etc' but no sense of place/social interaction

- ~~On~~ 5G connected vehicles
- Transport as a Service
- Shared journeys (or not x pay more)
- Pods that connect by data into trains
- Need Buses → electric

Need to encourage low-energy-consumption electronic devices, preferably manufactured somewhere in UK with sustainable ingredients

Need ~~to~~ lots of locally produced renewable energy

- NO CARS WITHIN RING ROAD ~~AREA~~

Trams from Basildon to - Reading
- Andover
West/east & north/south

#6 BASINGSTOKE TO BECOME A I.T. HUB - SILICON VALLEY

FAST BROADBAND | IT IS LAST WAVE (K WAVE'S) WHAT
IS THE NEXT ONE?

BUSINESS TAX BENEFITS FOR IT COMPANIES

INCUBATOR UNITS FOR CROSS POLLINATION OF TECH IDEAS

NOT JUST IT HUB - BUT INNOVATION HUBS

- segways
- solar powered bikes
- technology
- use roof tops to get the power (solar)
- Science museum

- Source fairly traded
and conflict-free ingredients and build an
electronic equipment recycling
plant.

GOOD IF SUPPORTED WITH/BY
HIGHER QUALITY LOCAL EDUCATION.

HS CONNECTIVITY ANYTIME/ANYWHERE

INTEGRATE WORK + SOCIAL SPACES

BRING TOWN CENTRE INTO BASING VIEW

* BREAK APART FESTIVAL PLACE

#7 BRING CULTURE + HISTORY IN.
culture is important

Preserve wheelchair/buggy access

- Less about out-of-town shoppers & day visitors - evening entertainment.

Think small local businesses (more market rather than commercial)

- When only visiting 2 days/Wk then LEISURE will be key.

- Create a Central feature e.g. Canal

- Views to landscape and not four sides of shops

- Develop the town centre as not 1 centre but multiple nodes/satellites

- Add culture + leisure buildings onto outside of Festival place + into town.

- DONT BUILD ANOTHER OUTLET VILLAGE ON THE SWIMMING POOL.
Re-instate the canal as a water feature.

- ROOF TOP BAR NEEDED

Environment workshop 7 December 2017

On 7 December 2017, representatives from local environment organisations and groups met representatives from Basingstoke and Deane Borough Council (the Horizon 2050 project team and the Natural Environment team). The meeting, held at the council offices, was arranged for these groups to hear about and discuss the council's Horizon 2050 project which is developing a vision for the future growth of the borough between now and 2050.

The group shared and discussed views on the issues that the borough might face with regard to its natural environment and what the vision might be for the environment in 2050 so that Basingstoke and Deane could continue to be a great place for residents and businesses to live, flourish and grow and for the environment and the borough's natural capital to thrive.

The meeting started with a presentation on the work undertaken by the council to date in preparing the Horizon 2050 vision, noting that although the project has been ongoing for some time, the vision is still at a formative stage. A wide ranging discussion then took place.

Headline themes

- The natural environment should be a core, underlying part of the Horizon 2050 vision statement.
- Horizon 2050 should be clear about definitions and what is meant when referring to green open space. There must be a distinction between multi-use/general use public open space, recreation-use open space and sites that require more specific management and conservation such as ancient woodland, special habitats and nature reserves.
- The definition of "sustainability" must be clear and unambiguous. The sustainability objectives for Horizon 2050 should be explicitly stated.
- The vision for Basingstoke and Deane should be based on local level data about natural ecology – soils, landscape and habitats.
- Opportunities should be sought to identify priority habitats for restoration and to maintain thriving habitats.
- Corridors are just as important as areas of green open space. Corridors should link within the urban areas of the borough, from the urban areas to the open countryside, and to/from the AONB and other areas outside Basingstoke and Deane.
- Sufficient long term funding, resources and planning is vital for eco-services, and woodland and green open space management – both existing space and open space provided as part of new housing developments.
- Horizon 2050 should take account of the natural environment, including air quality and environmental stress, transport, housing, water management, waste management, the health and wellbeing benefits of green open space, and climate change.
- Working with businesses, schools, and children and young people is important in promoting environmental issues and planning for the future.

Detailed notes

The Vision / Horizon 2050 process and status

The Vision:

The Vision should be “Our people our place, our environment.....” – the environment supports everything – a core underlying feature.

A concern was expressed that environmental groups are being engaged late in the process and would have expected earlier involvement and discussion.

All discussions are inward looking – need to look at what is happening elsewhere in the South East – other local authorities. What are the pitfalls? How are other new towns dealing with it?

Sustainability:

A 2005 Office of the Deputy Prime Minister definition of sustainable development exists. The South East Plan definition was “living within environmental limits”. What is the definition for Horizon 2050? There is a need to draw out definitions and properly captured sustainability and not just make a nod to it; and a need for an objective appraisal of what the ambitions should be for sustainability.

The BDBC Adopted Local Plan refers to sustainability but does not actually say anything. Sustainability standards are being ignored because they would show that the area is already full.

Horizon 2050 status:

Where will the suite of documents lie in terms of planning policy? It should be more of a driving force that the Local Plan is obliged to take note of. The Local Plan should not deviate from the vision.

How do policy and local delivery plans fit in?

Supporting data and evidence

What exactly is “green space” and what will the developer think it is? Developers go for the minimum. What will be the Horizon 2050 definition? Need to be specific about what developers have to provide.

What is the natural capital of the borough? Need a natural capital approach to eco-systems.

How do you put a value on biodiversity, natural capital and ecosystems? And what is the true cost to the environment of taking certain actions, for example, the cost of higher density development on the environment? At the moment the impact is only assessed for EU protected species.

We need to have a detailed picture/mapping of the landscape, soils, habitats, different types of green open space, ecology, thriving and failing habitats. We need to know what is the land like, what are the soils like?

Opportunity mapping – identify deficiencies and opportunity areas.

References:

- Ecological Footprint UK 1.5 global hectares
- WWF work – how to measure what natural resources we are using
- Natural ecosystem database
- John Lawton “Making Space for Nature” 2010 – green infrastructure should be “More, bigger, better, and joined”

- Every development should have sufficient open space to make it sustainable - Natural England

Transport, housing, health and infrastructure

- Need to deal with air pollution.
- Sustainable transport solution required - and going further, a mass transport system.
- Brighton and Oxford are a good examples – seamless park and ride that takes you into the city centre.
- Attractive relocation/expensive areas – Basingstoke will always be an attractive relocation destination for those living/working in more expensive areas
- Housing need and the type of housing – need to be clear how this is assessed and needs to be assessed correctly for each local area.
- Water is a permanent feature.
- South East Plan – sewage treatment works. Sewage treatment works is a limitation to growth - need innovative solutions – sustainable homes.
- Link to other issues - preventative health care is important – there is a medical value but we are not investing. Every £1 invested in green infrastructure saves £7 in the NHS.
- Marnel Park development green links are a very good example.
- Needs to be a new box on planning applications – here is where we are with the local environment and here is where we monitor the change.
- Need to design a town that keeps people within it – transport system – something beyond Taylors Farm to bring people into the centre.

Practical issues

- Basingstoke has a new town demographic, many people ageing at the same time, need to think through what this means, Bracknell is ahead of Basingstoke in terms of planning for the future.
- Currently relying on volunteers for green infrastructure maintenance, many of whom are old and may not be replaced by younger generations that have to work longer. Who is going to volunteer and who is going to manage green space in the future? Need to bring younger people in.
- Management of green space needs to be in place long term – currently open space provided with new housing developments has plans and resources in place for 5 years. But who takes this on after that? What should be the structures for green infrastructure and woodland management in the future?
- How will it be monitored? Need to follow up on agreements to see if net gain is being achieved – needs to be monitored and built in with the costs.
- Where will funding come from - eg: for restoring habitats? For managing assets? How will eco-systems services be funded?
- Trees are no longer planted on the side of roads because there isn't any money to maintain them when section 106 money runs out. Developer contributions are inadequate.
- And ultimately for green infrastructure delivery – who delivers?

Awareness and education

Economy and businesses should be brought in and invited to engage – need to encourage learning, understanding and buy in to environmental issues, not just on issues like business waste disposal but on awareness of the value of the landscape and natural resources. Local businesses are key partners.

Local Economic Partnership working together – are these suitable forums for working together? Or is something else required, for example a local nature partnership?

Education in schools and for children – important that they learn about nature, how to reduce waste and take this on board as the next generation.

What should the natural environment be like in 2050?

It will be locally specific – based on detailed data and mapping of the natural landscape type, soils, habitats and species.

There will be ecological network connections eg: between the North Wessex Downs AONB and other areas, including South Downs National Park.

There will be extensive and well planned green corridors across the borough and linked to areas outside the borough. Corridor space just as important as open space.

Woodlands and green space will be biodiversity rich and well connected.

New woodlands will be planned and developed. Provision will be made for green open space round the town – in 2017 we have the Loddon Valley, Carpenters Down, South of the M3, Pamber Forest – in 2050, additional land and habitats will have been identified and will have been planned (the “next generation green space”).

There will be priority habitats (protection and support for failing habitats to support them to thrive). Viable habitats that are big enough for species to disperse will also be supported to continue to thrive. New structures are sustainable economically so that they do not add on costs.

There should be two country parks in the borough, each of 500 hectares minimum. A western park would take pressure off of an eastern park.

Distinction will be made between green space for recreation, multi-use, and sanctuaries and nature reserves. Green space will be more than just grass.

There will be large non-arable buffers around streams and rivers. Chalk streams and rivers will be well shaded by trees.

Agriculture will be carried out to more biodiverse standards.

Woodlands could come back into sustainable, managed and renewable use, for example, through a market for timber.

What should new build, low density urban areas (suburbs) be like in 2050?

High density housing puts more pressure on green spaces. Sprawl suburbs are greener, and look to be more sustainable.

New developments will respect and highlight the local ecology, landscape, habitats and species in that specific area.

There will be larger buffers between development and woodland – the maximum possible (15 metres minimum) to allow recreation to take place on the green space between the development and the woodland. Peri-urban areas are highly valued by local communities.

The quality of the natural environment will be maintained through sanctuaries, nature reserves and preservation of ancient woodland. Opportunities will be sought for local habitats and species to flourish. Local authorities should be bolder about what they deliver – there will be robust conditions and rules for protecting habitats.

Multi-use, general use green open space (eg: for dog walking), and recreation green space will be separate from sanctuary areas, nature reserves and ancient woodland.

There will be green corridors through the urban area so that populations can disperse, move around and connect around the urban area and to the wider countryside around it. Opportunities will be actively sought to put in place corridors and connections.

Residents will not have to go outside their immediate community / neighbourhood to be able to access diverse and thriving green open space, multi-purpose open space and recreation space.

Infills in smaller areas.

All new developments will have sustainable drainage.

Managing the natural environment in 2050

The natural and built environment will take account of climate change -

- Pathogens
- Variety of trees
- Extreme events
- Agriculture
- The importance of the landscape and green open space for carbon storage
- See above about rivers and streams shading
- See above about sustainable transport
- Built environment - increased flooding risk – urban areas not very permeable – needs addressing in future development – need grass space (not amenity grass space) to soak up water

Basingstoke and Deane will be an exemplar in how it manages its water resources.

Need to reduce stress on the environment eg: homes using less water.

Local supply chains and “food miles” will be considered.

Regulatory services, eco-systems services and management of the natural environment will be properly joined up, resourced and funded.

The health and wellbeing benefits of the natural environment will be understood, valued, widely promoted and invested in.

Supporting information on/following 7th December meeting:

- Dorset Wildlife Trust article December 2017
<https://www.dorsetwildlifetrust.org.uk/development-environment>

- Committee on Climate Change: UK Climate Change Risk Assessment 2017 – evidence report fact sheet and infographic (PDFs) and six topic areas of inter-related climate change risk for the UK
- Natural Capital Committee (advises the government on natural capital such as forests, rivers, minerals and oceans) <https://www.gov.uk/government/groups/natural-capital-committee>
- Hampshire Biodiversity Information Centre (HBIC) Annual Biodiversity Monitoring Report 2014/15 December 2015 (PDF) (includes detail for Basingstoke and Deane)
- A Land Cover Atlas of the United Kingdom: https://figshare.com/articles/A_Land_Cover_Atlas_of_the_United_Kingdom_Document/5266495
- Manydown: A case for a 500 hectare Farm Nature Reserve for Basingstoke (PDF)
- Integrating Economic, Social and Environmental Planning – March 2017 and December 2016 (PDFs): Natural Basingstoke – Community Action for Nature
- Why Natural Capital – Nick Barter, Defra (Natural Capital Committee) (PDF)
- Fresh air and exercise study June 2012 – a report on the provision of open space for informal recreation in Hampshire (PDF)
- Natural Capital Overview – UK Parliament December 2016 (PDF)
- Impact of Development on Ancient Woodland (PowerPoint)
- Horizon 2050 notes for 7 December 2017 group meeting
- Global Footprint Network <https://www.footprintnetwork.org/>

Staff workshop 27 April 2018

On 27th April 2018, Basingstoke and Deane Borough Council staff were invited to a facilitated workshop session to find out their views on the emerging Horizon 2050 vision. The meeting, at the council offices, was arranged to see how staff that had not previously been involved in the development of the vision reacted to its content (principles, strengths and challenges, and the emerging vision), in order to help develop the vision further.

Initial questions from the group were on what the vision is and how it has been developed.

As an introduction, the group were asked what they liked about Basingstoke and Deane, common themes were accessibility, transport, greenness and work opportunities, nice place to live, going out, and that is generally what residents have told us as well, they like the balance of what we've got here, Basingstoke is good for everything.

The principles

The first exercise was the sharing of some principles that had been written as part of the emerging vision to find out what staff thought of them. The group felt that as well as building on past successes, we should also acknowledge any failures, so that mistakes are not repeated.

The group felt that there was a difference between Basingstoke and Basingstoke and Deane and that the areas outside the town should not be forgotten as they are thriving communities that do not necessarily define themselves as being part of Basingstoke. They also thought this could be an opportunity for rebranding the borough, as there are lots of negative perceptions about Basingstoke that are hard to escape but repackaging it as the whole borough could be an opportunity for a clean slate. They also felt it was important that

existing areas benefit from as the borough grows, through regeneration and investment. The borough's key attributes are its strong communities, social fabric and social networks.

The group challenged what was meant by thinking long-term and whether the vision would be continually revised in the period up to 2050 and beyond. They also challenged whether we have already always been thinking this way, with various local plans and major developments.

They felt that designing, shaping and planning should be carried out with communities, based on what they value. At the moment we don't know what people value and care needs to be taken not to destroy a place when it is being redeveloped.

They were concerned by the use of jargon words in the vision, such as "cohesive" and "resilient" and thought these words should be changed. They thought that as the borough population becomes more diverse there is a need to ensure that everybody is included and that there are activities for everyone.

There was concern that the borough is at risk of brain drain when students settle in their university town instead of returning to or choosing to move to the borough. At the moment there is a ceiling for professional development within the borough and local education attainment also needs to be improved. The borough needs to be attractive to young people.

Idea boards

The group were shown some visualisations that provided ideas for how Basingstoke town, rural areas and borough as a whole may change in the future. They were asked to add post it notes to the boards, highlighting what they liked, disliked, if the ideas were realistic or if anything was missing.

Participants struggled with this exercise. They felt that some of the ideas would not be achievable or realistic in the timeframe if at all. They also thought that the ability to deliver some of the ideas was not in the council's control, so questioned how it would be possible. They also raised the issue of limited funding and the need to identify priorities. They also felt that complex societal changes also need to be taken into account.

As a whole they thought that the rural and urban elements of the borough need to be joined up through effective transport options and cohesive communities. They liked the idea that the borough would offer a home for everyone and felt that this should be delivered through mixed communities.

The emerging vision

For the final activity, staff were shown the wording of the draft vision, set out into visions for housing; economy and entrepreneurship; transport; environment and sustainability; education; and inclusive, resilient communities. For each of the vision sections, there was a vision statement, supported by principles, strengths and challenges, and steps to achieving the vision.

The group unanimously felt that the vision contained a lot of words. They felt it was aspirational and too bold and that if it was an aspirational document then perhaps it should not be so chunky. They thought it could be presented as a package with a condensed

version otherwise no one would read all the detail. The detail could then be drip fed at a later stage.

They were not sure of the need that was driving the statements or how it would be achieved. They requested more facts upfront to understand where we are now before developing strengths and challenges for the future. They felt a phased approach would help as we do not know what 2050 will look like but have a more informed understanding of 2025-2030.

Participants were asked if there was anything that they thought was vital. They felt that all the topics were relevant but that the vision could be taken back to basics, for example water pressure and sewage.

Behaviour change and buy in to changes in lifestyle were also seen to be important and that they would need time to implement, this included developers changing their behaviour through the use of incentives or penalties.

The need to satisfy current demand before selling the idea of growth was also seen as crucial, for example GP provision in Winklebury only being available three days a week.

The capacity and age of the hospital was also raised and the potential for a new hospital to be included in the vision.

Low carbon workshop 16 May 2018

On 16 May 2018, 12 representatives from Basingstoke and Deane's Low carbon group attended a facilitated workshop session to discuss the low carbon elements of Horizon 2050. The meeting, held at DeskLodge, was arranged firstly, for this group to briefly hear about the Horizon 2050 project, specifically the emerging vision for environment and sustainability (including low carbon). Secondly, the majority of the meeting was spent seeking expert views from the group on the emerging vision so far and what the vision for low carbon should be and the steps required to achieve it, along with any strengths and challenges that may be faced.

A Basingstoke and Deane Borough Council cabinet member welcomed attendees and introduced that Horizon 2050 is setting a long-term vision for the future of the borough and that this future must include low carbon energy solutions and consider the energy security of the borough. Cllr Eachus reminded attendees of the council's climate change strategy that commits the council to reducing carbon emissions in its own operations and across the borough. Current projects were also mentioned, including solar pv on council buildings, a techno-economic feasibility study for district heat networks in the borough, with funding from government, leasing council land for battery storage and providing fully funded air source heat pump heating systems to low income, off gas residents. Cllr Eachus acknowledged that the vision is not just about the council delivering schemes, but about the whole borough buying into the vision for a low carbon future including the experts present today.

The Chair of Basingstoke and Deane Strategic Area Partnership also welcomed attendees. He reflected that the Horizon 2050 vision needs to be ambitious and not anxious about the extent of our ambitions. Horizon 2050 is an opportunity for the borough to be known for the right reasons and set a high level of expectations for a low carbon future. The vision should not be afraid of having "bold ambitions" and Basingstoke and Deane should "carry on being brilliant".

The Horizon 2050 project team set the tone for the discussions as relaxed and informal and that attendees should feel free to disagree with the vision as it stands so far, because they are the experts. They provided some background on why a long-term vision is needed and the development of the vision for the environment and sustainability, including that low carbon and the environment have been combined into one theme even though they cross all of the other themes, including housing and transport. This combination has been chosen because the environment and sustainability have been important in all of the engagement conversations held with residents, businesses and partners and if they were included separately within each of the other themes their importance may be diluted.

The timetable for the Horizon 2050 project was outlined, with a public consultation in the summer 2018. Notes from this workshop will be circulated to the group in early June. An amended (draft) Horizon 2050 vision would come back to the BASP Board in September 2018 prior to its consideration and adoption by Cabinet and Council late autumn 2018.

The notes below outline the discussions held in the workshop. Also reproduced are individual comments captured by the group and facilitators on the vision itself; steps to delivering the vision; the strengths that will support its delivery; and the challenges we may face. The strategic context for the work is also reflected in the emerging South East LEPs Energy Strategy, and will be reflected in any future Basingstoke and Deane Energy Strategy.

The vision

The project team then read out the low carbon elements of the current vision for environment and sustainability and asked the room to split into two groups on their tables to discuss the vision so far, including:

- Where do you want the vision to be in 2050 in terms of low carbon energy?
- What is missing from what we've currently got?
- What would you add to the list?

Table 1

Discussions on Table 1 started with the need to work together to be bold because if we don't say it then we won't get it. Bold visions included becoming the "most energy and carbon efficient borough in the country", being "carbon neutral by 2050" and having the "best air quality in the country".

It was suggested that a previous vision stated by the leader of the council was good and should be used "generate all the energy we need and consume all the waste we create".

This led on to a discussion on how we also need to reduce the energy we use rather than increasing capacity. This includes the energy necessary for running cars and gadgets. This was translated into a vision to "become energy efficient as well as energy self-sufficient". Educating residents and businesses to be more resource efficient and recognise and manage our natural capital. The role of education could be further utilised to create a USP where we are known as a place to go to learn how to build sustainable buildings and extensions.

Some members of the group mentioned costs as a barrier to achieving the vision, but this was challenged as the money would be invested not spent, as investing money on sustainability translates to economic profitability, because it attracts businesses, profits, employment and gets the area noticed as a top place to have your business.

Discussions also covered the language used in the emerging vision to describe nature and the environment, attendees expressed a need for the language to be expanded so that the environment covered more than just green space, flora and fauna, with clearer references to nature that incorporate land, air and water quality. A comment was also made that humans do not access nature, they are part of nature. The vision should include the need to recognise and manage our natural capital, including maintenance and improvement of the quality of water and air.

Table 1 summarised their vision as:

- Reduce what we use
- Generate what we need
- Deal with our waste
- Be exemplary and best in class
- Maintain the look of green in our environment

All have to work together.	Recognise and manage our natural capital.	More than flora and fauna – air and water are important, needs to be clearer.
The leaders' vision was good, should use that – generate all the energy we need and consume all the waste we create.	Our USP could be to be known for being a place to go to learn how to build sustainable homes and extensions.	Not just green space – environment = nature, air quality, water, biodiversity etc.
We don't access nature, we are part of nature.	Most energy and carbon efficient borough in the country.	Reduce the energy we use rather than increase capacity.
Reduce our need for energy – cars, gadgets.	Become energy efficient as well as energy self-sufficient.	Education – resource efficient, natural capital value.
Nature = land, water, air, flora and fauna as well as people.	Invest money not spend it.	Carbon neutral by 2050?

Maintain and improve quality of water (Loddon) and air. Best air quality in the country.	Sustainability means profitability – can use sustainability to generate profitability for our businesses. Attracts businesses, profits, employment, and top place to have your business.	1. Reduce what we use. 2. Generate what we need. 3. Deal with our waste. 4. Be exemplary and best in class. 5. Maintain the look of green in our environment.
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Table 2

The discussion on Table 2 focussed on the decarbonised future referred to in the vision and to what extent and how this could be realised. The vision should reflect the Government's own 2050 carbon reduction targets with an interim target date of 2030. In reducing carbon emissions all aspects of carbon production should be identified and considered including from agriculture. The borough should aim to be an "exemplar" and "best in class".

Broadly, energy efficiency should be integral to all aspects of life: business efficiency should also include energy efficiency; energy efficient buildings should be attractive and "cool", the borough should adopt its own building standards and all buildings should be built to sustainable standards as a matter of course. The discussion also moved into general "resource efficiency" – industries supporting each other; people not needing to commute; transport and waste production / disposal.

The group agreed that reference to climate change should be detached from its current paragraph which was mainly to do with access to nature and the outdoors. Climate change is a sufficiently significant subject to have reference in its own right. It was noted that this reference needs to be more localised and framed as the issue Basingstoke and Deane may face rather than as a global issue.

Table 2 summarised their vision as:

- Align with national carbon reduction targets
- Identify and plan for carbon reductions from all carbon producers across the board
- Ensure building to low carbon and sustainable standards as a given (and develop a Basingstoke and Deane standard)
- Consider resource efficiency in its widest sense
- Local responses to climate change

Be an exemplar and best in class	First paragraph – climate change – impacts are too far away – need to look at local level	Net zero carbon or carbon free by 2050 – each region needs to contribute
What are the main factors that contribute to CO2 production? Where is the most CO2 coming from?	Combined factors that contribute to CO2? Agriculture and oil heating	Energy efficiency across the board—transport, waste, reducing our dependency on all things

People resource – can people work in the area?	Resource efficiency – industries that support each other in the borough	Business efficiency – businesses should also include energy efficiency
EV charging points	Behavioural change – thinking differently about low carbon	Don't rely on the grid all the time – need energy that doesn't use the grid
Take things like BREAM off the table – costly – set different local B&D standards	No excuse for building anything today that is detrimental to the environment	Make buildings look really cool – they need to be amazing
Building to high environmental standards should be a given	Where do people get the funding from to lift the building standard?	Take opportunities to install air source heat pumps retro fitted in existing stock

The steps

The project team then introduced the need for steps to be taken in order to get from where we are now to where we want to be and asked the room to discuss the steps on their tables, including:

- Any comments on revisions to the existing steps?
- Now that you have added some additional bullet points to the vision, how do we achieve your vision?
- What steps need to happen?
- In what order?

Table 1

Delegates did not agree with the current steps. They found them to be too detailed and wanted them to be much more general and at a higher level.

They felt that step 1 should focus on removing silos to set up the umbrella/coalition group and then all of the other steps/actions should be decided upon by that group, rather than be pre-empted by the vision. Step 1 should therefore focus on giving a “highly visible” platform to those who champion the environment. This group should have access to, and report to, decision makers including the council's leader and chief executive as current smaller groups do not have the necessary platforms.

Much of the discussion focused around ownership of the platform/group so that they have the right environment to operate within as the topic is too important to get stuck in bureaucracy. Some felt that the council or BASP needed to own the group and that making the vision for low carbon an objective of the administration, with an elected member responsible, would enable it to come through in various discussions. This would embed the vision in the structure of the organisation, so that it is a thread that runs through everything.

Once the forum/group has been created, the group talked about the need to bring data together to highlight what has been done already in order to structure key performance indicators for the areas' ambitions that can be monitored and ultimately achieved (step 2). This exercise would include benchmarking where we are now, so that we know what and how energy is used so that we can reduce/change behaviours. This would include finding worldwide exemplars of best practice to help us determine what we want Basingstoke to be like. It could also include information gathered through ESOS (where large businesses have to report energy use).

The aspects of step 1 that mention identifying and delivering schemes that will reinforce and facilitate flora and fauna connectivity and mobility needs expanding to add "to enhance the natural environment". This also needs to be moved from step 1 into a later step.

There were a couple of written comments that low carbon transport is missing from step 2 and step 3. This should be picked up within the transport theme.

There was discussion around the challenges posed by planning and a suggestion that Basingstoke could develop its own rules and standards for planning, in the same way as Merton developed their Merton rule.

The wording in step 2 could be expanded to include waste/resource management.

One final comment noted the need to develop an energy strategy and feed off of the energy strategy that the Enterprise M3 LEP is developing.

Step 1 – must have ownership and KPIs.	Step 1 – too important to get stuck by bureaucracy.	Step 1 – other exemplars – who do we want to be like (worldwide).
Step 1 – highly visible platform.	Step 1 – benchmark where we are now.	Step 1 – The Merton rule in planning, could develop the Basingstoke rule.
Step 1 – needs to be expanded to say "facilitate flora and fauna connectivity and mobility to enhance the natural environment". This also needs to come later, not in step 1.	Step 1 – set the right environment for the group to operate in. Step 2 – would be to get them to determine the actions.	Step 2 - transport overlooked here.
Step 2 – waste/resource management.	Step 2 – develop KPIs – aspirations to achieve.	Do not agree with any of the steps.

Step 3 – make it an objective of the administration, then it will come through the various schemes.	Step 3 - more specific steps on low carbon transport needed.	Getting to the decision maker – CX, Leader. Minded to embrace or forced to embrace – carrot or stick.
Early step – benchmark everything. Benchmark where we are, so that we know what and how energy is used so that we can reduce/change behaviours.	What is the value of our natural capital? ESOS says you have to report the energy that your business uses.	Council needs to own the forum, with BASP. Elected member responsible for the group.
Remove silos. Create a forum that brings data together and start structuring ambitions.	Highlight what has already been done.	Current steps too much detail - need to make more general – high level.
Thread needs to weave through everything.	Create umbrella/coalition group that reports to higher up.	Energy strategy – feed on LEP strategy.
Basingstoke transition - Small - Doesn't have the platform it needs	Develop evidence base – look for best examples.	Embed it in the structures of the council.

Table 2

The group felt that any steps should look at the considerable amount of work that the Low carbon group had already done. Benchmarking with other councils, assembling best practice and convening the partnership group were also important first steps. A vision based on the government's 2050 carbon reduction targets must also set out the detailed steps to getting to that target with milestones along the way at 2020, 2030, 2040 and beyond. This links to the earlier discussion that these targets should be integral to the Basingstoke and Deane vision.

There was considerable discussion about the vision being enabled by the Council's planning policy framework and locally developed standards (the "Basingstoke Rule") rather than reliance on national government standards. Policy would be complemented by technology, individual attitudes and behaviour. The vision would be delivered with practical incremental steps such as mandating new homes with solar panels and allowing for alternatives to travel by car by providing bike storage. All these issues and progress towards the vision is seen as being within the gift of local partners, businesses and residents.

The winning of hearts and minds and changing behaviour need not stop at low carbon choices but could broaden into a “shared economy” concept with a “shared knowledge, shared vision, shared economy concept”. This could encompass transport, housing and community spirit. The issue of funding was discussed and there is funding available for the development of low carbon technology. The vision would gain traction and deliverability if adopted as part of the Local Plan and openly owned by the administration. The council is seen as an “enabler” in its delivery.

Mobilise carbon budget setting	Get key stakeholders together – say we are making a conscious effort	Have already put thoughts down based on what the extensive work the group has done so far
Need to road map to the 2050 targets – short / medium / long term – bite size chunks	Need a shopping list – if we want to meet the target what do we need to do?	Work the group has already done is a springboard – first, understand what we have
The council should be an “enabler” of the vision (or are they just trying to raise revenue)	2050 targets are the end game	“Leader” is hard to define – we are behind. Other places have done more
Audit where we are and create a benchmark with other councils	Which other councils are pushing the boundaries? And getting funding?	Encourage entrepreneurship – transformational projects
First step – benchmark all good practice to date	Second step – get a forum together	Third step – adoption of the vision – adopted in the Local Plan and owned by the administration
The rest is detail and supporting actions that can feed into these steps	Who would be responsible in Basingstoke and Deane and who could make this happen?	Consider agriculture – farms who benchmark – get people to come to us on the back of it
Planning and the Local Plan needs to be on board – re-write the planning standard	Look at the Local Plan policies that are needed	Re-write the planning standard – the Merton rule could be the Basingstoke rule
The council has the ability to write the Basingstoke rule – not just follow Building Regs	Re-write our own planning standards – we don’t need to rely on government policy	What is happening outside in other countries?

Not just a bottom up approach – needs to be both ways	Four issues to look at Policy; Technology; Individuals; Behaviour	Eg: all new homes have to have solar panels on the roof; spaces for bikes in all new housing and flats
“Shared economy” – anticipate and work towards shared resources and share with each other	“Shared knowledge, shared vision, shared economy” – win over hearts and minds	“Shared economy concept” eg: Uber cars – can reduce the cost of transportation for people
Behaviour change and societal attitudes – change mentality	House sharing when children move out	Foster and share community spirit

Strengths and challenges

For the last discussion, the project team presented the strengths and challenges that have been gathered for the environment and sustainability section and asked what additional strengths and challenges do you think we'll face. The group then discussed these.

Table 1

Some challenges had been gathered during earlier conversations and these we added to and disputed during the discussions.

Challenges

- Capacity issues for the electricity grid network to cope with additional solar farms or large scale roof solar panel projects. This challenge was disputed by the group, with some feeling that technology will catch up so we should set the aspirations and the detail will follow.
- Supply issues for charging electric vehicles and operating heat pumps. If everyone plugs their car in at the same time then there will not be enough capacity. This can be mediated through the use of the internet of things to allow the grid to control when it has capacity to charge the vehicle (within human controlled time parameters).
- Dichotomy between open space and the green effect. These issues are together but in conflict as it can be energy verses biodiversity.
- Impact of new residential and commercial growth on our energy consumption and the opportunities to build them efficiently so that their impact is less.
- The local plan, additional policies and regulations – these set a certain criteria for developers to meet and low carbon standards are not a priority.
- Sustainability not currently seen as a priority business decision and we need to make it the case. Need to attract RE100 stakeholders through inward investment as these have a commitment to renewable electricity.
- Financial – need to be conscious of budgets when developing low carbon initiatives, but this does not have to be an issue if money is being reinvested for profit rather than just spent. Current resources could be reinvested more effectively without spending additional money.

Network capacity for having solar panels on all roofs.	Money – need to be conscious of budgets, but not an issue if money is being reinvested for profit rather than spent.	Impact of new buildings on our energy, electricity etc.
Dichotomy between open space and the green effect. Together but in conflict, energy v. biodiversity.	Some things problematic: - Local plan - Additional policies adopted - regulations	There is pressure on power, we have Hinkley but if everyone plugs their car in at the same time there will not be enough capacity. Internet of things – grid control charge by 6am but varies the time that it does it.
Constraint, electric vehicle charging and heat pumps. Everyone turning everything on at the same time.	Technology will catch up, set aspirations and detail will follow.	Making sustainability a priority business decision.
Do have the capacity for electricity – building a solar farm is more of an issue but adding panels on a roof isn't. Disagree – is a challenge for the grid.	Invest good money and it will make you a good return. Reinvest what we've got more effectively rather than spending additional money.	Need to attract RE100 stakeholders as these have a commitment to renewable electricity (Apple, Google). Inward investment.

Table 2

The group identified a number of key assets and strengths: a key strength is the skills, knowledge and expertise within the group. It was felt that the opportunity presented by the Horizon 2050 vision should be harnessed and actions put into place as soon as possible and maintained through the short, medium and long term. Population growth and economic growth mean that the borough is well-placed to pursue the low carbon agenda and roll it out successfully. However, low carbon technology and progress towards the carbon reduction targets needs to be managed well in a focussed, targeted and coordinated way to get real benefits. Funding is available from investment companies but must have a robust thought-through business case.

Overall, the group thought that Basingstoke and Deane was in a good position to move this vision forward to build on the excellent work already carried out by businesses, partners and the group itself.

Growth is a strength – an opportunity to innovate but need to be careful that it doesn't become a problem	The people in this room are a strength	The council's ambition is a strength
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Important to tap into Lucy and Sarah's expertise	The borough's natural capital is an asset	This action is brilliant – an opportunity to innovate
Competition in other areas could be a risk / weakness / challenge	Short term thinking and frequent changes would be a weakness	Need to ensure we keep strategies up to date and "live"
Need to future proof so it doesn't get out of date	Once the decision is made maintain the action	Identify quick wins
Private companies / investment companies have the funding to invest in this	Identify major projects and opportunities	Key projects and opportunities – need to work on a strong business case

Environment workshop 16 May 2018

On 16th May 2018, representatives from local environment organisations and groups met representatives from Basingstoke and Deane Borough Council (the Horizon 2050 project team and the Natural Environment team) to discuss the environment elements of Horizon 2050. The meeting, held at DeskLodge, was arranged as a follow up to the initial meeting on 7th December 2017, to discuss fine tuning the wording of the emerging vision text. A draft of the emerging vision for the environment and sustainability was shared prior to the meeting and was based on previous discussions held with the group, along with the feedback from residents, businesses and other stakeholders.

The majority of the meeting was spent seeking expert views from the group on the emerging vision so far and what the vision for the environment should be and the steps required to achieve it, along with any strengths and challenges that may be faced. Principles for the environment and sustainability were also tabled at the meeting for inclusion within the vision.

The tone for the discussions was set as relaxed and informal and that attendees should feel free to disagree with the vision as it stands so far. Some background was provided on why a long-term vision is needed and the development of the vision for the environment and sustainability, including that low carbon and the environment have been combined into one theme even though they cross all of the other themes, including housing and transport. This combination has been chosen because the environment and sustainability have been important in all of the engagement conversations held with residents, businesses and partners and if they were included separately within each of the other themes their importance may be diluted.

The environment elements of the draft vision for environment and sustainability were then read out and the group were asked to discuss the vision so far, including:

- Where do you want the vision to be in 2050 in terms of the environment?

- What is missing from what we've currently got?
- What would you add to the list?

The group was invited to comment on the wording and tone of the draft vision, steps and strengths and challenges. The following sections include comments and revisions collectively agreed by the group on the text of the vision.

Background and context

The group tabled four suggested principles for the environment and sustainability to be incorporated into the vision, these summarise what is regarded as important and overarching and guide what the vision is trying to do. The concern with the draft vision at the moment is that there is too much linking with economic growth and investment rather than recognising the intrinsic value of nature in its own right.

The group discussed the principles and felt that they could become the first part of the background and context section as other sections have similar principles or values behind them. There was discussion around making sure that the text is accessible and understandable but also has meaning. The only change to the proposed text was the replacement of ecosystem services with biological systems so that the language is more accessible.

Three dimensions to the environmental subject area were identified:

1. Human – the human perspective and human needs;
2. Nature/wildlife/non-human. This needs bringing out as a separate leg to be considered in the vision because at the moment almost everything in it is expressed in terms of human benefit as opposed to wildlife benefit. Wildlife for the sake of wildlife. Could be expressed as “Nature First”.
3. The use of resources/climate change/wellbeing and sustainability. This third leg is a different dimension about using natural resources in a specific way – sustainability and resource efficiency – which encompasses a huge amount including land, minerals and raw materials. Do not want people to think that sustainability is just about the environment or reducing waste.

The principles try to show the relationship because nothing is in isolation. It was felt that these dimensions cover distinct strands and that there is a need to prevent them being mixed up in the vision but to acknowledge that there are relationships between them. The vision would be framed with those three things in mind, the human, the nature/wildlife/non-human, resources and sustainability.

The other change that the group wanted to see for the background and context section was to make the text more specific to the borough using examples to try and engage people and make it relevant. The Natural Environment team agreed to send over some suggestions for this. The group liked the precise and specific data that the low carbon section had incorporated and wanted to add this detail for the environment section so that data underpins the background and context. Suggestions included utilising data from HBIC to provide a statement of what the borough has now, including the number of hectares covered by local nature reserves and information on national nature reserves, regional nature reserves, sites of special scientific interest and sites of importance for nature conservation (SINCs). There was also a suggestion that the group had a slide from a Manydown presentation that would cover this element. The group dismissed trying to benchmark the

borough against other areas because every area is different in terms of their characteristics (for example Basingstoke doesn't have a coastline or much heathland). But that a measure of success could be setting its own benchmark and seeing how it is improved. For example, if the number of SINCs changes then why.

The draft vision text

The draft vision text was created from the conversation that the group had in December 2017 alongside the thoughts of residents and businesses.

The group felt that the draft vision text relating to corridors was ambiguous. They would like the text to better reflect that there are two parallel but separate networks, one is a wildlife network and the other is a people's green space access network. They may be the same and integrated in some cases but otherwise not.

The group also decided that the word "create" wasn't the right one and that this should be replaced with "inform".

Suggestions were made for altering the wording of the vision bullet point for infrastructure. It was felt that blue infrastructure needed to be added. The group also felt that there wasn't a need to focus on biodiversity opportunity areas because the issue is wider than that and there were concerns that it would be inferred that everywhere else isn't important. A discussion followed on the all-encompassing nature of green infrastructure and that it isn't just an urban construct. The vision needs to emphasise the need for big landscape areas as well and that these do not stop at the borough boundaries they follow assets. The group agreed on revised wording that green and blue landscapes will be connected across rural and urban environments throughout the borough.

The wording of the vision for wildlife habitats was also altered because there was concern it could be interpreted as humans intervening to distribute species, rather than giving them the habitats to encourage them to spread out on their own.

Strengths and challenges

A few suggestions were made for changes to the strengths and challenges section. These were to change the opening statement to state that it is important that the rich natural environment is sustained or enhanced per se for nature. This emphasises that the borough will develop in the context of having maintained and developed greater biodiversity. There were different opinions about whether the borough currently has a rich natural environment.

It was felt that the parenthesis should be removed from the definition of sustainability and that this sentence worked as it was committing the borough to monitor the impact in the vision. However, it is not possible to move towards an objective and so the wording should be changed to moving towards a future.

The group decided that sustainable had to be repeated rather than using renewable, because that is what the vision is looking at. It was also decided to add soils and that biodiversity be used instead of biological systems.

It was also felt that the wording needed to change to reflect the fact that development is going to happen and so everything cannot recover. Where land is being developed the green infrastructure there is lost and so it cannot recover or be fully mitigated there but there is a balance by replacing/mitigating/compensating for it elsewhere by creating new habitats.

It is also looking at a sustainable future in which the consequences of what you are doing is known and not ongoing.

The steps

Suggestions were made for changes to the wording of the steps.

Step 1

In the circulated version the steps for the environment and low carbon are combined but the council recognised that this may not work because there is natural conflict between the topics and the actions do not necessarily flow into each other or come in sequence.

Therefore, the steps for the environment and low carbon could be split into two. However, step 1 and the creation of a partnership is overarching and could be an umbrella step, with the subsequent ones split.

There was a suggestion that step 1 contains a lot within it and that it would benefit from being split out, but the number of steps is limited to ensure they articulate actions at a high level and so it was decided to leave it as it is. The low carbon group felt that step 1 should focus on the partnership, building the platform and gaining senior management and political buy in and that this partnership should confirm their own steps, the environment group agreed with this.

Additional step

The group felt that an additional step was required to provide an understanding of where the borough currently is so that progress can be monitored. There is a need to know the baseline in order to measure improvement.

Step 4 (now called step 3)

A comment was made that the borough cannot become a leader in restoring priority habitats if it does not have the resources available to do so. There aren't enough council resources for the environment at the moment and the steps imply the need for additional resources to develop capacity to deliver green infrastructure and a question was raised on whether the vision will cover this. The council responded that Horizon 2050 is a long-term vision that sets the strategic direction. The Council Plan, which is a business plan, then sets out the resources and the focus for those resources. The idea is that once the vision is adopted, it will inform the council's service planning, budget setting and the new council plan so that the council and partner organisations can look at the long-term vision and think about how to restructure the organisation to deliver it. The vision itself will not cover the detail of putting a specific level of resource into an area. The group were comfortable that if it is implied that the council's service provision plan will think about how it will become a leader then that is fine.

The group also felt that becoming a leader was a more visionary statement rather than a step and so it has been moved to the vision section. The step is, what needs to happen for the borough to become a leader.

Step 4 also covered a mixture of living landscapes that are large scale rural elements including country parks and urban communal land and food provision, it was felt that this urban food provision and water management could move to step 5 as it goes alongside engagement in the urban environment.

Members of the group welcomed the use of a plural on country parks as it suggests a recognition that there might be one on each side of the borough so that they are accessible for the public. However, they felt that just including country parks was too narrow, as it is one end of provision, which ranges all the way up from green spaces outside people's houses to country parks. The group agreed to broaden the statement to include all types of green spaces to acknowledge the need for a mix from the smallest up to the biggest.

Step 5 (now called step 4)

There was concern about the implications of the wording for step 5 where it states that "communities will be supported to learn about nature and seek investment and develop sources of revenue". The group were uncomfortable with it following on from step 4, where it is recognised that to become a leader there may be a cost implication. They also felt that revenue and funding applies across the board and not just in the community element that step 5 covers. The group decided to end the sentence after "learn about nature" and move the investment section to step 1 because it is about all organisations seeking investment and not just communities.

Areas not currently incorporated into the vision for environment and sustainability that should be incorporated here or in the wider vision

Agriculture and rural communities

The vision needs to represent agriculture and the farming community more. There is currently no mention of the rural area despite it occupying a large amount of land area. It was noted that there are vast areas of land that the borough council has no control over and that these land owners need to be involved if the vision is going to be all-encompassing. The council tries to take up the opportunities of getting more engagement with private landowners, this includes working with Hampshire and Isle of Wight Wildlife Trust who have more direct contact with private landowners. It was mentioned that agricultural contacts would not want to come to talking shops but that the new partnership could be a vehicle for bringing the agricultural community in again. The partnership would need to be more certain about how to engage with them and what can be achieved because they won't want to be involved in just talking shops but things that involve action. Names were provided of representatives from the Country Land Owners Association and the National Farmers Union. There was a discussion on whether the vision steps should include the new partnership having an action to engage with agricultural communities. But it was felt that the group should decide what is priorities are, rather than the vision being prescriptive.

It was asked whether there was anything within the vision about supporting rural communities. Council representatives stated that they are mentioned in the healthy, resilient communities with influence theme and in the economy and entrepreneurship theme. There was also a rural residents' workshop with Ipsos MORI that would have included a cross-section of rural residents, but it was not targeted directly at rural farming communities. The group thought that that engagement and support for rural areas needs to go beyond the land in council ownership. This includes ensuring access to grants, and to infrastructure that sustains communities such as school transport, mobile shops, on-urban transport networks and public transport networks.

Sustainable drainage

The group wanted to see more about sustainable urban drainage systems (SUDS) included within the vision. SUDS can bring in a lot of wildlife to new townscapes and keep water and wildlife on site. This is an opportunity that can be harnessed from new developments, even if they are creating negative impacts on some species. An example from Waterloo saw SUDS included in the initial infrastructure of the development. It was noted that this might not be visionary. There are however existing streams, rivers and gardens within the borough that could be re-naturalised or retrofitted with SUDs when they are regenerated, this helps with flood alleviation. The group wanted the Saunders Field development in Buckskin to have a permanent wetland area but it wasn't taken up. there is work being carried out in Chineham on wetland holding areas for road run off but it is inconsistent across the borough.

Flood management is more than just SUDs, it is also soakaways, porous paving and other issues. This could be included within the vision but the devil is in the detail. If climate change is going to bring with it increased flooding then it needs to be included within the vision.

New developments - Environmental infrastructure improvements, housing development and planning

New developments should look at existing green and blue infrastructure to determine where to fit buildings and roads within this natural green infrastructure rather than doing this as secondary to the development. Local authorities, through the Local Plan and the planning system in general, should be setting conditions that developers have to adhere to in order to be given the designation. Developers shouldn't be given carte blanche to develop a site however they want, there should be some control over it. The borough has to meet the housing requirements so should be able to decide how that is delivered.

HBIC provide ecological network mapping so that planners can use it to inform the layouts for major developments. This puts in place green and blue infrastructure before the buildings. This mapping will be given to consultants when they carry out data searches so they can use it to inform their layout and housing numbers.

The supplementary planning documents for new developments should be stronger and incorporate HBIC data to decide which sites should be developed and how much land to set aside. Land gets set aside for facilities and roads and green infrastructure is no different.

Regeneration and integration of new developments

Regeneration strategies need to include how existing and new developments are integrated. There is a need to retrofit the existing town so that existing structures are altered to achieve this integrated vision, including cycle ways, SUDS and wildlife corridors. This should be a planning priority that investment is needed for as it may need some significant work.

Sustainable businesses

Need to consider the role that the council is going to play in terms of encouraging sustainable businesses. The council encourages business in general but need to understand the extent to which it is going to try to influence the kind of business that is investing in the borough and encourage those that are innovative in becoming more sustainable or ethical. The council responded that strategies such as the economic growth strategy will be informed by what the vision says and there will be actions that leverage the council's position as a land asset holder. An example was provided by the group of new businesses being able to build car parks outside the perimeter of their new buildings instead of as part of multi-use buildings. There is a move to look at car parks in the centre of Basingstoke and how the land

could be better used if walking, cycling and public transport hubs are encouraged instead. The council's actions around economic development are also influenced by the low unemployment rate in the borough and ensuring that a robust and diverse economy is maintained in case there is another recession.

It was also noted that the low carbon group held earlier in the day wanted investment in low carbon technologies, which means that companies, skills, training and education will be necessary to achieve that vision.

It was also noted that by 2020/2021 the government will require companies and organisations to incorporate natural capital and their impact on ecosystems into their financial accounts with the intention to encourage businesses to start investing in this area.

Cycling

A question was asked on the strategy on cycling because there is not anything in the vision for the environment and sustainability on cycle ways and promoting them as part of green infrastructure that promotes health and wellbeing, reduces obesity and improves air quality. It was acknowledged that it isn't reflected in this section, but is picked up in the vision for transport. A big challenge for the vision is deciding what sits where, because everything runs through everything else.

The borough council's transport strategy will include cycling and incorporate the high level elements of the vision for transport within it. The fundamental things are reducing reliance on the car in the town significantly, which has implications for the design of public space – ensuring that roads and pathways are designed for people walking and cycling rather than just cars. There is also a broad aspiration for autonomous electric vehicles and rapid transport provision.

Some members of the group felt that Basingstoke was suited to cycling because the town is flat, whilst others felt that the 1970s transport system within the town was designed for the car and makes planning for cycling fundamentally difficult. There was also a consensus that you need a network of cycling infrastructure to encourage cycling and that this is often limited to new developments and it needs to be available more widely and consistently across the town.

Impact of two tier authorities

There was a comment that, although the area is covered by Hampshire County Council and Basingstoke and Deane Borough Council, the vision is ignoring which authority is responsible for what and a question was asked on the impact of having these two different authorities in charge. The borough is not responsible for traffic, cycling, education or health. The council responded that the borough council is acknowledging its role as a steward of the borough, representing the views of residents and saying to other organisations that if you want to play in our backyard then these are the rules you'll have to play by. There are many challenges in delivering the vision but we are engaging with the other authorities involved to find out what is deliverable and what is not.

BASP environment working group

Step 1 could mean that there will be an environment working group on Basingstoke Area Strategic Partnership (BASP) but the governance is up for discussion. The group have asked in the past about creating an environment group and were told it wasn't needed.

There was a suggestion that the group contact BASP now to set up a group. However the group felt it was better to wait and the council offered to facilitate a conversation to make sure it happens at the right time, which the group would be grateful for.

Timescales and next steps

The workshop notes will be circulated early June for comment and sign off. A public consultation on the draft vision will take place in summer 2018, the results of that will be incorporated and then the vision will then progress through the council's Community, Environment and Partnerships Committee (CEP), Cabinet and Council for consideration and adoption, along with adoption by Basingstoke Area Strategic Partnership.

The group asked how the vision will be rolled out post-adoption. The council confirmed that the vision, and its steps and actions, will be mainstreamed across the council through the service planning process and reflected in the council's policies and strategies. The evidence base and detailed work and discussions will form the background documentation that guides detailed steps and emphasis.

It would be good for representatives of the group to give their support for the vision directly to CEP at the meeting so that they are not just relayed through officers.

Business workshop 12 June 2018

Horizon 2050 Local Businesses Workshop

8.30-10.30am, Tuesday 12th June 2018

Introduction

On 12th June 2018, representatives from local businesses in Basingstoke and Deane attended a facilitated workshop to discuss the council's draft vision for the borough. The meeting, held at DeskLodge, was arranged to introduce the group to Horizon 2050 and gather their feedback. Most of the meeting was spent discussing the draft vision statements, concentrating on five of the seven areas:

- economy and entrepreneurship
- education
- transport
- sustainability
- healthy and resilient communities with influence.

The aim of the workshop was to understand what local businesses think about each aspect of the draft vision and the vision overall, focusing on elements they support, anything that causes them concern, and ideas for additional points to add.

Simon Christian provided some background about the process that had led to the draft vision document, which involved a wide programme of workshops with residents, local partners, local leaders, and businesses and business owners. The timetable for the Horizon 2050 project was outlined, including a public consultation taking place in Summer 2018. Following this, final feedback will be sent to the BASP Board in Autumn to draw up the final vision, which is due to be adopted by the Cabinet and Council in December 2018.

Daniel Cameron, the lead moderator from Ipsos MORI, then introduced himself and the second moderator, Hannah Shrimpton, and explained how the workshop would be run. He reiterated that feedback from this session would inform the development of the final vision.

The notes below outline the discussions held in the workshop.

Horizon 2050

Participants were introduced to Horizon 2050 and its key aim – to take an objective, long-term view of the borough's future – and then given an overview of the seven aspects of the vision.

Economy and entrepreneurship	Healthy and resilient communities with influence
Education	The homes we'll live in
Transport	Environment
Sustainability	

Table 1

In addition to the seven aspects covered in the vision, the group felt that art and culture, civic pride and a sense of place were all missing from the plan. They thought these could fit into “healthy and resilient communities with influence”. For them, this element should also include a clear distinction between people (e.g. healthy and resilient) and communities’ (civic pride and a sense of place).

When discussing young people there was concern about them leaving the borough when they go to university and taking their skills with them, rarely returning to Basingstoke. Participants suggested improving the night time economy and introducing more art and culture in the borough to address this.

The absence of diversity and inclusion was also seen as a gap. They deliberated over whether it should be a discrete aspect or whether it would be better to weave it throughout the seven existing elements of the vision.

Table 2

The vision was considered to cover all the important elements for the future. However, it was felt that these were all inextricably linked, and that how each links with and informs the others could be made clearer. One of the examples given was the connection between transport and economy - without a regular and reliable transport system, there will not be a strong local economy.

Economy and entrepreneurship as well as education were the two elements that struck the group as most important. They were seen as linked in two main ways. Firstly, education (with a strong focus on developing skills or apprenticeships in partnerships with local businesses) was considered essential to develop a workforce tailored to the local economy. There were concerns that the area is at risk of “brain drain” in the future as currently skilled young people leave the local area and migrate to London or other larger city hubs. Secondly, entrepreneurship as a part of curriculum in schools would be important to foster interest in young people to innovate and potentially start their own businesses – thereby fuelling local economic growth.

Growth

Each group was asked to discuss their initial reaction to the vision overall specifically anything they found surprising or felt was missing. Focusing on growth, they were then asked about their thoughts on the plan to grow the number of homes, businesses, jobs and supporting infrastructure within the borough.

Table 1

The concept of growth was positively received. The group felt the borough was well suited to future growth due to its history as a growing town since the 1960s. Still, there was an expectation that the borough shouldn’t grow for growth’s sake, rather it should be balanced with improving quality of life. This concept of “growing well” was recognised as a challenge that would need long-term planning. Participants agreed that any plans should look beyond the lifecycle of a council/government - especially for long-term infrastructure projects.

The main concern raised was about creating enough homes, jobs and opportunities in the borough to meet the demands of an increasing population. It was also mentioned that there was a lower than expected business growth in the area in recent years, which was in part attributed to the presence of Crossrail in Reading.

Table 2

Growth (in terms of population and housing) was seen as something that is already part of Basingstoke and Deane culture and future growth was seen as a positive by the group. However, increasing the population and the number of homes should be offset by well-thought-out infrastructure and facilities.

Deep dives into specific parts of the visions

When introducing each specific element of Horizon 2050 (e.g. economy and entrepreneurship, education, transport, sustainability, and healthy and resilient communities with influence), the groups were asked to discuss the following questions:

- What are your initial thoughts on this part of the vision?
- Is there anything that surprises you?
- If this vision is realised, how would it impact on businesses like yours?
- Which elements do you most support?
- Do you have any concerns about it?
- Is there anything that could be added to this part of the vision?

A more detailed plan for the workshop can be found in the appendix.

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.

Participants were asked the general feedback questions outlined above

Table 1

The group was positive about the borough's potential to "champion" a particular type of sector, but felt the statement lacked boldness and commitment to a specific sector. They felt Basingstoke could become more distinctive and forge a new identity like Bath or Bristol if it were to champion a specific industry. So while they acknowledged there is a lot going on in Basingstoke and Deane, the lack of brand has resulted in a town that feels lifeless and grey i.e. "Boringstoke".

When pressed on what industries the borough could capitalise upon, a few options were considered and evaluated. The group discussed the following options:

- Tech (with a focus on creative), which is an industry that is already established in the town and could be expanded upon
- Distribution, which was considered to be a natural move but concerns were raised over existing competition in near-by towns and the risk of job-cuts further down the line with increasing automation
- Creative industries, reinforced by the idea that a town full of creative types and artists would be attractive to other industries too, and finally
- Healthcare, to build on the reputation Basingstoke has already started to create. It was mentioned that North Hampshire Hospital is well known among specialist doctors in Dubai for treatment for liver cancer using new technology and is one of only two hospitals in the UK using the new software, but with no university for medical students to continue their studies, the hospital and wider Basingstoke area often loses good doctors.

There was support for [ensuring that the local workforce is skilled and equipped for the future](#) and the group felt this should be expanded to include re-skilling, especially in the context of a 2050 vision, to keep up with the pace of technology and integration. Links were made to the education element and it was suggested that any new higher or further education provisions could focus on skills related to industries that Basingstoke would like focus on.

A focus on entrepreneurship received a positive reaction. However, the group felt that the first step in realising the vision would be to encourage and facilitate an entrepreneurial atmosphere in the borough, starting with the vision wording which they felt should be more ambitious and aspirational to attract entrepreneurs. Another idea was to reduce rent in the

town for start-up businesses or pop-up spaces which could help to encourage and diversify the types of businesses in the centre of town by lessening the financial burden on entrepreneurial companies. If the town centre can establish itself as a hub for entrepreneurship, then this will have an impact on the rest of Basingstoke. Ensuring the prioritisation of diversity and inclusion will also strengthen the innovative culture within the borough.

Some in the group felt that saying *economic success will double the size of the economy* was difficult to comprehend and instead said they would prefer a more tangible measure e.g. economic success will double the number of businesses/ start-ups/ jobs etc. It was also suggested that the vision could make reference to supporting SMEs in both urban and rural settings given that a vast majority of SME start-ups are based in rural areas.

Table 2

There was very little about the vision the group felt they disagreed with. However, it was mentioned this may be because the vision was quite broad and the group were keen to know the specifics of the plan. In particular, they felt there was room for a stronger commitment to a distinctive brand for Basingstoke and Deane. This could involve establishing a specific economic sector that would mean Basingstoke becomes the “go to” place - attracting entrepreneurs, young people and a wider workforce. In terms of which sectors this should be, the group felt the borough should focus in attracting the areas that the government and the private sector would be investing and supporting in the future. These were felt to be: the sustainability and green-investment sector, as well as high-tech companies. There was some disagreement about which of these sectors would be most important – some felt that a green-investment focus would go hand-in-hand with the environment and sustainability goals of the vision, while others felt that high tech industries would create more immediate and medium-term economic growth. The proximity of the area to London was seen as a positive for any type of industry and would mean Basingstoke and Deane is geographically beneficial for most companies.

Distribution companies and more established businesses should also be supported, but there were concerns that these were clearly not sustainable in the future – particularly due to the increased automation of jobs.

There were also concerns that the area should not just focus on attracting larger corporations, but should look after the interests of SMEs – particularly start-ups. To do this, it was felt that there should be greater effort to establish a conversation and network between larger corporations and SMEs in the local area. It was mentioned that among larger corporations, and even among SMEs themselves, there is currently a lack of awareness of local options for supplying key goods and services. A push to “buy local” was felt to be key for cost cutting and internal growth.

Additionally, the importance of linking up education and businesses was discussed. Forging greater links between local businesses and secondary schools, as well as the potential new higher education facility, will be crucial for future-proofing the economy in Basingstoke.

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.

Table 1

The education statement covered everything the group expected for a growing town, but they felt it was too bland and perhaps out of alignment with a recent school closure in the area. Two suggested wording changes came out of the discussion. The first was that from *birth into adulthood* should be changed to *birth through adulthood* to keep emphasis on re-skilling existing workers as discussed in the economy and entrepreneurship element of the vision. Secondly, the group felt the wording should be less about the system and more about the people and a skilled workforce e.g. *promoting stronger, more skilled people*.

Parallels were drawn with some of the other elements of the vision, and the group felt that the education statement could put emphasis on skills that would suit the future economy of Basingstoke and Deane e.g. tech, creative industry and life

sciences. This would mean future generations would be equipped with skills that would fuel the local economy. Alternatively, they put forward the idea to focus teaching on skill sets that would be required to fulfil the future vision of the borough e.g. building skills to help with the “homes we’ll live in” element.

Importance was placed on support for under 17s to help pull through more students from secondary school into higher and further education. They felt this would increase in importance if the borough established a new higher university level establishment – a plan they broadly supported. A university-level complex was seen as an opportunity for Basingstoke to rebrand itself as vibrant, dynamic, successful and diverse in a similar way to Leeds and Hull. It was also seen as an avenue to offer courses complementary to the type of industries that Basingstoke is looking to attract e.g. a course specialising in an aspect of medicine could support successful recruitment to the hospital which currently struggles to entice doctors away from University hospitals such as Southampton. Cost and capacity were considered the main barriers to a university-level establishment in Basingstoke.

The group also felt a good nightlife was essential to attracting students to the town, saying that the town centre needs to be dynamic and “buzzy”. To promote life-long learning and reduce the financial burden on students who may wish to stay in the borough, they also suggested partnering a university-level establishment with local companies (with any costs covered by the companies) to encourage students to put down roots in the area post university and enable continued development throughout their career.

Table 2

There were a number of suggestions for areas the local education system should focus on in the future. Introducing a greater focus on AI, technology, coding, algorithms and so on – from primary school through to secondary school – was seen as very important for the future. Additionally, wider “life skills” was an area that the group felt was lacking from the curriculum. Skills such as managing money and pensions and opportunities around sports, arts and culture were felt to become more important in the future where the workforce would need to adapt quickly with technological development.

In terms of higher education, the group were concerned that Basingstoke and Deane would struggle to sustain a university due to competition from other institutions nearby. Partnering with a university such as Southampton or Reading – either as a specialist arm or as a generalised offshoot – was considered a way to ensure sufficient interest and applicants. However, it was felt that Basingstoke and Deane should ensure that the new tertiary level education system is structured around the plans for growing the economy e.g. if the focus was to be on high-tech, then the higher education system should offer that.

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.

Table 1

The transport statement was described as the most exciting, but even so the group discussed whether the vision went far enough for a 30-year plan. There was support for a stronger commitment to autonomous vehicles so long as accessibility remained a priority, following on from concerns that current driverless trains were unsuitable for people who needed support on and off the carriages.

They supported the promotion of cycling and walking routes for health and wellbeing reasons, but said that path maintenance was as important as innovation e.g. cycle routes should be kept in a safe and good condition with no potholes. Road maintenance was also highlighted as an area of increasing importance against the context of a growing online shopping and parcel delivery culture. The group felt the bus service had deteriorated recently, impacting on access

to some of Basingstoke's key attractions e.g. older people often stop going to the Anvil because they can no longer drive and there isn't a convenient bus available. To resolve this, the group proposed the introduction of a community bus to help the borough stay diverse and accessible to all.

In addition to the support for cycling, walking and public transport, the group emphasised that parking should still be an important focus since residents will continue to have cars and are likely to invite guests from out of town who will require parking. Links were made to two other elements in the vision. Firstly, for the "homes we'll live in" element, there was a feeling that parking should be given fair consideration when planning new homes and apartments. Secondly, for the economy and entrepreneurship element, the groups felt that decent parking is essential if the borough wants to attract people from outside to live and work in Basingstoke as they will likely need parking.

In term of statement wording, the group felt that [accessibility for all](#) should be included as a commitment to diversity and inclusiveness. Other additions were [efficient](#) and [affordable](#), and the group felt more could be made of existing opportunities e.g. the M3 corridor. The wording of the statement was critiqued as being too outward facing, suggesting people wanted to leave e.g. [across the borough and outwards — to Heathrow, Reading and beyond](#). There was also opposition to referencing Reading in the vision since it was seen as Basingstoke's main competitor. Participants instead proposed focusing on connectivity to the additional runway and port connections e.g. [across the borough to national and international connections](#).

Table 2

Generally, the group felt the most important part of the vision was the commitment to link up communities within Basingstoke. This was seen as key to building new housing and services in more rural areas as currently communities can be cut off to the town due to poor bus services. A more inter-connected borough would also help businesses to spread across the borough rather than relying on sites within Basingstoke town. It would also improve business access to suppliers and local workforce.

The group also mentioned the importance of making sure this transport network was integrated with different kinds of transport. Autonomous vehicles could be key to ensure an ageing population still have access across the borough. However, the importance of planning cycling and walking networks alongside any plans for further bus routes, autonomous vehicles or other transit systems was highlighted. It was mentioned that currently cycle lanes were added as an "afterthought" which meant they can be fragmented and difficult to use. Cycle lanes could be a good alternative to travelling by car in the short and medium term.

It was felt that train connections outside of the borough, to Reading, London and so on were already very good – regular and direct to the main cities. This would need to be kept the same.

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.

This was covered in detail by Table 1 only.

Table 1

The group were particularly interested in this statement. The consensus was the it doesn't capture all the aspects that healthy and resilient communities with influence should cover. Participants felt there was a difference between individuals (e.g healthy people in a physically and mentally sense) and communities (covering identity and civic pride) - and only communities were being touched on at the moment.

There were some specific comments on the language used in the statement:

- The first sentence about *breathing new life and soul into ageing neighbourhoods without compromising local character* was popular, although some were unsure what *local character* referred to specifically
- The absence of any explicit mention of culture was noted
- the use of the word *vibrant* was popular
- for the sub-header, the group said *resilient* felt too defensive and *with influence* seemed unessential – a new sub-header of *healthy and vibrant communities* was put forward as an alternative

Participants were also concerned by the lack of any explicit mention of individuals' health, wellbeing or mental health. They felt that all three should be included somewhere in the vision, as they are important trends that impact on individuals (e.g. dementia and obesity). They will also put increasing strain on national and local services, creating further challenges for communities in the future. Encouraging people to live well was seen as fundamental to supporting aging communities and the group felt this should be addressed on both a physical level e.g. taking on personal responsibility for eating and exercise, and an emotional level e.g. culture and arts.

Related to this, there was widespread agreement that mental health and social care were likely to become a significant burden on communities in the future (even more so with population growth). It was acknowledged that the current focus on community cohesion in the statement would likely lessen the burden on social care indirectly. But without mention of social care in the vision statement, the group felt that the council could be criticised for not caring about social care in the borough because they don't have direct responsibility for it.

With communities being seen as equally important to the individual, the group felt there needed to be a focus on neighbourly and community responsibility and suggested building on the concepts of identity and culture in the vision statement.

The inclusion of sport in the vision was widely supported for health and wellbeing reasons. However, the group felt that the statement should be refocused, so instead of saying *providing outstanding sports, leisure and recreational facilities*, they advocated focusing on fostering outstanding people and communities i.e. building teams and leagues instead of parks and centres. This would also encourage school children into sports and help with their personal health and their civic pride. Strong teams for sports such as rugby and football were thought to be a key component for enticing graduates back to the borough for jobs, and at present the group felt that teams in the borough were plateauing or in decline. When looking at the sports facilities that already exist, some felt they were currently being underutilised and said it was just as important for the council to encourage residents to use existing facilities as it was to build new ones.

Opinions were divided about whether the phrase *people will be encouraged to take ownership of shared spaces to influence their local area* suggested an exciting opportunity for communities to take ownership of their local area or whether it was a cost cutting exercise disguised as facilitating community spirit. Assumptions about the size of shared spaces being referred to was the main divider of opinion, with enthusiasts envisioning smaller manageable areas (e.g. allotments, flower beds or sections of a park), while those who were more sceptical were picturing larger spaces (e.g. entire parks and green spaces).

Participants supported developing the town centre, although there was some cynicism around the use of the phrase *continuing to invest*. Some felt this was at odds with current investment aimed at the retail park outside the town centre. The group also supported introducing reduced rates for non-chain retailers to encourage independent and unique shops into the centre with the objective to create areas of mini-cultures and pop-up shops. Looking further afield, the group also recommended including local cultural assets e.g. The Vyne, Highclere Castle etc.

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.

This statement was covered by Table 2 only.

Table 2

The remit of and meaning of **sustainability** was debated and was felt to be unclear. However, environmental sustainability was mentioned as something that should underpin every element of the vision for the future. Without prioritising sustainability in areas such as housing, transport and economy, the group felt that growth and improvement over the next 30 years would not be possible.

The installation of low carbon infrastructure was generally considered to be a crucial element of the future vision to ensure that the area would be able to grow. The movement towards low carbon energy was seen as inevitable and starting to plan for this now was seen as essential. The group felt there were very few challenges with this. However, it was recognised that some residents may not want large structures e.g. windfarms close by their houses.

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.

The sustainability statement was also read out for reference. Table 1 covered this element briefly.

Table 1

The group felt that the “environment” and “sustainability” statements were closely linked. There was a general feeling that the environment statement was not unique to Basingstoke and Deane in its current form. Participants wanted the vision to describe something unique that the borough could be known for. Also, with over 50% of the population living within an urban environment, they felt the statement should not only focus on greenspace but also the built environment e.g. architecture, urban planning, accessibility to green space and connectivity with the green environment.

The homes we'll live it

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.

Table 1 covered this element briefly.

Table 1

The group made links between housing and the ambition to cater for an ageing population as outlined in the “healthy and resilient communities with influence” element. Importance was placed on building homes with good connectivity (for when people can no longer drive) and good accessibility so that people can stay in their homes for as long as possible. They acknowledged that there needed to be balance between affordable housing for those who are in the borough and more luxury housing to attract well-paid individuals into Basingstoke and Deane (and bringing their money into the local economy).

In rural areas, focussing on small one-bed houses was suggested to enable younger people to get onto the property ladder and make sure villages maintain a range of demographics. Some felt that this part of the vision was written to

please developers instead of residents, while others said that they just wanted developers to think about the infrastructure and communities that will be living in the houses and build with the thoughts of the residents in mind.

Final points

Overall, Table 1 felt that the vision could apply to anywhere if Basingstoke and Deane was crossed out. It was described by the table as “vanilla” and the group wanted it to be bolder, setting out clear ambitions to be a leader and a centre of excellence - they said they want ‘Amazingstoke’ not ‘Boringstoke’. They wanted Basingstoke to be known for something specific, such as a particular industry or type of transport and felt that pride in the borough, individual wellbeing, and life-long learning should be integrated into the final vision more strongly.

Both tables agreed that there should be a link between the economy and entrepreneurship section and education section, with Table 2 saying education should touch on every aspect of the vision. Table 2 also felt that sustainability needed to be emphasised more strongly, with a greater focus on collaboration between businesses on sustainability helping to keep businesses in Basingstoke, fostering a community of businesses who work together.

Appendix 1: Question areas

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.

What are your initial thoughts on this part of the vision?

- What makes you say that?
- Is there anything that surprises you?
- If this vision is realised, how would it impact on businesses like yours?
- Which elements do you most support?
- Do you have any concerns about it?

Is there anything that could be added to this part of the vision?

- Is anything not covered?
- Does it cover what you would expect?

Are there any specific jobs, industries or businesses that the borough should aim to attract?

- Why do you say that?
- Should the focus be on new high tech industries or more established businesses or both?
- Does the borough's proximity to London have any impact on your suggestions?

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.

What are your initial thoughts?

- What makes you say that?
- Is there anything that surprises you?
- If this vision is realised, how would it impact on businesses like yours?
- Which elements do you most support?
- Do you have any concerns about it?

Is there anything that could be added to this part of the vision?

- Is anything not covered?
- Does it cover what you would expect?

What do you think about how education and skills provision within the borough should adapt to meet future needs?

- Which skills do you think will become more important?
- Which skills do you think will become less important?
- Which new skills will become important?
- Thinking about businesses like yours, how do you anticipate skill requirements changing over the next few decades?

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.

What are your initial thoughts?

- What makes you say that?
- If this vision is realised, how would it impact on businesses like yours?
 - What about the different types of transport? Cycling and walking, electric and hybrid vehicle, connections to Heathrow, Reading and beyond?
- Which elements do you most support?
- Do you have any concerns about it?

Is there anything that could be added to this part of the vision?

- Is anything not covered?
- Does it cover what you would expect?
- Is there anything that surprises you?

What are your thoughts on how and where a modern public transport system should operate?

- Why do you say that?
- Cycleways and walkways?
- Local trains?
- Can you think of any viable alternative to travelling by car, especially for rural residents?

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.

What are your initial thoughts?

- What makes you say that?
- Is there anything that surprises you?
- If this vision is realised, how would it impact on businesses like yours?
- Which elements do you most support?
- Do you have any concerns about it?

Is there anything that could be added to this part of the vision?

- Is anything not covered?
- Does it cover what you would expect?

Do you have any ideas of how to invest in and develop Basingstoke town centre and rural towns and villages?

- How can the council develop the town centre and still protect the character of the rural towns and villages?

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.

What are your initial thoughts?

- What makes you say that?
- Is there anything that surprises you?
- If this vision is realised, how would it impact on businesses like yours?
- Does this align with any part of your business's current or future plans?
- Which elements do you most support?
- Do you have any concerns about it?

Is there anything that could be added to this part of the vision?

- Is anything not covered?
- Does it cover what you would expect?

Looking forward, if the vision was realised, how would you feel about the installation of low carbon infrastructure, such as windfarms, solar farms, or anaerobic digesters, to become more sustainable?

- Why do you say that?
- How would it impact on businesses like yours?
 - Would it have any benefits?
 - What are the challenges?
 - Is there anything that concerns you?

FOR REFERENCE:

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.

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.