



Ipsos MORI
Social Research Institute

October 2018

Basingstoke and Deane

Horizon 2050

Sample Survey

Summary Report of Findings

Contents

1 Executive summary	1
2 Introduction	5
The context for this research	5
Overview of approach	5
3 Technical note	6
Interpreting the survey findings	6
Acknowledgements	6
Publication of data	6
4 Key findings	8
4.1 Wider context of growth	8
4.2 Economy	14
4.3 Housing	21
4.4 Basingstoke town centre	30
4.5 Travel and transport	34
4.6 Environment	37
4.7 Education	46
4.8 Healthcare	48
4.9 Looking forward	50
Appendix A: Survey sample profile	
Appendix B: Guide to statistical reliability	
Appendix C: Survey questionnaire	

Executive summary

1 Executive summary

Headline findings

Local priorities

Basingstoke and Deane residents' key priorities for making somewhere a good place to live are levels of crime and anti-social behaviour, shopping facilities, and having a sense of community. These aspects are, however, not among the top five aspects perceived as needing improvement in the borough. Crime levels and sense of community are cited by very few residents as aspects in need of improvement locally. Residents are more likely to place emphasis on road and pavement repairs, education provision, health services, public transport, and affordable housing as aspects in need of improvement in the borough. These are aspects which tend to be among residents' key priorities across the country, and not unique to the borough of Basingstoke and Deane. For example, Ipsos MORI usually finds that road and pavement repairs comes out as one of the top issues in need of improvement in many local authority areas.

Growth

Most residents in the borough agree that the number of homes, businesses, jobs and supporting infrastructure should continue to grow to meet the needs of a growing population. Support is stronger among young people under 35 than their older counterparts and those who live in Basingstoke town are more likely agree than residents who live elsewhere in the borough.

Economy

The vast majority of Basingstoke and Deane residents believe that it is either essential or very important to be able to build a successful local career. However, it is notable that fewer than half of residents believe that it is easy to build a successful career locally, with a significant minority of residents believing that this is difficult to achieve. While the survey does not explore in detail why this is so, the council may need to undertake further work to find out what might be stopping people from being able to build successful careers. In terms of attracting businesses that might provide new career opportunities in the borough, most residents believe that good transport links, good education and training provision, and availability of offices and other commercial buildings for businesses are important prerequisites.

Housing

If the Horizon 2050 vision is to be realised, there will be a need for more new housing in the borough. Around half of residents would like to see new housing being built in and around Basingstoke town. Three in ten residents would like to see new housing built in and around existing rural communities, and/or by creating new towns and villages. Of those who would like to see new homes around Basingstoke town, the vast majority would like to see these built on brownfield sites within the town, rather than on greenfield sites on the outskirts of town. For those who would like to have new housing in existing rural communities, the consensus is for such developments to be spread across rural areas, rather than being focussed in larger rural communities.

Regenerating and improving the town centre

Affordable housing is the top priority for improving the town through redevelopment, followed by the creation of more green space, and provision of more community facilities. When it comes to the leisure, community and retail facilities in the town centre, residents' top priorities are for more retail facilities, more activities for target groups (especially for children and young people) and more sports facilities. For retail facilities, independent and high street shops are both mentioned frequently, with independent shops most popular among those aged 35 and over.

On balance, residents would rather the council and partners invest in a larger number of smaller, more basic leisure facilities in local communities rather than build a smaller number of larger, higher quality facilities, although there is support for both options. The picture varies across different groups in the population. Young people are equally divided on the issue while black and ethnic minority residents say they would prefer a smaller number of larger facilities.

Travel and transport

Parking in Basingstoke town centre is important to the vast majority of residents. So much so that two-thirds claim that they would go elsewhere if parking in the town centre was not available. Despite the importance placed on parking in the town centre, a majority of residents say they would make the switch from a car to public transport if it was good enough, although this is slightly less among residents who work full time or have children. The most frequently mentioned considerations for deciding whether or not to use public transport are affordable prices, and the frequency and reliability of services, all of which are mentioned by over half of residents. Affordability is particularly important for residents who live in Basingstoke town and for young people.

Environmental impact

The vast majority of local residents believe that it is at least fairly important for people and organisations in the borough to work collaboratively to reduce the impact on the environment, with four fifths saying it is very important or essential. A majority also claim that they will use less electricity, water, and switch to more local renewable energy sources in future to reduce their own impact on the environment. A majority are also supportive of having renewable energy sources in the borough, including solar farms, wind farms, and anaerobic digesters. Support for windfarms in the borough varies by age more than any of the other types of renewable energy sources. A third of residents over 55 oppose their introduction, compared to one in six of those aged between 35 and 54 and one in twelve of those under 35. However, despite residents positivity towards reducing environmental impact, while almost half of residents say they are likely to travel by car less in the future, the same proportion say this is unlikely. Residents are also more likely to oppose than support the introduction of restrictions on vehicles entering Basingstoke town centre to reduce environmental impact. This is not a popular proposal.

Education provision

Residents are broadly supportive of having university degree-level courses available in the borough, with four fifths saying it is a good idea. Young people, part time workers and those who live in Basingstoke town are the top advocates. Just under half of residents support the idea of local children being able to attend the same school from ages of 4-18. In comparison, a third of residents think it is a bad idea and a fifth sit on the fence saying it is neither a good nor bad idea.

Investing in having fewer schools with better facilities, even if it means some children travel further to school is the least popular idea of those included in the survey, with just three in ten considering it a good one. Over half of residents say is

a bad idea, with women more negative than men. However, younger people are more receptive, with two fifths of those aged under 35 positive towards the idea.

Healthcare

When exploring options for healthcare provisions in the future, almost all residents want to retain a major NHS hospital in the borough, a view that is held universally across all demographics. A majority of residents also support having more NHS services online, an idea that is particularly popular among those working full time, younger people and those with children. Still, a fifth of residents are not convinced by the idea, and those 55 and over are more likely to say it is a bad idea. The idea of transitioning towards fewer larger GP practices, each offering a wider range of services than currently exists, is positively received by around half of the residents. However, a third disagree, saying it is a bad idea. Once again, age is a factor, with those who are 55 and over being more likely to say it is a bad idea.

About the survey

2 Introduction

The context for this research

Basingstoke and Deane Borough Council is developing a long-term vision for the borough of Basingstoke and Deane up to 2050. The vision is called “Horizon 2050”. Through the Horizon 2050 initiative, the aim is to set an ambitious and aspirational shared vision to ensure that residents have high quality homes, jobs, and leisure and community facilities for decades to come. It is intended that this will provide the foundations for far-reaching decisions about the future, setting the direction for the council and other partners’ work. The draft vision has been set out across a number of key themes:

- economy and entrepreneurship
- transport,
- the homes we’ll live in,
- education,
- sustainability,
- environment
- healthy and resilient communities with influence.

It is in this context that Basingstoke and Deane Borough Council commissioned independent researchers Ipsos MORI to undertake a representative sample survey of residents. The survey aimed to gauge residents’ priorities in the medium to long-term future, by asking questions relating to the above key themes.

Basingstoke and Deane also ran a public consultation, and undertook qualitative research with residents and businesses. These stands of work are reported on separately.

Overview of approach

This summary report presents key findings from a survey of Basingstoke and Deane Borough Council residents aged 18 and over.

The survey methodology comprised a Computer-Assisted Telephone Interviewing (CATI) survey. Ipsos MORI interviewed 1,101 residents aged 18 and over by telephone between 16 August and 1 September 2018. Interviews lasted approximately 20 minutes on average.

Quotas were set by age, gender and work status to ensure that those who took part in the research would be representative of the adult population of Basingstoke and Deane. Data are also weighted at the analysis stage, to counteract any non-response bias, to the known profile of the borough’s population aged 18 and over, based on the latest available population statistics at the local authority level¹.

¹ 2017 Population Mid-Year Estimates for age and gender, and 2011 Census for work status.

3 Technical note

Interpreting the survey findings

The survey has been designed to provide a representative picture of the views of Basingstoke and Deane Borough Council residents aged 18 and over. A sample profile is provided in [Appendix A](#).

Survey results are presented as percentages. Unless otherwise indicated, results from the sample survey are based on all 1,101 participants. Where figures in this report do not add up to 100%, this is the result of computer rounding or multiple responses. An asterisk (*) indicates a score less than 0.5%, but greater than zero.

Results are subject to statistical tolerances. Not all differences between the overall survey results and those for individual sub-groups will be significant. A guide to statistical reliability is provided in [Appendix B](#). Please treat answers with a base size of less than 100 with caution. The descriptive sections of this report aim to highlight where findings between different sub-groups of residents are statistically significant.

Due to small base sizes it has not been possible to analyse data at the ward level. However, wards have been amalgamated to allow comparisons to be drawn between residents who live in Basingstoke town, and those who live elsewhere in the borough. Residents from all wards in the borough were interviewed and a full breakdown of participants by ward is provided in [Appendix A](#).

A copy of the survey questionnaire is provided in [Appendix C](#).

Acknowledgements

Ipsos MORI would like to thank the 1,101 Basingstoke and Deane residents who gave up their time to take part in the sample survey. We would also like to thank Sally Boxall, Simon Christian and Diane Bromley at Basingstoke and Deane Borough Council for their assistance throughout the research programme.

Publication of data

This research has been conducted in accordance with the ISO 20252 market research standard that Ipsos MORI is accredited to. As Basingstoke and Deane Borough Council has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the organisation's interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the findings of this report is, therefore, subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Key findings

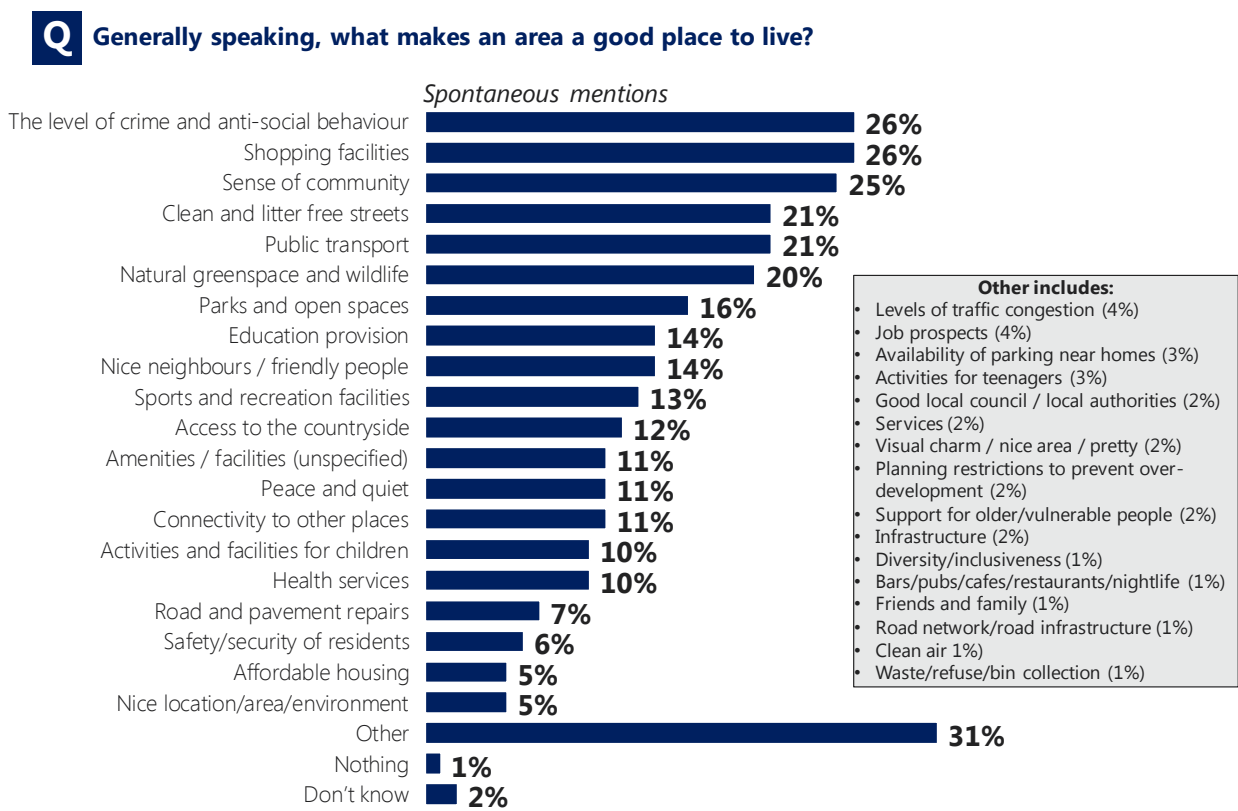
4 Key findings

4.1 Wider context of growth

4.1.1 What makes an area a good place to live in general?

The level of crime and anti-social behaviour (26%), shopping facilities (26%), and a sense of community (25%) are residents’ top three aspects for what makes an area a good place to live generally.

Figure 4.1: What makes an area a good place to live in general



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

There are, however, some differences by subgroup:

- Women are more likely than men to believe that parks and open spaces are important (18% of women compared to 13% of men). Men on the other hand are more likely than women to place emphasis on a pleasant environment (7% of men and 4% of women respectively).
- While three in ten (30%) residents aged under 55 believe that the level of crime and anti-social behaviour is an important aspect in making somewhere a good place to live, this falls to one in five (20%) residents aged 55 and over. Older residents on the other hand are more likely than their younger counterparts to believe that public transport is important. For example, a quarter (24%) of

residents aged 55 and over think that public transport is important, compared to a sixth (17%) of residents aged under 35.

- For those who have children, a quarter (25%) believe that education provision is an important aspect in making an area a good place to live. In comparison, just one in eleven (9%) residents without children believe that education provision is important.
- Those who live in Basingstoke town are more likely than those who live elsewhere in the borough to place emphasis on levels of crime and anti-social behaviour (31% versus 20%), and clean and litter free streets (25% versus 15%) as important aspects in making an area a good place to live. Those who live outside of the town are more likely than their urban counterparts to place emphasis on natural greenspace and wildlife (23% versus 18%), and access to the countryside (17% versus 9%).
- There are also some differences in opinion between those who believe that homes/businesses/jobs and supporting infrastructure should continue to grow to meet the needs of a growing population, and those who are not supportive of growth. Those who agree with continued growth are more likely than those who disagree to place emphasis on shopping facilities (28% versus 18%); activities for children (11% versus 5%); and job prospects (5% versus 1%). On the other hand, those who disagree with continued growth are more likely to place emphasis on a good local council (5% versus 2%) and planning restrictions to prevent over-development or overcrowding (4% versus 1%).

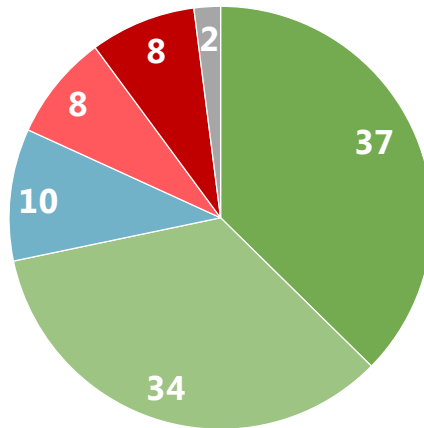
4.1.2 Growth

Growth in Basingstoke and Deane is broadly supported (72%) across different groups of residents. However, around one in six (16%) say they disagree with growth, with half of these residents 'strongly' disagreeing.

Figure 4.2: Support for growth to meet the needs of a growing population

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

- % Strongly agree
- % Tend to agree
- % Neither agree nor disagree
- % Tend to disagree
- % Strongly disagree
- % Don't know



Agree	72%
Disagree	16%

Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Key differences by subgroup include:

- Whereas over four in five (82%) of young people aged under 35 support growth, this falls to around seven in ten of those aged 35-54 (69%), and those aged 55 and over (68%). Residents aged 55 and over are more than twice as likely as those aged under 35 to disagree with growth (21% and 9% disagree respectively).
- While one in seven (14%) full time workers disagree with growth in the borough, this rises to over a fifth (22%) of retired residents.
- Three-quarters (74%) of those who live in Basingstoke town agree with growth, compared to just over two-thirds (68%) of those who live elsewhere in the borough.

There are, however, no differences in the views of residents who work within the borough and those who work outside of the borough (76% and 74% agree with growth respectively). Similarly, despite younger residents being more positive about growth, there are no differences in opinion of those residents who have children, and those who do not have children (74% and 71% agree with growth respectively).

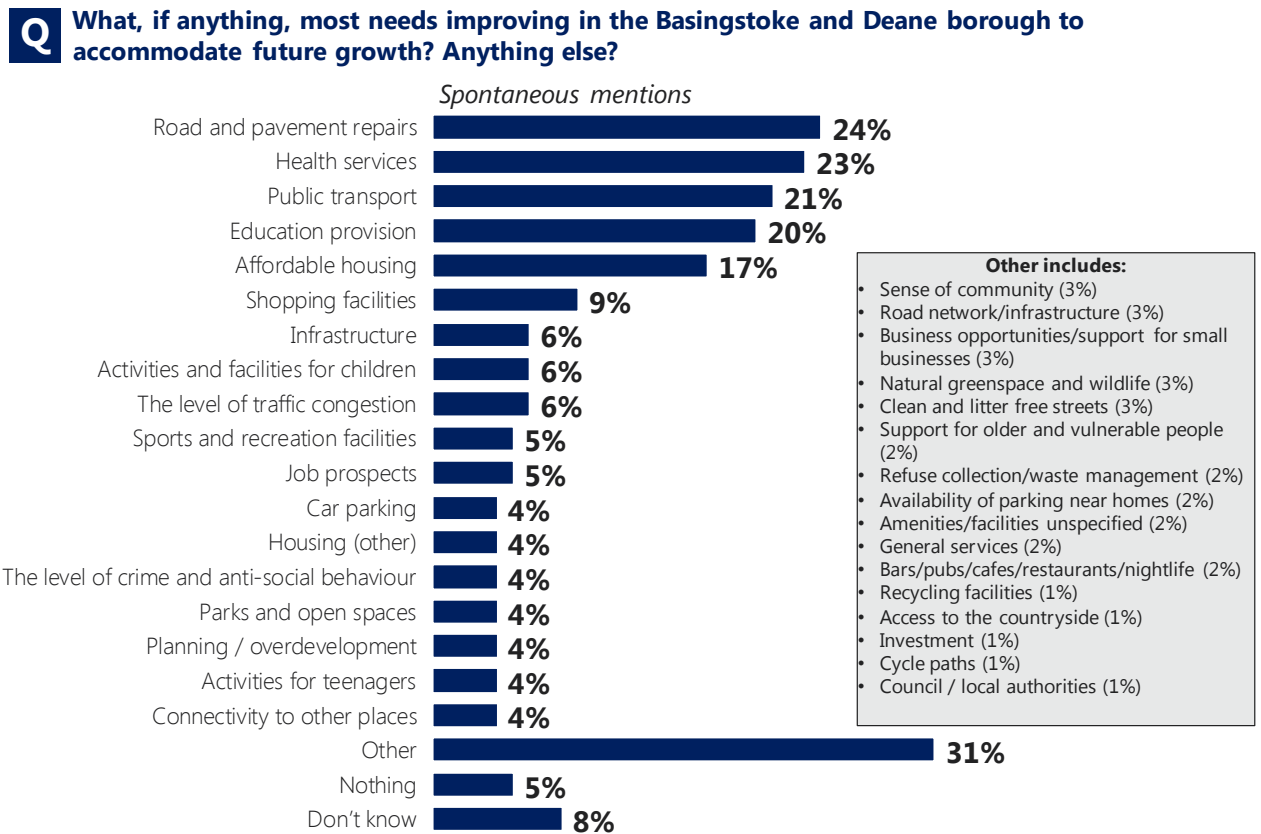
Table 4.1 Views on growth by key subgroup

Q	Thinking about Basingstoke and Deane specifically. To what extent, if at all, do you agree or disagree that the number of homes, businesses, jobs and supporting infrastructure in the borough should continue to grow to meet the needs if a growing population?		
	Agree	Disagree	Net agree
<i>Base in brackets</i>	<i>%</i>	<i>%</i>	<i>+/-</i>
All (1,101)	72	16	+56
Age			
18-24 (71)	81	8	+73
25-34 (139)	82	11	+71
35-54 (390)	69	16	+53
55-64 (159)	72	18	+54
65+ (342)	66	23	+43
Gender			
Male (477)	73	17	+56
Female (622)	71	16	+55
Work status			
Working full time (476)	73	14	+59
Working part time (137)	80	10	+70
Retired (340)			
Work in the borough			
Yes (364)	74	14	+60
No (237)	76	13	+63
Reside in Basingstoke town			
Yes (615)	74	14	+60
No (407)	68	20	+48
<i>Source: Ipsos MORI</i>			

4.1.3 What most needs improving in the borough?

In terms of what needs improving in Basingstoke and Deane borough, the most common spontaneous mentions are road and pavement repairs (24%), health services (23%), public transport (21%), and education provision (20%). It is worth noting that these aspects are generally the aspects which residents across the country cite as being in most need of improvement – and in this respect, Basingstoke and Deane is not unique.

Figure 4.3: aspects in need of improvement in Basingstoke and Deane borough



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

There are some differences across subgroups, including:

- Women are more likely than men to believe that education provision is in need of improvement locally (23% of women compared to 16% of men). Men on the other hand are more likely than women to place emphasis on sports and recreation facilities (8% of men compared to 3% of women).
- While a fifth (20%) of residents who agree with growth place emphasis on affordable housing, this falls to around one in twelve (8%) of those who disagree with growth. Interestingly, while just one in twenty residents (5%) who support growth believe that improvements are needed to infrastructure, this rises to almost one in ten (9%) of those who disagree with growth.
- While around one sixth (17%) of residents believe that affordable housing is in need of improvement in the borough, this rises to one-third (32%) of the youngest residents aged between 18 and 24. Middle-aged residents (i.e. those aged between 35 and 54) are more likely than their younger or older

counterparts to believe that education provision is in need of improvement (27% of those aged 35-54 believe education provision is in need of improvement compared to 17% of those age 55 and over, and just 13% of those aged under 34).

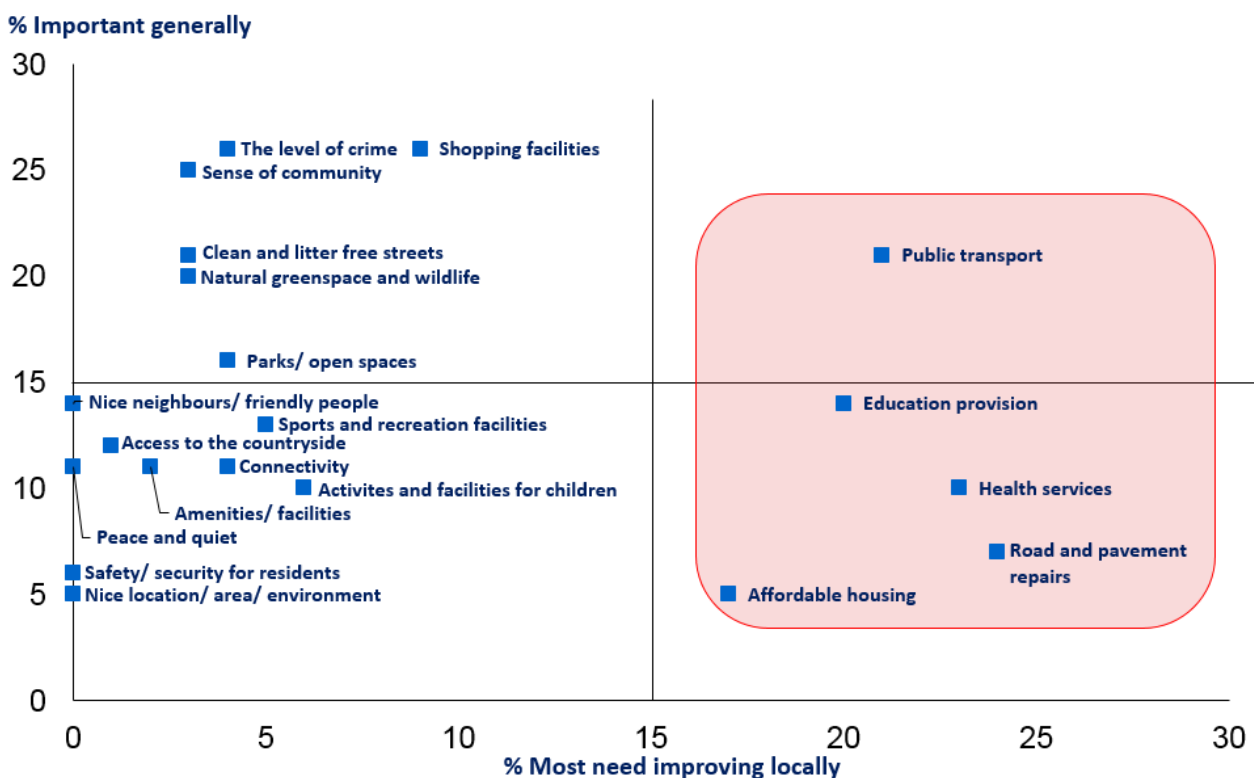
- While one fifth (19%) of residents who live in Basingstoke Town place emphasis on public transport, this rises to one in four (26%) of those who live outside of the town.

Figure 4.4 plots the aspects which residents think generally makes an area a good place to live with the aspects residents believe most need improving in Basingstoke and Deane borough. The further up the chart the aspect is, the more important it is generally. The further to the right, the more important the aspect is locally.

As is seen in the chart, public transport is an aspect that is generally seen as important, and also an aspect which is in need of improvement locally. Aspects that are less important generally, but more in need of improvement locally are road and pavement repairs, health services, education provision, and affordable housing.

Figure 4.4: Residents’ priorities

Q Generally speaking, what makes an area a good place to live?
 What, if anything, most needs improving in Basingstoke and Deane borough to accommodate future growth?



Base: All participants (1101). Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

While shopping facilities, crime levels, a sense of community, clean streets, and greenspace/wildlife are relatively important locally (those in the top right-hand part of the chart), these are aspects which are not deemed to be as in as much need of improvement in the borough.

4.2 Economy

4.2.1 Building a successful career locally

The majority of residents (59%) who work full time or part time work within the borough of Basingstoke and Deane, comparatively four in ten (41%) work outside of the borough. Residents that work outside the borough are more likely to live in rural areas (38% of residents that work outside the borough), than residents that work in the borough (28% of residents that work in the borough).

Table 4.2 Population working inside and outside the borough

Q	Do you work in the borough?	
	Work in the borough	Work outside the borough
<i>Base in brackets</i>	<i>%</i>	<i>%</i>
2018 Sample survey - Working population ² (323)	59	41
2011 Census – Working population ³	66	34
<i>Source: 2011 Census</i>		

² Residents working full or part time (excluding self-employed)

³ Work in the borough rises to 69% when adjusted to include borough residents employed at the Atomic Weapons Establishment

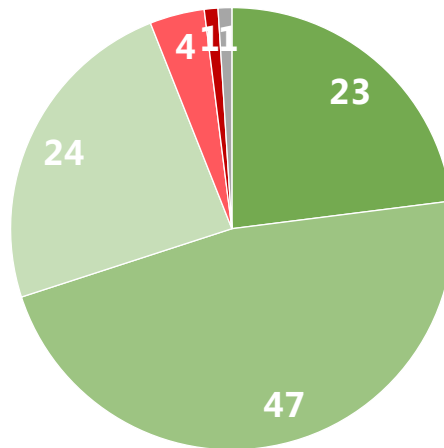
4.2.2 Building a successful career locally

Most residents (94%) believe that it is important for local residents to be able to build a successful career locally if they want to.

Figure 4.5: Importance of being able to build a successful career locally

Q How important, if at all, is it for people who live in Basingstoke and Deane to be able to build a successful career locally, within the borough, if they want to?

- % Essential
 - % Not very important
- % Very important
 - % Not at all important
- % Fairly important
 - % Don't know



Essential/Important	94%
Not important	5%

Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences by subgroup include:

- Women are more likely than men to believe that being able to build a successful career locally is essential or very important (74% of women versus 67% of men).
- Interestingly, retirees are more likely than full time workers to believe that being able to build a successful career locally is essential or very important (76% and 67% respectively doing so). And perhaps linked with age, those who have a disability or health problem are more likely than those who do not have any such issues to believe that having the ability to build a successful career locally is 'essential' (30% versus 22%).

- While more than seven in ten (72%) of those who work in the borough believe that being able to build a successful local career is essential or very important, this falls to just over half (56%) of those that work outside of the borough.

Table 4.3 Importance of building a successful local career by key subgroup

Q	How important, if at all, is it for people who live in Basingstoke and Deane to be able to build a successful career locally, within the borough, if they want to?	
	Essential or very important	Not very important or not at all important
<i>Base in brackets</i>	%	%
All (1,101)	70	5
Age		
18-24 (71)	71	2
25-34 (139)	70	6
35-54 (390)	67	6
55-64 (159)	71	5
65+ (342)	75	3
Gender		
Male (477)	67	6
Female (622)	74	3
Work status		
Working full time (476)	67	6
Working part time (137)	62	3
Retired (340)	76	4
Work in the borough		
Yes (364)	72	4
No (237)	56	9
Reside in Basingstoke town		
Yes (615)	72	4
No (407)	66	5
<i>Source: Ipsos MORI</i>		

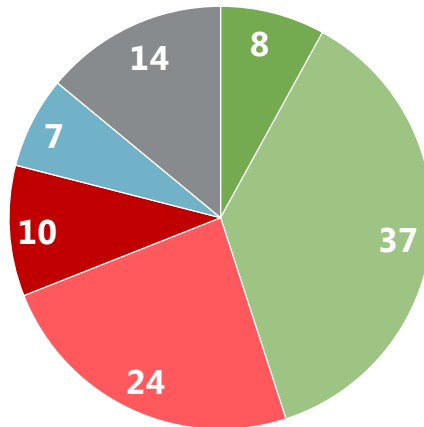
4.2.3 Ease of building a successful career locally

Despite most residents believing that it is important for local people to be able to build a successful local career within the borough, less than half (45%) believe that this is easy. Around a third (34%) believe that this is difficult – including one in ten (10%) residents who believe that it is ‘very’ difficult.

Figure 4.6: Ease of building a successful career in the borough

Q From your experience, how easy or difficult is it to build a successful career locally, within the borough?

- % Very easy
- % Fairly easy
- % Fairly difficult
- % Very difficult
- % I haven't tried
- % I don't want a job in the borough
- % Don't know



Easy	45%
Difficult	34%

Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

While there are no differences between the views of men and women, there are some differences between other key subgroups, including:

- Half (50%) of full time workers believe it is easy to build a successful local career. This is higher than the overall average of 45%.
- Whereas almost six in ten (57%) of those who work in the borough believe it is easy to build a successful local career, this falls to around two-fifths (39%) of those who work outside of Basingstoke and Deane.
- While over one-third (37%) of those who reside within Basingstoke town believe it is difficult to build a successful career in the borough, this falls to three in ten (29%) of those who reside elsewhere in the borough.

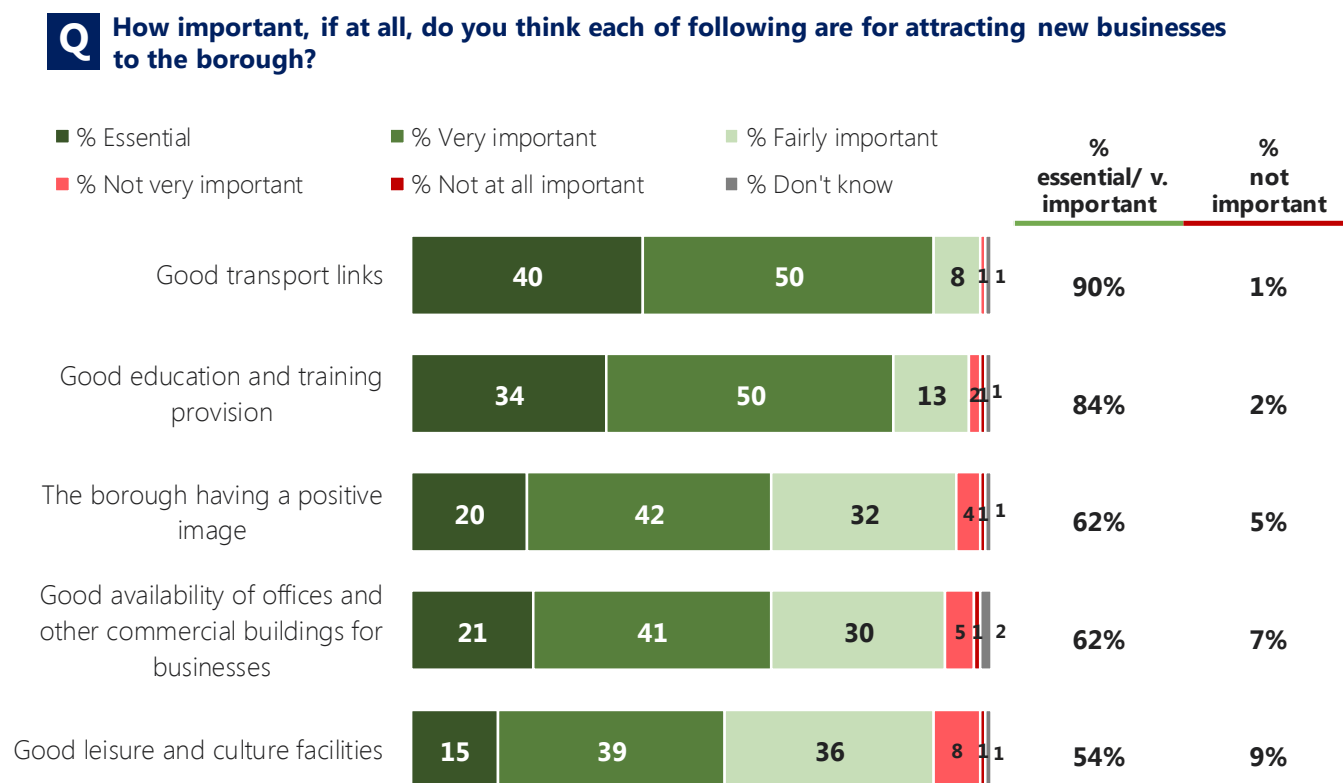
Table 4.4 Ease of building a successful local career by key subgroup

Q	From your experience, how easy or difficult is it to build a successful career locally, within the borough?		
	Easy	Difficult	Net easy
<i>Base in brackets</i>	%	%	+/-
All (1,101)	45	34	+11
Age			
18-24 (71)	46	34	+12
25-34 (139)	42	44	-2
35-54 (390)	48	35	+13
55-64 (159)	51	29	+22
65+ (342)	39	29	+10
Gender			
Male (477)	46	33	+13
Female (622)	44	35	+9
Work status			
Working full time (476)	50	34	+16
Working part time (137)	48	38	+10
Retired (340)	39	28	+11
Work in the borough			
Yes (364)	57	34	+23
No (237)	39	36	+3
Reside in Basingstoke town			
Yes (615)	45	37	+8
No (407)	45	29	+16
<i>Source: Ipsos MORI</i>			

4.2.4 Attracting new businesses to the borough

In order to ensure continued growth, and to provide local residents with employment opportunities, it will be important for the borough to be able to attract and retain new businesses over the medium to long-term. Given this, residents were asked about the importance of five different aspects as shown in figure 4.7 below.

Figure 4.7: importance of different aspects to attract new businesses to the borough



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

The vast majority of residents believe that all five aspects are important to attract new businesses to the borough. This includes nine in ten (90%) who believe that good transport links are essential or very important; and more than four-fifths (84%) believe that good education and training provision is very important or essential. While a majority of residents also believe that a positive image, good availability of offices and commercial buildings, and good leisure and cultural facilities are essential or very important, it is noticeable that around a third of residents in each case say that the aspect is ‘fairly’ important.

Some notable differences by subgroup include:

- Just under half (47%) of those who commute to work outside of the borough believe that good transport links to attract new businesses are essential. In comparison, just over a third (37%) of those who work in the borough believe this to be an essential prerequisite.

- Two-thirds (65%) of those who agree with growth believe that having good availability of offices and other commercial buildings for businesses is very important or essential. In comparison, just over half (54%) who disagree with growth believe that availability of offices/commercial buildings is very important or essential. Those who work outside of the borough are more likely than those who do not to believe that good availability of offices and other commercial buildings for businesses is essential (25% and 18% do so respectively).
- Women are somewhat more likely than men to believe that good education and training provision is essential or very important for attracting new business (87% of women versus 82% of men). There are also some differences by age, with nine in ten (89%) residents aged 65 and over saying good education and training provision is very important or essential, compared to just three-quarters (76%) of 35-44 year olds.
- More than nine in ten (92%) residents who support growth believe that good leisure and cultural facilities are at least fairly important for attracting new businesses to the borough (compared to 80% among residents who disagree with growth). Age is also a factor, and residents aged 55 and over are more likely than their younger counterparts to believe that good leisure and cultural facilities are very important or essential to attract new businesses (62% versus 49% of those 18 to 54).

4.3 Housing

4.3.1 New housing in the borough

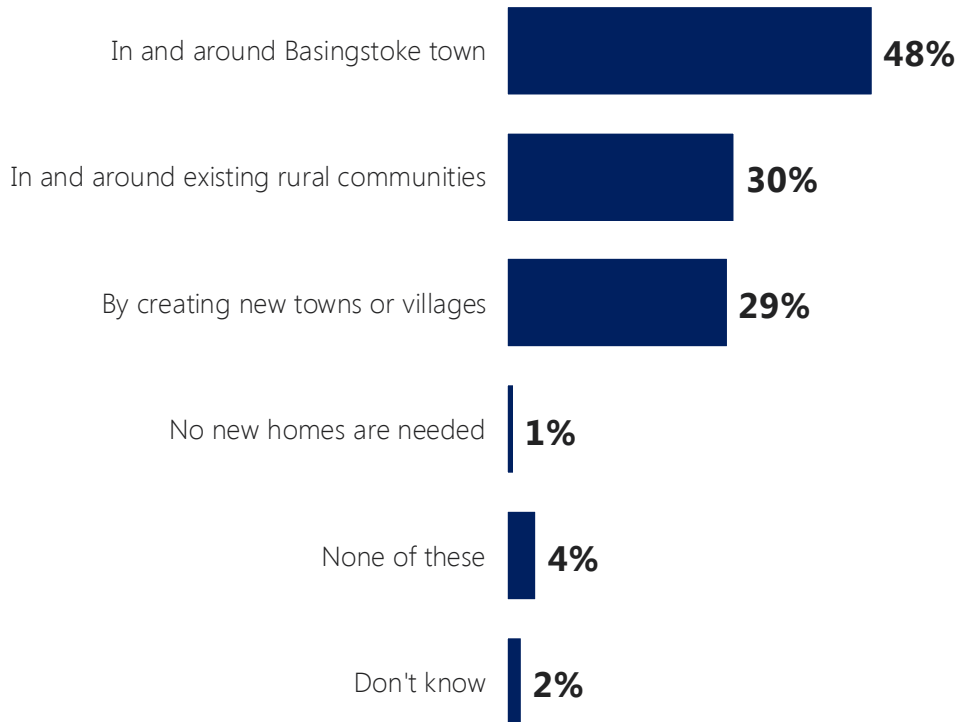
Participants were provided with three options about where new housing should be built in the borough and were able to select more than one option. Just under half (48%) believe that new housing should be built in and around Basingstoke town. A third of residents believe that new housing should be built in and around existing rural communities (30%); and/or by creating new towns or villages within the borough (29%). A small number of residents believe that no new homes are needed (4% selected none of the options, 1% said no new homes are needed and 2% didn't know).

Despite being able to select more than one option, the vast majority of participants (82%) only selected one option. Of those that made only one selection, 48% chose in and around Basingstoke town, 26% chose in and around existing rural communities and 26% selected by creating new towns or villages.

Around one in ten (11%) respondents selected more than one option. Just 4% of respondents selected all three options and preferred building new housing across all location types.

Figure 4.8: where should new housing be built

Q I want you to think about new housing in Basingstoke and Deane. I am going to read out 3 options about where this should be built. Please tell me which, if any, of the options you would prefer? New housing should be built...



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences by subgroup include:

- Fewer than half (45%) of those who live in Basingstoke town would like to have new homes built in and around the town. In comparison, almost three-fifths (57%) who do not live in the town would like to see new homes built there. Conversely, while one-third (34%) of those who live in Basingstoke town would like to see new homes and villages created, this falls to one-fifth (21%) of those who do not reside in Basingstoke town.
- While over two-fifths (45%) of the youngest residents (i.e. those aged 18-24), would like new homes built in and around existing rural communities, this is much higher than the average for the borough, (30%).
- One-third (33%) of those in full time employment would like to have new towns and villages created. This compares to around a quarter (24%) of those not in full time work.
- One-third of residents with children would like to see new homes built by the creation of new towns and villages (34%). In contrast, a quarter (26%) of those without children would like new towns and villages built.

- Residents who agree with growth are more open to homes being built, both in and around Basingstoke town (50%) and in and around rural communities (34%). Conversely, those who disagree with growth are less keen, with only 43% saying homes should be built in the vicinity of the town and 17% saying they should be built in and around existing communities.

Table 4.5 New housing in the borough by key subgroup

Q	I want you to think about new housing in Basingstoke and Deane. I am going to read out 3 options about where this should be built. Please tell me which, if any, of the options you would prefer? New housing should be built...		
	In and around Basingstoke town	In and around existing rural communities	By creating new towns or villages
<i>Base in brackets</i>	%	%	+/-
All (1,101)	48	30	29
Age			
18-24 (71)	41	45	24
25-34 (139)	36	29	43
35-54 (390)	53	29	28
55-64 (159)	57	29	24
65+ (342)	47	27	23
Gender			
Male (477)	51	30	29
Female (622)	46	30	28
Work status			
Working full time (476)	47	31	33
Working part time (137)	48	34	22
Retired (340)	49	26	24
Work in the borough			
Yes (364)	44	33	32
No (237)	53	30	30
Reside in Basingstoke town			
Yes (615)	45	32	34
No (407)	57	28	21
<i>Source: Ipsos MORI</i>			

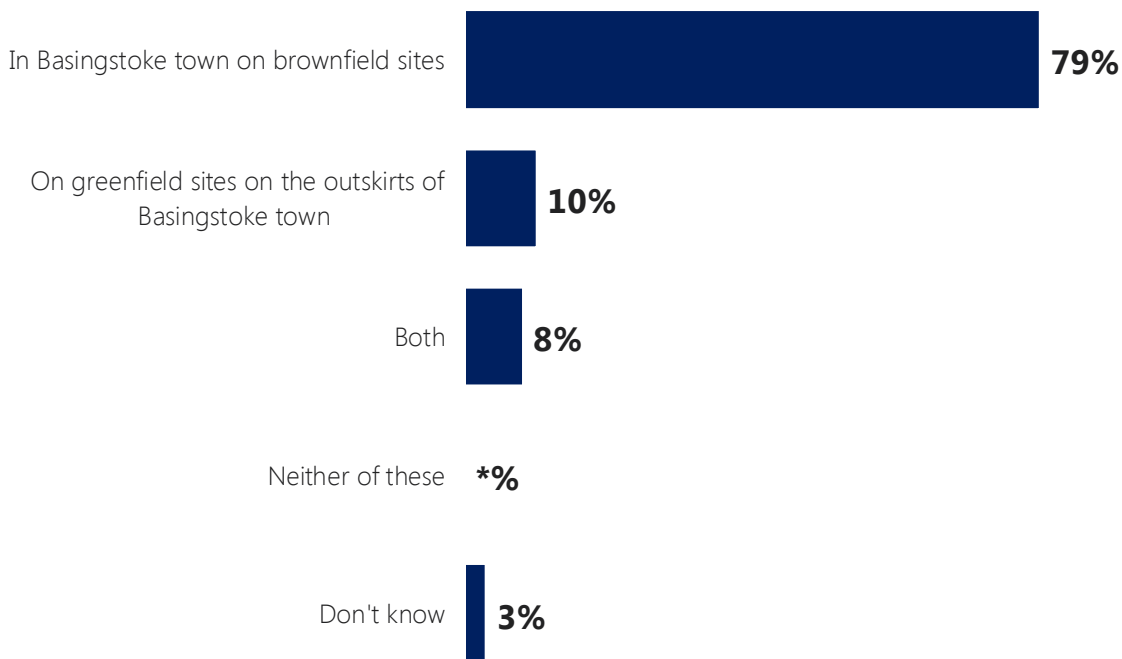
4.3.2 New homes within Basingstoke town

Those who said they would like to see new homes built within Basingstoke town were asked if they would prefer such homes to be built on brownfield sites within the town, or on greenfield sites on the outskirts of the town.

Most (79%) of those who would like to have new homes in/around Basingstoke town would like to have such homes built on existing brownfield sites. Just one in ten (10%) residents would like to see new homes built on greenfield sites. Around one in twelve (8%) would like to see new homes built on both brownfield and greenfield sites within the town and on the outskirts.

Figure 4.9: New homes within Basingstoke town

Q When building new houses in and around Basingstoke town, in your view would it be better to build housing on brownfield sites in the town, or on greenfield sites on the outskirts of the town?



Base: All participants who think new housing should be in and around Basingstoke Town (537) : Fieldwork dates: 16th August – 1st September 2018

*= less than 0.5%, but not zero

Source: Ipsos MORI

Key differences by subgroup include:

- Those who are retired would most like the new homes built on brownfield sites (85% compared to 79% of residents as a whole).
- Around one in nine (12%) residents who agree with growth would like to see new homes built on greenfield sites, a similar proportion say build on both greenfield and brownfield sites (11%). On the

other hand, the vast majority (92%) of residents who disagree with growth would like to see new homes built on brownfield sites only.

- Those who do not live in Basingstoke town are more likely than those who do to call for new homes to be built on brownfield sites (86% and 73% respectively). In contrast, those who live in Basingstoke town are twice as likely as those who do not (14% and 6% respectively) to opt for greenfield sites.

Table 4.6 New homes within Basingstoke town by key subgroup

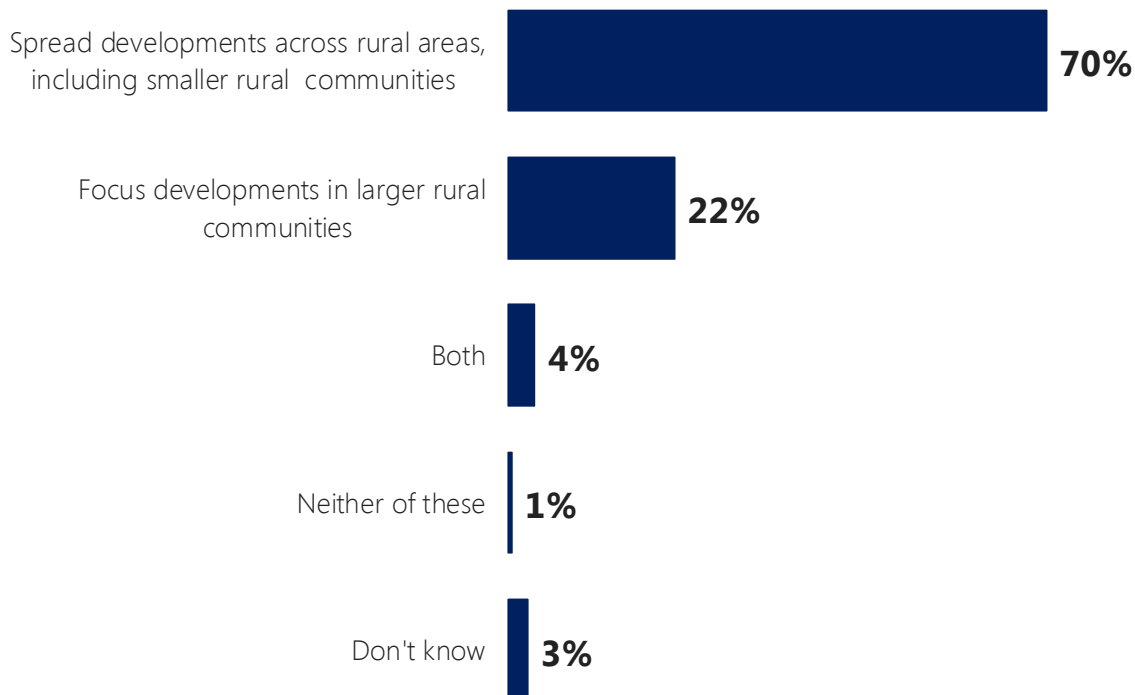
Q	When building new houses in and around Basingstoke town, in your view would it be better to build housing on brownfield sites in the town, or on greenfield sites on the outskirts of the town?		
	In Basingstoke town on brownfield sites	On greenfield sites on the outskirts of Basingstoke town	Both
<i>Base in brackets</i>	%	%	+/-
Participants who think new housing should be in and around Basingstoke Town (537)	79	10	8
Age			
18-24 (29)	63	19	4
25-34 (50)	72	17	6
35-54 (206)	77	9	13
55-64 (91)	86	6	8
65+ (161)	86	7	4
Gender			
Male (245)	76	10	12
Female (290)	82	10	4
Work status			
Working full time (229)	77	9	12
Working part time (66)	80	10	5
Retired (166)	85	8	5
Work in the borough			
Yes (163)	74	9	12
No (126)	81	9	9
Reside in Basingstoke town			
Yes (279)	73	14	10
No (230)	86	6	6
<i>Source: Ipsos MORI</i>			

4.3.3 New homes in and around existing rural communities

Those who believe that new housing should be built in and around existing rural communities were asked if such developments should be spread across rural areas, or if development should be focussed in larger rural communities. The majority (70%) of those who would like to see new homes built in rural areas would prefer such homes to be spread across rural areas, rather than being concentrated in specific areas.

Figure 4.10: New homes in existing rural communities

Q I want you think specifically about new housing in and around existing rural communities. In your view, would it be better if these developments were focussed in larger rural communities, or would it be better if new housing developments were spread across rural areas, including smaller rural communities?



Base: All participants who think new housing should be in and around existing rural communities (323) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

There are few notable differences by subgroup:

- Four-fifths (79%) of retired residents who would prefer new housing in rural areas, think it would be better for new housing to be spread across rural areas. This compares with seven in ten (70%) residents overall.
- While just over one-fifth (22%) of residents who prefer new homes built in rural areas think it is better to have such developments concentrated in larger communities, this rises to one-third (33%) of residents aged between 35 and 44.

Table 4.7 New homes in existing rural communities by key subgroup

Q	I want you to think specifically about new housing in and around existing rural communities. In your view, would it be better if these developments were focussed in larger rural communities, or would it be better if new housing developments were spread across rural areas, including smaller rural communities?		
	Spread developments across rural areas, including smaller rural communities	Focus developments in larger rural communities	Both
<i>Base in brackets</i>	%	%	+/-
Participants who think new housing should be in and around existing rural communities (323)	70	22	4
Age			
18-24 (32)	66	28	3
25-34 (41)	69	24	2
35-54 (112)	67	25	5
55-64 (47)	66	24	4
65+ (91)	80	13	2
Gender			
Male (139)	71	22	4
Female (184)	68	23	4
Work status			
Working full time (146)	68	24	5
Working part time (46)	64	27	6
Retired (89)	79	16	0
Work in the borough			
Yes (118)	71	24	4
No (70)	64	24	6

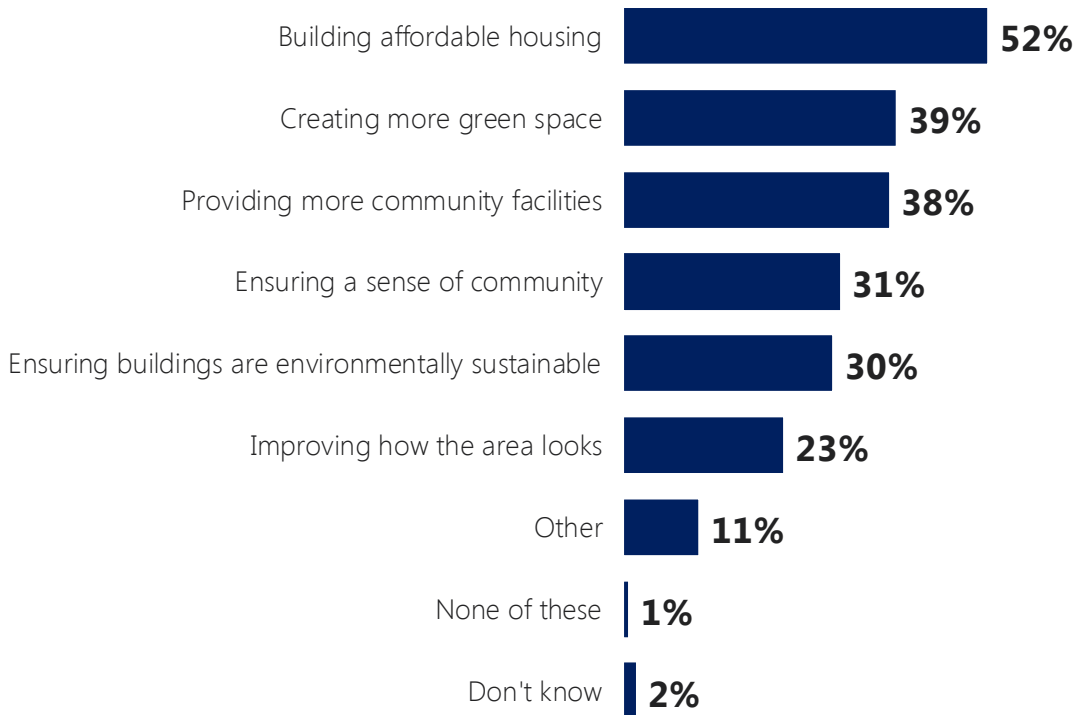
Reside in Basingstoke town			
Yes (191)	68	25	2
No (109)	73	20	4
<i>Source: Ipsos MORI</i>			

4.3.4 Redeveloping Basingstoke town

Residents were asked what if anything would be most important when improving areas of Basingstoke town. The top aspect most often cited is building more affordable housing (52%). This may refer to cheaper market housing, social housing or a combination of both, depending on how the phrase “affordable housing” was understood by participants. This is followed by creating more green space (39%), and providing more community facilities (38%).

Figure 4.11: Important aspects when improving Basingstoke town

Q What, if anything, is most important when improving areas of the town that need redevelopment?



There are some notable differences by key subgroup, including:

- Just one-third (33%) of those who disagree with growth believe that there should be more affordable housing. This compares with almost six in ten residents (57%) who agree with growth.
- Those who have children are more likely than those who do not to believe that the creation of more green space is an important aspect when improving areas of the town (46% and 36% respectively think this is important). Provision of more community facilities is also more likely to be cited by those who have children (45% versus 35% of those who do not have children).
- More than two-fifths (42%) of full time workers believe that there should be more green space. This compares with around one-third (35%) of those not in full time work, and just three in ten (31%) of those who are retired.
- While two-fifths (39%) of those who believe it is essential to reduce impact on the environment think that ensuring buildings are environmentally sustainable is an important aspect, this compares to just a quarter (25%) of those who think reducing environmental impact is very important, and just over one in five (22%) who think reducing environmental impact is fairly important. The environmental sustainability of buildings is also more important for residents aged under 25 (48%) than it is for residents as a whole (30%).
- While three in ten (30%) residents who work outside of the borough think that improving how the area looks would be important, fewer than one in four (23%) of those who work in the borough think improving aesthetics would be important when improving areas of the town in need of development.
- Just over a quarter (27%) of those who live in the town think that improving a sense of community would be an aspect worth consideration for improvement, this rises to over a third (37%) of those who do not reside in the town.

4.4 Basingstoke town centre

4.4.1 What types of leisure, community and retail facilities should be prioritised in the town centre?

Retail facilities (29%), facilities and activities for target groups (24%) and sports activities (20%) are the top three types of leisure, community and retail facilities which residents think should be prioritised in the town centre.

Figure 4.12 Types of leisure, community and retail facilities that should be prioritised (top level)

Q What types of leisure, community and retail facilities do you think should be prioritised in the town centre in future?



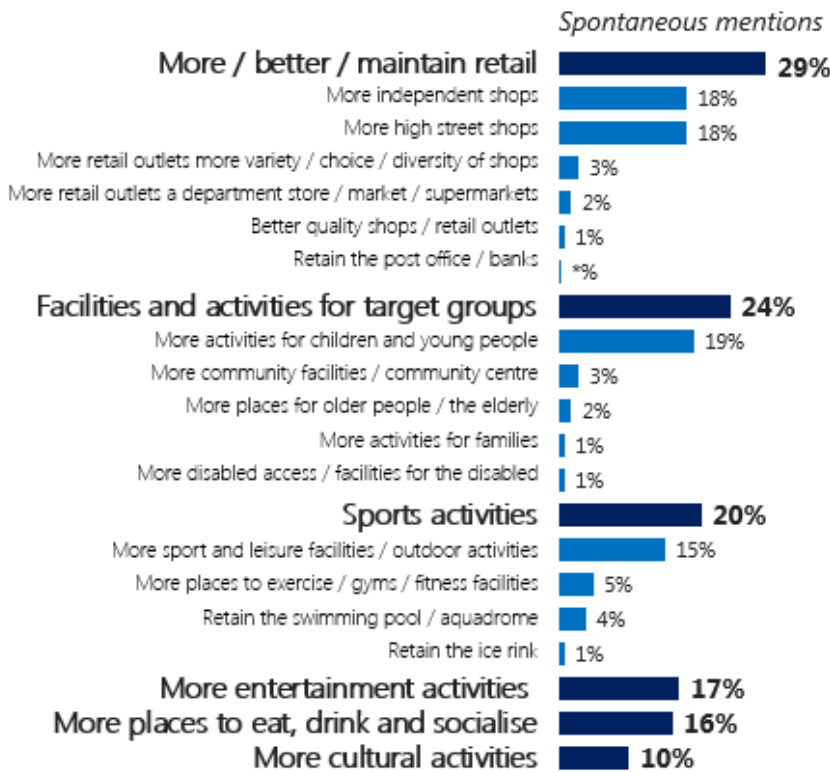
Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Retail mentions mostly include prioritising more independent and high street shops, both of which are cited in equal proportions (18%). For facilities and activities for target groups, the main focus is activities for children and young people, with a fifth of residents (19%) saying facilities for that age bracket should be prioritised in the future. Other target groups include facilities for the community (3%), the elderly (2%), families (1%) and the disabled (1%). The majority of mentions relating to sports activities are generic, referring to more sport, leisure and outdoor activities in general. Although, a few specific ideas are mentioned, including more fitness facilities (5%), retaining the swimming pool (4%) and retaining the ice rink (1%).

Figure 4.13 Types of leisure, community and retail facilities that should be prioritised (breakdown)

Q What types of leisure, community and retail facilities do you think should be prioritised in the town centre in future?



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

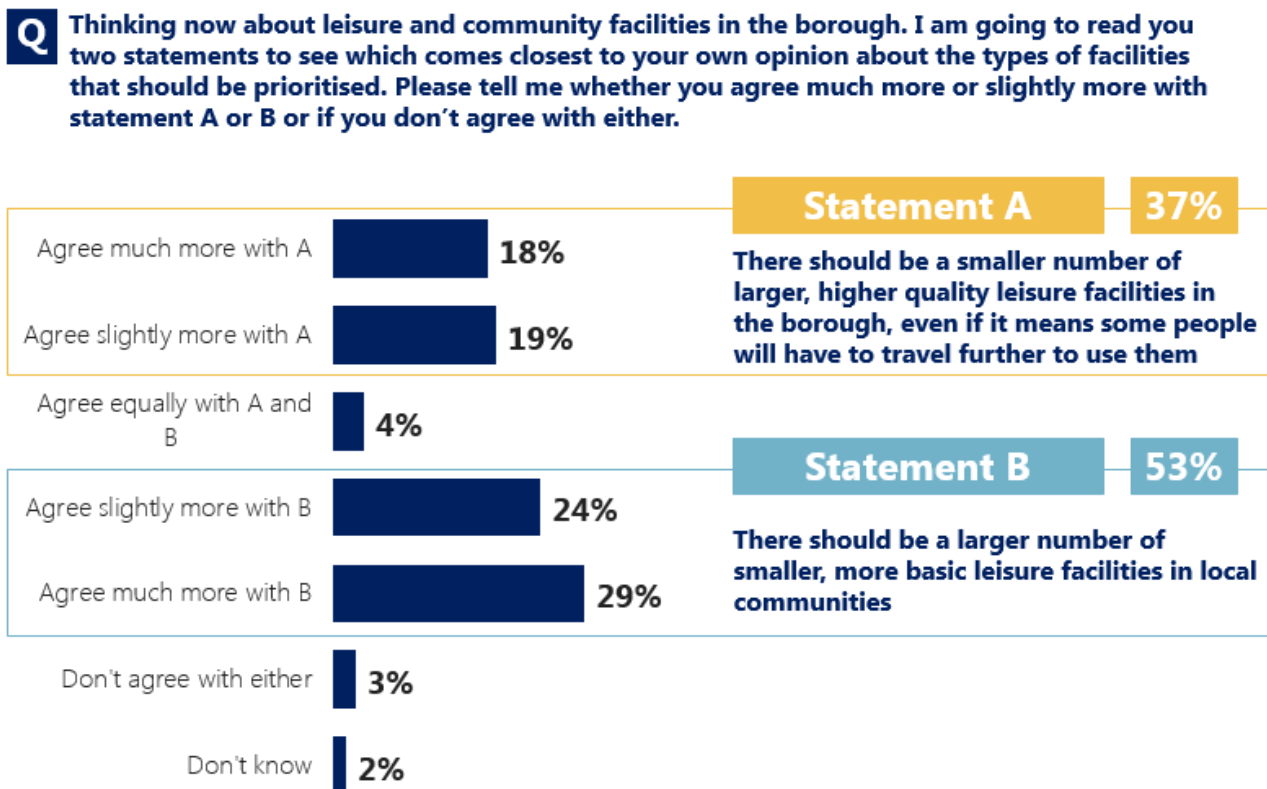
There are some differences in subgroups, including:

- Residents who live in Basingstoke town are more likely than those who live elsewhere in the borough to believe that retail facilities should be prioritised in the town centre (32% versus 25%). On the other hand, those who live in the rural parts of the borough place emphasis on more cultural activities (13% versus 8% of urban residents).
- Independent shops are more likely to be mentioned by those aged 35 and over (20% versus 11% of 18-34s). Whereas high street shops are mentioned in similar proportions by all age groups.
- While one-fifth (19%) of residents overall believe that facilities and activities for children and young people should be prioritised, women (23%), part time workers (29%) and those with children (28%) are more likely to place emphasis on such activities. More entertainment activities (23%) are also prioritised by residents with children.
- Around one in twelve (9%) black and ethnic minority residents mention areas for work, education and study as a priority for the town centre. In comparison, few white residents (3%) believe these aspects should be prioritised.

4.4.2 Preferences for a smaller number of larger, higher quality leisure facilities in the borough versus a larger number of smaller, more basic leisure facilities in local areas

When asked about leisure and community facilities in the borough, just over half of residents (53%) agree there should be a larger number of smaller, more basic leisure facilities in local communities (statement B). Comparatively, slightly more than a third (37%) would prefer a smaller number of larger, higher quality facilities even if it means some people will have to travel further (statement A).

Figure 4.14 Preference of size and frequency of leisure and community facilities in the borough



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences by subgroup include:

- While both men and women favour a larger number of smaller facilities (53% overall average), a higher proportion of women agree with the idea, with six in ten (58%) saying they agree *much* more or *slightly* more with statement B (compared to 48% of men).
- Young people are more divided on the issue, with equal proportions of 18-34 year olds saying they agree with the statement A (47%) and statement B (46%).
- Over half of black and ethnic minority residents (53%) say they would prefer a smaller number of larger facilities rather than a larger number of smaller facilities (40%), in contrast to the overall findings.

Table 4.8 Preference of size and frequency of leisure and community facilities by key subgroup

Q	Thinking now about leisure and community facilities in the borough, I am going to read you two statements to see which comes closest to your own opinion about the types of facilities that should be prioritised. Please tell me whether you agree much more or slightly more with statement A or B or if you don't agree with either.	
	A. There should be a smaller number of larger, higher quality leisure facilities in the borough, even if it means some people will have to travel further to use them (IF NECESSARY for example running tracks with spectator stands)	
	B. There should be a larger number of smaller, more basic leisure facilities in local communities (IF NECESSARY for example local football pitches)	
	Agree with A	Agree with B
<i>Base in brackets</i>	%	%
All (1,101)	37	53
Age		
18-24 (71)	51	45
25-34 (139)	45	46
35-54 (390)	41	49
55-64 (159)	30	62
65+ (342)	25	63
Gender		
Male (477)	43	48
Female (622)	32	58
Work status		
Working full time (476)	44	48
Working part time (137)	37	53
Retired (340)	24	64
Work in the borough		
Yes (364)	38	52
No (237)	50	43
Reside in Basingstoke town		
Yes (615)	38	52
No (407)	36	56
<i>Source: Ipsos MORI</i>		

4.5 Travel and transport

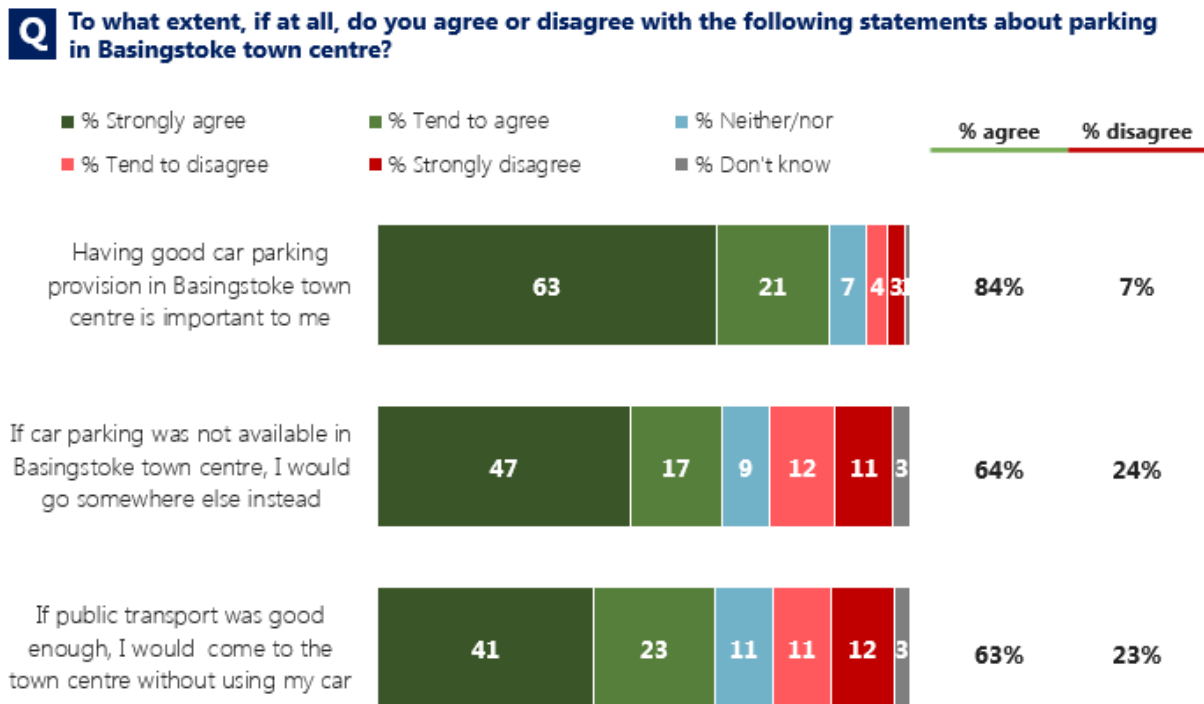
4.5.1 Parking in the town centre

Most residents (84%) agree that parking in Basingstoke town is important to them - almost two-thirds (63%) *strongly* agree that it is. Few residents (7%) do not find parking in the town centre to be important.

When asked about a scenario where parking was not available in the town centre, two-thirds of residents (64%) would go elsewhere, with almost half (47%) holding this view *strongly*. Around a quarter (24%) disagree that they would go elsewhere if parking was not available in Basingstoke town centre. While the survey does not ascertain why this might be, possible reasons include that some people may not use or have access to a car, or live close enough to walk, and others may rarely, if ever visit the town centre.

Residents are also almost three times as likely to agree as disagree that they would travel to the town centre by public transport, and not by car, if such public transport was good enough (63% agree and 23% disagree).

Figure 4.15 Parking in Basingstoke town centre



Base: All participants (1101) | Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences by subgroup include:

- Importance of parking in the town centre is more prominent among residents who work outside of the borough (91%) compared to those who work in the borough (81%).

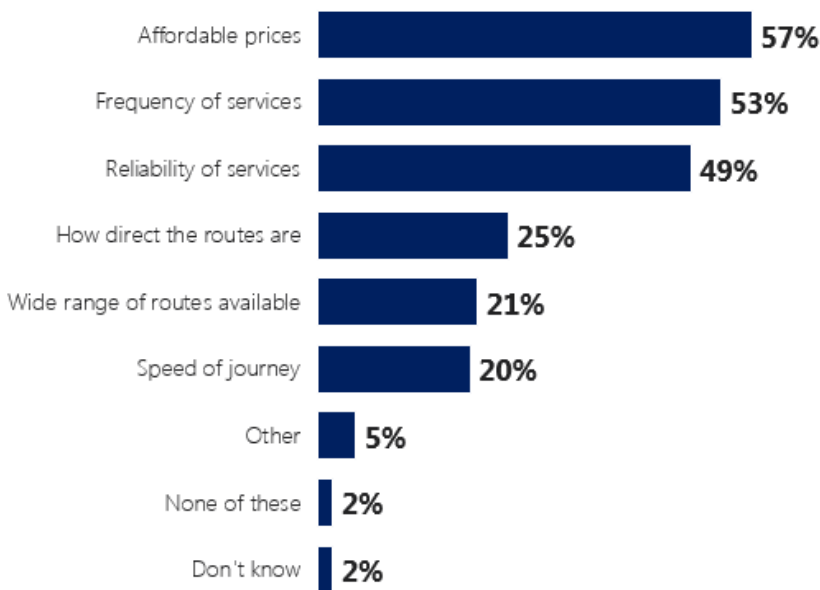
- Residents with a disability or health problem are less likely to go somewhere else if parking was not available in the town (56% versus 65% among those without disabilities or health problems).
- Approaching three in ten (28%) full time workers would continue to come into the town centre using their car even if public transport was good enough (compared to 18% of those not working full time). On the other hand, retirees are much more accepting and almost three quarters (72%) are open to the idea of switching from a car to public transport.
- Those with children are less likely to choose public transport, if it was good enough, over driving into the town centre, with three in ten (29%) saying they disagree compared to two in ten (20%) among those without children.
- Residents who exhibit more environmentally friendly opinions are more likely to take public transport in the place of a car if the public transport was good enough. Those who think it is either *essential* and *very important* for people and organisations reduce their impact on the environment are significantly more likely to switch to public transport (66% and 65% respectively) than those who only say it is *fairly important* (50%).

4.5.2 Important considerations for using public transport

Affordable prices (57%), frequency (53%) and reliability (49%) are the most important considerations for residents when deciding whether or not to use public transport in the borough.

Figure 4.16 Important considerations for using public transport

Q Which of the following, if any, are most important when considering whether or not you would use public transport in the borough?



Notable differences in key subgroups include:

- The top three considerations for using public transport for both men and women align with the overall borough picture; affordable prices, frequency of services and reliability of services. However, after reliability of services, men are more likely to prioritise speed of journey (23% versus 17% among women), while women prioritise directness of route (28% versus 21% of men).
- Frequency of services is considered most important among those who work outside of the borough, with six in ten (59%) mentioning it as a priority compared to an overall average of 53%. Among the same subgroup, speed of journey is more likely to be considered important with three in ten (30%) mentioning it compared to an average of two in ten (20%) across the borough.
- Six in ten (61%) residents who live in Basingstoke town say affordable prices are an important consideration. This falls to just over half (54%) among their rural counterparts who see affordability as equally important to frequency of services (55%).
- The consideration of affordability correlates with age and 18-34 year olds are much more likely than those over 55 to mention affordable prices (67% versus 48%). The 35-54 age band falls somewhere in the middle with six in ten (59%) mentioning it as a consideration.
- Among residents who have a disability or health problem, affordable prices (48%) and frequency of services (45%) are both below the borough average (57% and 53% respectively), consequently resulting in reliability of services as the most important consideration (51%) among this subgroup.

4.6 Environment

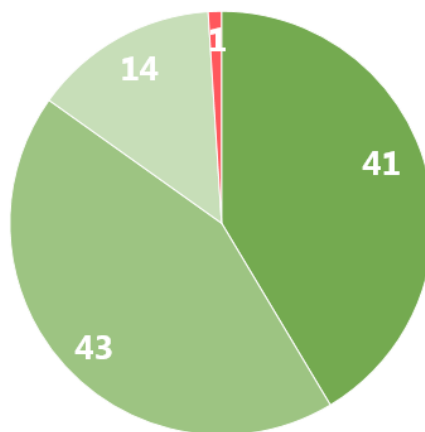
4.6.1 The importance of collaboration to reduce environmental impact locally

Most residents believe that it is essential (41%) or very important (43%) for people and organisations to work together to reduce environmental impact locally.

Figure 4.17 Importance of reducing the impact on the environment in the borough

Q Overall, how important, if at all, is it for people and organisations in the borough to work together to reduce our impact on the environment in Basingstoke and Deane?

- % Essential
- % Very important
- % Fairly important
- % Not very important
- % Not at all important
- % Don't know



Essential/Important	98%
Not important	2%

Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences by key subgroup include:

- Women are more likely than men to believe that collaborative working is essential to reduce the impact on the environment (45% of women and 36% of men think this is essential).
- While 87% of residents aged 55 and over believe that it is essential or very important to reduce environmental impact, this falls to 79% of residents aged under 35. Noticeably, it is the youngest residents (those aged under 25) who are least likely to believe it is essential or very important (71% of residents aged under 25 believe it is essential or very important, compared to 84% of all residents).

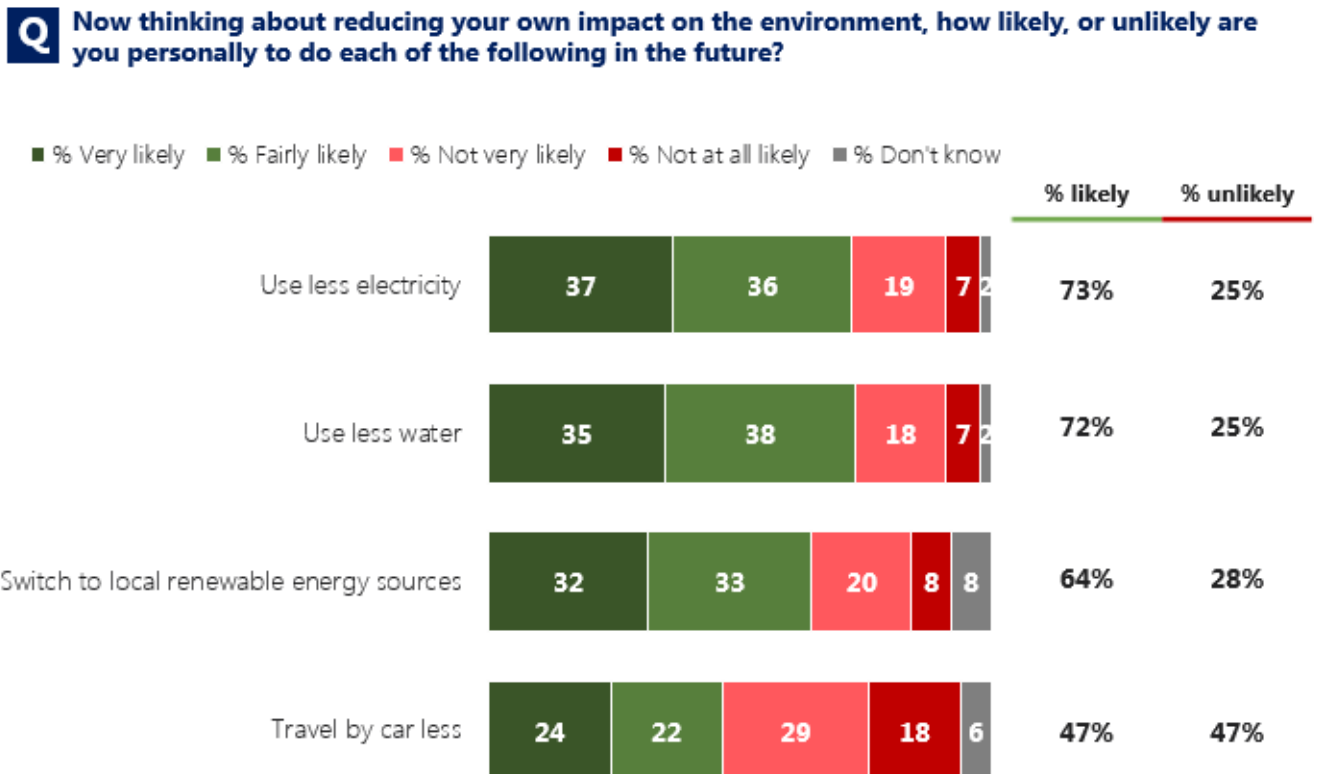
Table 4.9 Importance of reducing the impact on the environment in the borough by key subgroup

Q	Overall, how important, if at all, is it for people and organisations in the borough to work together to reduce our impact on the environment in Basingstoke and Deane?		
	Essential	Essential/very important	Not important
<i>Base in brackets</i>	%	%	+/-
All (1,101)	41	84	2
Age			
18-24 (71)	39	71	0
25-34 (139)	37	84	1
35-54 (390)	42	84	2
55-64 (159)	41	88	1
65+ (342)	40	87	3
Gender			
Male (477)	36	80	3
Female (622)	45	87	1
Work status			
Working full time (476)	38	82	2
Working part time (137)	49	82	0
Retired (340)	40	87	2
Work in the borough			
Yes (364)	41	82	1
No (237)	38	82	3
Reside in Basingstoke town			
Yes (615)	41	84	1
No (407)	41	84	2
<i>Source: Ipsos MORI</i>			

4.6.2 Likelihood of taking personal action to reduce the impact on the environment

In an effort to reduce their impact on the environment, almost three quarters of residents say they are likely to use less electricity (73%) and water (72%). Around two-thirds (64%) would be likely to switch to a local renewable energy source. However, around a quarter of residents say they are not likely to make these changes in each case (25%, 25% and 28% respectively). Travelling less by car is more polarising among residents, with the same proportion saying they are likely to make this change (47%) as saying unlikely (47%).

Figure 4.18 Likelihood of taking personal action to reduce the impact on the environment



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences by subgroup include:

Electricity usage

- While half (49%) of black and ethnic minority residents think it is very likely they will use less electricity in future to reduce environmental impact, just over a third (36%) of white residents think it is very likely they will do so.

- Less than a quarter (23%) of the youngest residents (i.e. those aged under 25) believe it is very likely they will reduce electricity usage in future. This is well below the average for residents as a whole (37% likely).

Water usage

- Women are more likely than men to think it is likely they will use less water in future. While three-quarters (76%) of women think it is at least quite likely they will do this, this falls to seven in ten (69%) men.
- Residents aged 65 and over are almost three times as likely as those aged under 25 to say it is very likely they will reduce water usage (36% of residents aged 65 and over say it is very likely compared to just 14% of residents aged under 25).

Switching to local renewable energy sources

- There is a correlation between age and likelihood to switch to local renewable energy sources in future to reduce environmental impact. While four-fifths (79%) of residents aged under 25, and seven in ten (71%) of those aged between 25 and 34 believe it is likely they will switch in future, this falls to under half (48%) of residents aged 65 and over. Residents aged 65 and over are almost twice as likely as those residents aged under 25 to believe they are not very likely or not at all likely to switch (38% versus 20% respectively).
- Black and ethnic minority residents are more likely than their white counterparts to believe they would be very likely to switch to local renewable energy sources (43% black and ethnic minority and 31% of white residents believe it is very likely they will do this).

Car usage

- While half (51%) of women say they are at least quite likely to travel less by car in the future, to reduce environmental impact, this falls to around two-fifths (42%) of men.
- Just a third (33%) of those who work outside of the borough believe it is likely they will travel by car less. This compares to over half (53%) of those who work within the borough.
- While half (51%) of those who live in Basingstoke town think it likely they will travel by car less in future, just two-fifths (41%) of those who reside elsewhere in the borough believe they will do so in future.
- It is noticeable that a quarter (25%) of residents aged between 25 and 34 say it is not at all likely that they will travel by car less in the future, to reduce impact on the environment. This compares to less than a fifth (18%) of residents overall.

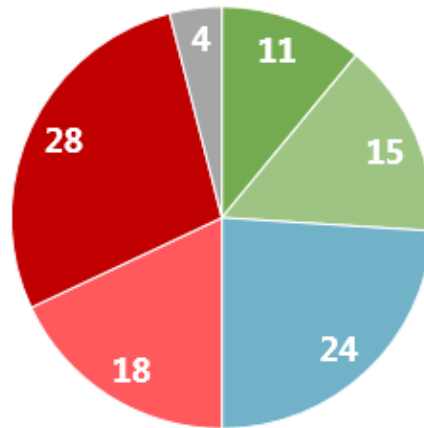
4.6.3 Views about introducing parking restrictions on vehicles entering the town centre

When asked if they would support or oppose restrictions on vehicles entering Basingstoke town centre, just under half of residents oppose the measure (46%). While a quarter (26%) say they support the idea, a similar proportion have no feelings either way (24%).

Figure 4.19 Support for introducing vehicle restriction in the town centre

Q To what extent, if at all, do you support or oppose introducing restrictions on vehicles entering Basingstoke town centre?

- % Strongly support
- % Tend to support
- % No feelings either way
- % Tend to oppose
- % Strongly oppose
- % Don't know



Support	26%
Oppose	46%

Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

There are few differences between subgroups other than:

- Those who live in Basingstoke town are marginally more likely than those who live elsewhere to strongly support the restriction of vehicles entering the town centre (13% versus 9% respectively).
- While one-third (34%) of residents aged 65 and over support the initiative, just a fifth (20%) of residents under 35 are supportive.
- It is notable that those who disagree with growth are more likely than those who agree with growth to strongly oppose the restriction on vehicles entering Basingstoke town centre (37% who disagree with growth strongly oppose the restriction on vehicles entering the town compared to 27% of those who agree with growth).

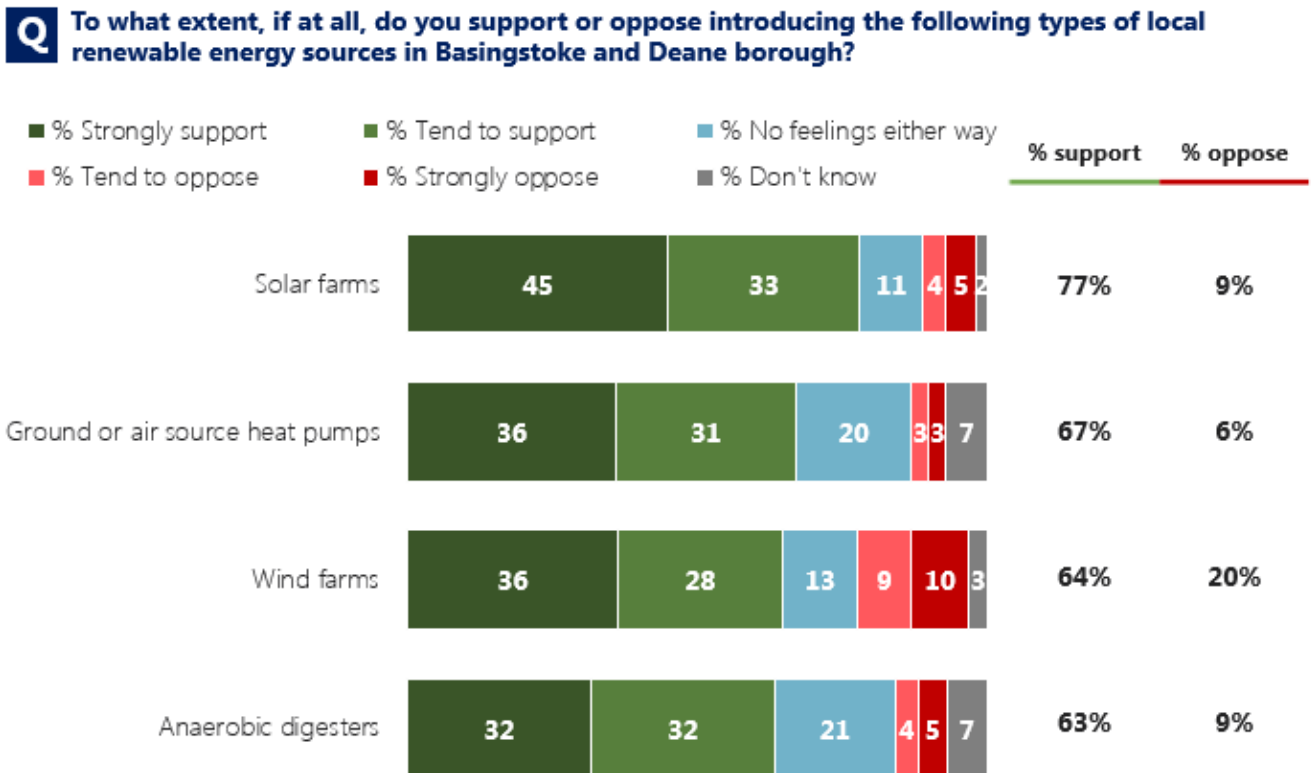
Table 4.10 Support for introducing vehicle restriction in the town centre by key subgroup

Q	To what extent, if at all, do you support or oppose introducing restrictions on vehicles entering Basingstoke town centre?	
	Support	Oppose
<i>Base in brackets</i>	%	%
All (1,101)	26	46
Age		
18-24 (71)	19	43
25-34 (139)	20	45
35-54 (390)	25	52
55-64 (159)	22	45
65+ (342)	34	39
Gender		
Male (477)	26	48
Female (622)	25	44
Work status		
Working full time (476)	23	49
Working part time (137)	22	53
Retired (340)	33	39
Work in the borough		
Yes (364)	24	46
No (237)	20	56
Reside in Basingstoke town		
Yes (615)	27	43
No (407)	25	47
<i>Source: Ipsos MORI</i>		

4.6.4 Views about different types of renewable energy sources in the borough

Most residents are supportive of solar farms (77%), and around two-thirds (67%) support ground or air source heat pumps and anaerobic digesters (63%). Fewer than one in ten oppose each of these three types of alternative energy (9%, 6%, 9% respectively). Around a fifth of residents have *no feelings either way* about anaerobic digesters and ground or air source heat pumps (21% and 20% respectively), possibly indicative of a lack of knowledge about these types of energy sources. Wind farms receive similar levels of support (64%) but opposition to them is comparatively higher, with a fifth (20%) saying they oppose the introduction of wind farms in Basingstoke and Deane.

Figure 4.20 Support for introducing types of local renewable energy sources in the borough



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences by subgroup include:

Solar farms

- Men are more likely than women to be supportive of the introduction of solar farms in the borough (81% of men are supportive compared to 74% of women). It is notable here that almost half of men (48%) are strongly supportive compared to just over two-fifths (42%) of women.

- Residents aged over 65 are more likely than their younger counterparts to oppose the introduction of solar farms in the borough (14% of residents aged 65 and over are opposed compared to 9% of residents overall – and just 2% of residents aged under 25 are opposed).

Ground or air source heat pumps

- As with other types of renewable energy sources, men are also more likely than women to support the introduction of ground or air source heat pumps (70% of men are supportive compared to 64% of women). In particular, while two-fifths (40%) of men are strongly supportive, this falls to three in ten (31%) women.
- While one-third (32%) of those who live in Basingstoke town strongly support the introduction of ground or air source heat pumps, this rises to over two-fifths (42%) of those who reside elsewhere in the borough.
- Residents aged 65 and over are more likely than younger residents to not have an opinion (13% of residents 65 and over don't know, compared to 7% of residents overall – just 1% of residents aged under 25 don't know).

Wind farms

- Older residents are much more likely than their younger counterparts to oppose the introduction of wind farms in the borough. For example, while approaching two-fifths (38%) of residents aged 65 and over, and a fifth (21%) of residents aged between 55 and 64 oppose the introduction of wind farms, only around one in twelve (8%) of residents aged under 35 are negative about this renewable energy source being introduced in the borough.
- While around one-sixth (17%) of residents who reside within Basingstoke town oppose wind farms, this rises to a quarter (26%) of those who reside elsewhere in the borough.
- Two-thirds (67%) of those who agree with growth are supportive of windfarms. By comparison, less than three-fifths (58%) of those who disagree with growth are supportive of this renewable energy source.

Anaerobic digesters

- While seven in ten (69%) of men are supportive of the introduction of anaerobic digesters as a renewable energy source in the borough, fewer than three-fifths (58%) of women are supportive. Women are more likely than men to have no feelings either way (23% of women and 18% of men have no feelings either way) or to not have an opinion (9% of women don't know compared to just 4% of men).

- A third (34%) of those who agree with growth in the borough also strongly support the introduction of anaerobic digesters as a renewable energy source. By comparison, just a quarter (24%) of those who disagree with growth are strongly supportive of the introduction of anaerobic digesters.
- It is also worth noting that while three-fifths (60%) of residents who reside in Basingstoke town are supportive of anaerobic digesters, this rises to two-thirds (67%) who reside elsewhere in the borough.

4.7 Education

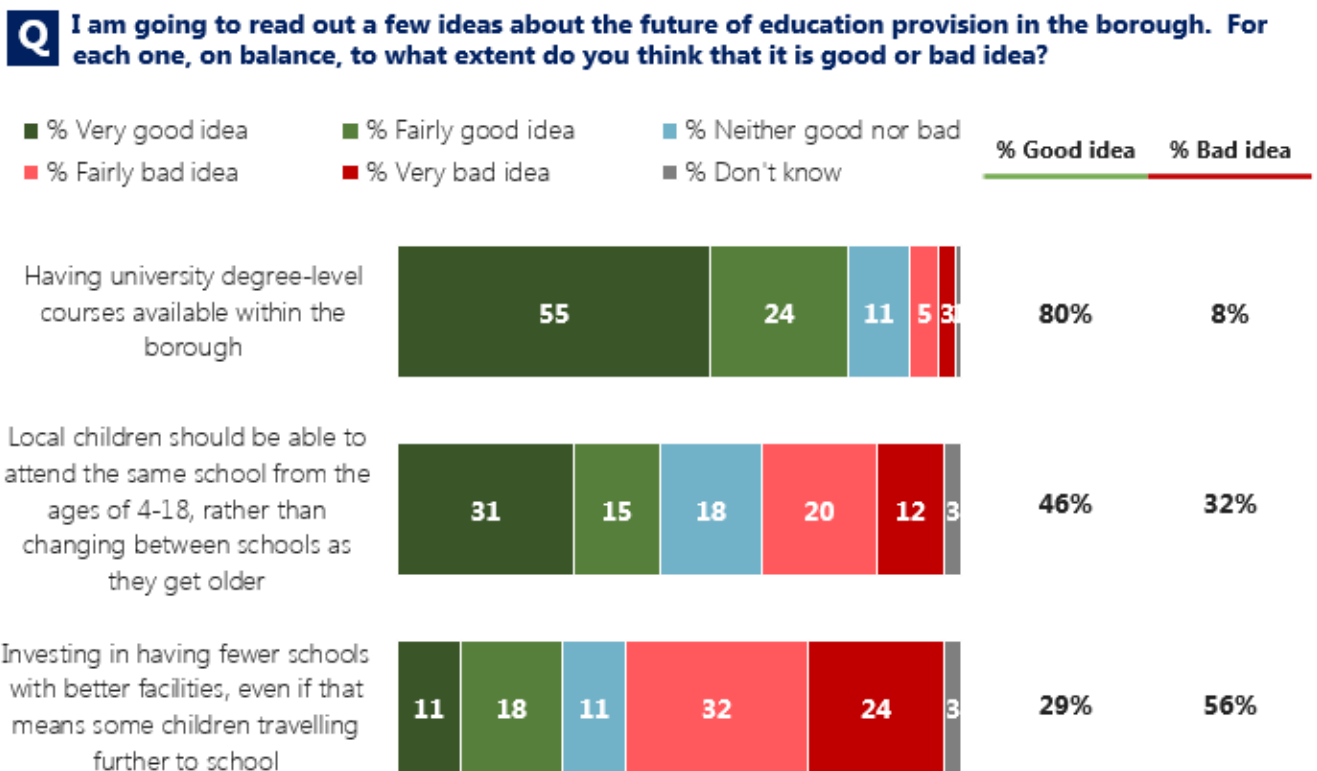
4.7.1 Future education provision in Basingstoke and Deane

Most (80%) residents support having university degree level courses available within the borough. Over half (55%) believe it is a *very good* idea, while just around one in twelve (8%) believe it is a bad idea.

When asked about the idea of local children being able to attend the same school between the ages of 4-18, fewer than half (46%) think it is a good idea. A third (32%) disagree, saying it is a bad idea while a fifth of residents are ambivalent, saying it is *neither good nor bad* (18%).

The idea of investing in fewer schools with better facilities, even if it means some children travel further to school was the least popular suggestion among residents, with over half (56%) saying it is a bad idea. Still, three in ten (29%) are supportive, saying it is a *fairly* or *very good* idea.

Figure 4.21 Future of education provision in the borough



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

Notable differences across subgroups include:

- In comparison to the views of residents as a whole (80%), young people (89% among 18-34 year olds), part time workers (87%) and those who live in Basingstoke town (83%) are more likely to think having university degree-level courses available in the borough is a good idea.
- When it comes to the idea of local children attending the same school from 4-18, women are more sceptical about the idea than men (35% of women say it is a bad idea compared to 29% of men). On the other hand, residents with a disability or health problem go against the overall view in the borough and are more likely to say having a school for children between the ages of 4-18 is a good idea (56%) than a bad one (31%).
- Men are more supportive of investing in fewer schools with better facilities than women, with a third (33%) saying it is a good idea. In comparison, only a quarter (25%) of women hold this view. Residents in the 18-34 age bracket are more likely to think investing in fewer schools with better facilities is a good idea, with two fifths (42%) saying it is either a *very good* or *fairly good* idea. This is higher than the borough average at 29%. However, the majority (60%) of residents who are aged 35 and over think it is a bad idea.

4.8 Healthcare

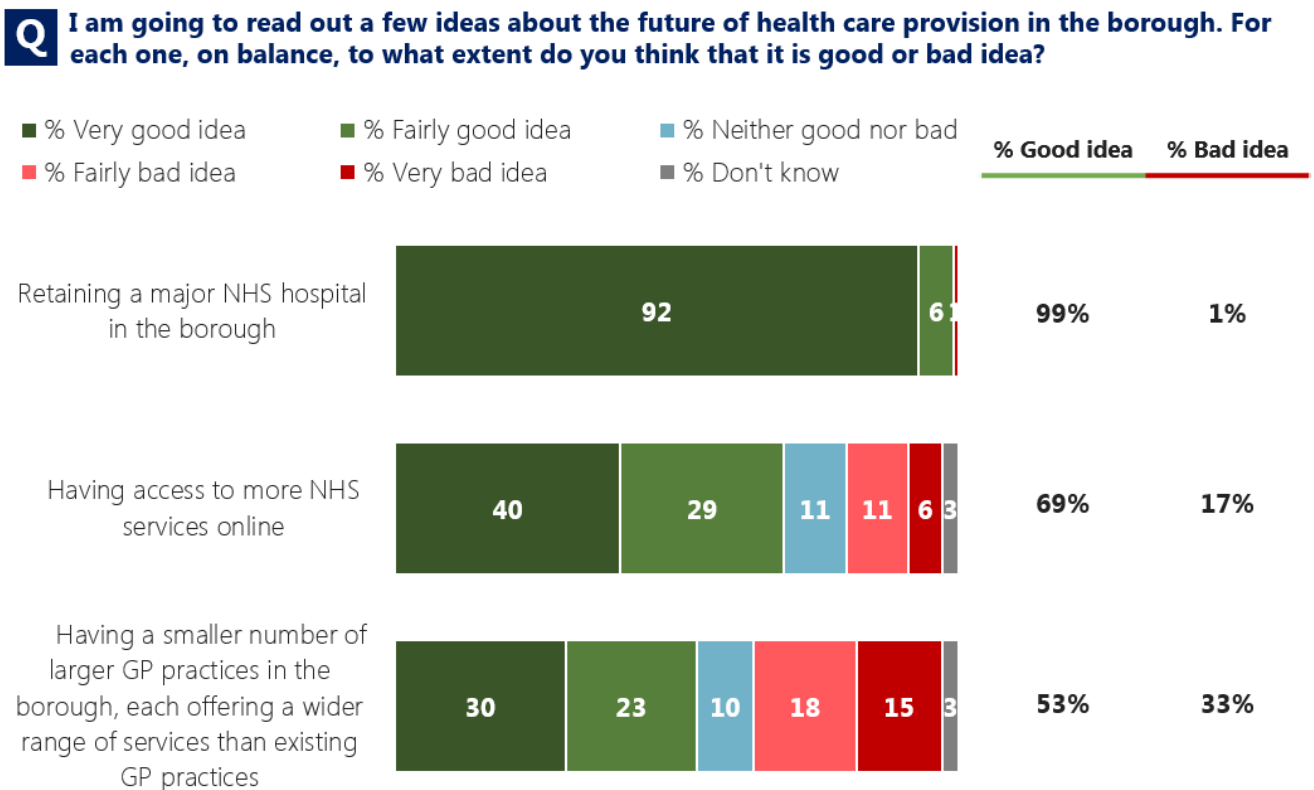
4.8.1 Future healthcare provision in Basingstoke and Deane

When thinking about the future of healthcare in the borough, almost all residents (99%) think retaining of major NHS hospital in the borough is a good idea, a view that is held universally across all subgroups. An enthusiastic nine in ten (92%) residents think it is a *very good* idea.

The majority support (69%) having access to more NHS services online, although not everyone is in agreement and almost one in five (17%) say it is a bad idea.

When asked about having fewer large GP practises with a wider offering of services than current exists, around half of residents (53%) say it is a good idea. In comparison, a third (33%) disagree, saying it is a bad idea.

Figure 4.22 Future of healthcare provision in the borough



Base: All participants (1101) : Fieldwork dates: 16th August – 1st September 2018

Source: Ipsos MORI

There are some notable differences by subgroups across each statement, these include:

- Younger people are more open to having more NHS services online, with over four fifths (84%) of those in the 18-34 group saying it is a good idea. This falls to seven in ten (72%) among 35-54 year olds and again to around half (55%) among those who are 55 and older. Compared to the borough average (69%), the idea is also more popular among those working full time (75%) and those with children in the household (75%).
- 18-34 year olds are also more supportive of the idea to introduce a smaller number of larger GP practices, offering a wider range of services, with two thirds (64%) saying it is good idea compared against the borough average of around a half (53%). Black and ethnic minority residents are also more likely to be positive towards the idea, with seven in ten (70%) saying it is a good idea compared to only half (52%) of white residents.

4.9 Looking forward

The final question in the telephone sample survey asked residents what they would like Basingstoke and Deane to be known for in 30 years' time. A total of 984 respondents provided answers.

One in five participants wanted the borough to be known as a "place to live" (21%), and many prefixed this statement with an adjective, such as "good" (6%), "nice" (6%), "safe" (2%), "great" (2%) or "pleasant" (1%). Some participants expanded the sentence to be known as a "place to live and work" (3%). Other describing words used alongside place to live that were used less frequently were actual, affordable, attractive, beautiful, best, better, brilliant, clean, comfortable, decent, desired, exciting, fair, family friendly, fantastic, friendly, fun, happy, healthy, lovely, new, prosperous, secure, sociable, and sustainable.

Over a quarter of participants (26%) used the word "good" to describe other aspects they would like for the future of the borough, including education (4%), community (3%), transport (2%), facilities (2%), schools (1%), town (1%) and housing (1%).

Housing

As well as wanting it to be known for good housing (1%), some participants wanted the borough to be known for having affordable housing (3%) so that children could stay in the area.

Economy

Work (10%) and jobs (4%), including the variety, availability, prospects, opportunities and good jobs were mentioned. There were also comments about being known as a centre for high tech industry and technology (2%).

Transport

Some participants were keen for the borough to be known for transport (6%) and links (2%), including good transport (2%) and public transport (1%).

Environment

The environment (8%), being environmentally friendly (2%) and having access to green space (2%) were also important mentions.

Sustainability

There was support for being known as sustainable (3%) and introducing renewable energy (1%). Some participants wanted the borough to have cleaner air (1%) and better recycling (1%).

Education

Some participants made comments about wanting the borough to be known as a place for bringing up children or raising families (3%). Education was mentioned frequently and good education was mentioned by 4% of participants.

Communities and facilities

Over a fifth of participants mentioned community (22%) and in addition to wanting a good community (3%), they also mentioned community spirit (2%) and sense of community (1%). There were also some mentions about wanting the borough to be a friendly (4%) and welcoming place (2%).

One in ten participants mentioned the word "safe" (10%) and the word "crime" was mentioned by 4%. They wanted the borough to be known as a safe place (3%), with low crime (2%), and a safe environment (1%) and safe community (1%).

Facilities were frequently mentioned (14%) including the need for good facilities (2%), in particular related to sport (2%) and leisure (2%), as well as health (2%) and education (3%).

As well as being a great area for bringing up children, there were also some mentions about ensuring that young people and older residents had appropriate facilities and activities available to them and that older people were looked after.

Appendices

Appendix A: Survey sample profile

Table A1: Survey sample profile (weighted and unweighted)⁵

Demographics	Weighted (n=)	Unweighted (n=)
Gender		
Male	539	477
Female	560	622
Age		
18-34	275	210
35-44	146	135
45-54	273	255
55-64	136	159
65 and above	271	342
Work status		
Working full time	562	476
Not working full time	539	625

Table A2: Survey sample profile by ward (weighted and unweighted)⁶

Demographics	Weighted (n=)	Unweighted (n=)
Ward		
Basing	45	47
Baughurst and Tadley North	44	44
Bramley and Sherfield	34	34
Brighton Hill North	25	24
Brighton Hill South	34	32
Brookvale and Kings Furlong	32	32
Buckskin	34	31
Burghclere, Highclere and St. Mary Bourne	46	47
Chineham	57	55
East Woodhay	14	15
Eastrop	34	31
Grove	38	36

⁵ Data are weighted to 2017 Population Mid-Year Estimates for age and gender, and 2011 Census for work status

⁶ Data are weighted to 2017 Population Mid-Year Estimates for age and gender, and 2011 Census for work status

Hatch Warren and Beggarwood	44	42
Kempshott	46	49
Kingsclere	24	25
Norden	61	57
Oakley and North Waltham	33	37
Overton, Laverstoke and Steventon	27	30
Pamber and Silchester	35	37
Popley East	30	30
Popley West	33	31
Rooksdown	19	17
Sherborne St. John	22	23
South Ham	41	42
Tadley Central	15	17
Tadley South	36	37
Upton Grey and the Candovers	19	21
Whitchurch	38	38
Winklebury	51	52
Undefined	54	50
Prefer not to say	37	38

Appendix B: Guide to statistical reliability

The residents who took part in the survey will only be a sample of the total population of Basingstoke and Deane adults aged 18 and over, so we cannot be certain that the figures obtained are exactly those that would have been reached had everyone in the borough been interviewed (the 'true' values).

We can, however, predict the variation between the sample results and the 'true' values from the sample size and the number of times a particular answer is given. The statistical confidence we use to make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the 'true' value will fall within a specified range.

The following table indicates that we can expect an overall **sampling tolerance of +/- 3 percentage points** at the '95% confidence interval' for the survey overall. That means we are 95% confident that the true value lies within this range for the overall sample.

Table B1: Survey sampling tolerances: overall level

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
100	5.9	9.0	9.8
500	3.6	4.0	4.4
1,000	1.9	2.8	3.1
1,101	1.8	2.7	3.0

The following table indicates the sampling tolerances when comparing different groups of participants. If we once again assume a '95% confidence interval', the differences between the results of two separate groups must be greater than the values given in the following table in order to be deemed 'statistically significant':

Table B2: Survey sampling tolerances: sub-group level

Size of sample on which survey result is based	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
100 vs.100	8.4	12.8	13.9
300 vs. 300	4.8	7.3	8.0
477 vs. 622 (males vs. females, unweighted)	3.6	5.5	6.0

For example, if 46% of male residents give a particular answer compared with 54% of female residents (assuming sample sizes in the table above), then the chances are 19 in 20 that this eight-point difference is significant (as the difference is more than 6.0 percentage points)

It is important to note that, strictly speaking, the above confidence interval calculations relate only to samples that have been selected using strict probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to this survey.

Appendix C: Survey questionnaire

INTRODUCTION AND CONFIDENTIALITY

Good morning, afternoon, evening. I am calling on behalf of Basingstoke and Deane Borough Council and Basingstoke Area Strategic Partnership, my name is from Ipsos MORI, the market and opinion research organisation, and we are carrying out a short survey about important matters in your local area. We would like to find out your views about living in the borough today, as well as about the future of the area.

The survey will take around 15 minutes to complete. Would you be willing to take part?

1. Yes, willing to take part – CONTINUE
2. No, not willing to take part – THANK AND CLOSE

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes in line with our privacy policy. All responses will remain anonymous and you can request a copy of our privacy policy at any time.

This call may be monitored as part of our quality control procedures

SCREENER DEMOGRAPHICS

ASK ALL

QBOROUGH. **Before we start, can I just check that you live in the Borough of Basingstoke and Deane?**
SINGLE CODE ONLY

1. Yes - CONTINUE
2. No – THANK AND CLOSE
3. Don't know – THANK AND CLOSE

ASK ALL

QPOSTCODE. **Can you please tell me your postcode?**
ENTER POSTCODE

				-			
--	--	--	--	---	--	--	--

1. Prefer not to say

ASK ALL

QAGE. **May I just ask what your age was on your last birthday?**
ENTER EXACT AGE AND CODE

--	--

1. Under 18
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+
9. Refused – THANK AND CLOSE

ASK IF AGED UNDER 18 AT QAGE

Is it possible to speak to someone aged 18 or over please?

1. Yes – TAKE REFERRAL
2. No – THANK AND CLOSE

ASK ALL

QGENDER. **Do you identify yourself as male, female or in another way?**

READ OUT. SINGLE CODE ONLY

1. Male
2. Female
3. In another way
4. Prefer not to say – THANK AND CLOSE

ASK ALL

QWORK. **At present, are you...?** READ OUT 1-11, SINGLE CODE ONLY

1. Working – Full time (30+ hrs/wk)
2. Working – Part time (8-29 hrs/wk)
3. Working – (under 8 hrs/wk)
4. Looking after home/family
5. Retired
6. Registered unemployed
7. Unemployed but not registered
8. Long-term sick/disabled
9. On a training scheme
10. Voluntary work
11. Student
12. OTHER SPECIFY
13. Prefer not to say - THANK AND CLOSE

VIEWS ABOUT THE LOCAL AREA

ASK ALL

- Q1. **Generally speaking, what makes an area a good place to live?** DO NOT READ OUT.
MULTICODE ALL THAT APPLY. PROBE FULLY: **Anything else?**

Access to the countryside	1
Activities and facilities for children	2
Activities for teenagers	3
Affordable housing	4
Availability of parking near homes	5
Clean and litter free streets	6
Connectivity to other places	7
Education provision	8
Health services	9
Job prospects	10
Natural greenspace and wildlife	11
Parks and open spaces	12
Public transport	13
Road and pavement repairs	14
Sense of community	15
Shopping facilities	16
Sports and recreation facilities	17
Support for older and vulnerable people	18
The level of crime and anti-social behaviour	19

The level of traffic congestion	20
Other (SPECIFY)	21
Nothing	22
Don't know	23

ASK ALL

READ OUT: In Basingstoke and Deane, improvements to local services and facilities are needed to meet the demands of a growing population. As such, the council and its partners are exploring how best to improve local services and facilities in the future.

ASK ALL

READ OUT: Thinking about Basingstoke and Deane specifically.

- Q2. To what extent, if at all, do you agree or disagree that the number of homes, businesses, jobs and supporting infrastructure in the borough should continue to grow to meet the needs of a growing population? SINGLE CODE ONLY. READ OUT SCALE. REVERSE SCALE 1-5**

Strongly agree	1
Tend to agree	2
Neither agree nor disagree	3
Tend to disagree	4
Strongly disagree	5
Don't know	6

- Q3. What, if anything, most needs improving in Basingstoke and Deane borough to accommodate future growth? DO NOT READ OUT. MULTICODE ALL THAT APPLY. PROBE FULLY: Anything else?**

Access to the countryside	1
Activities and facilities for children	2
Activities for teenagers	3
Affordable housing	4
Availability of parking near homes	5
Clean and litter free streets	6
Connectivity to other places such as Reading/London	7
Education provision	8
Health services	9
Job prospects	10
Natural greenspace and wildlife	11
Parks and open spaces	12
Public transport	13
Road and pavement repairs	14
Sense of community	15
Shopping facilities	16
Sports and recreation facilities	17
Support for older and vulnerable people	18
The level of crime and anti-social behaviour	19
The level of traffic congestion	20
Other (SPECIFY)	21
Nothing	22
Don't know	23

HOUSING

ASK ALL

I would now like to ask you a few questions about local housing provision in the future. To meet future demand from a growing and changing population there is a need to build more homes in the borough.

- Q4. I want you to think about new housing in Basingstoke and Deane. I am going to read out 3 options about where this should be built. Please tell me which, if any, of the options you would prefer? READ OUT. RANDOMISE CODES 1-3. MULTICODE FOR CODES 1-3, EXCLUSIVE CODES 4-6.

New housing should be built...

In and around Basingstoke town	1
In and around existing rural communities	2
By creating new towns or villages	3
No new homes are needed (DO NOT READ OUT)	4
None of these (DO NOT READ OUT)	5
Don't know (DO NOT READ OUT)	6

ASK THOSE WHO SELECT "IN AND AROUND BASINGSTOKE TOWN" (CODE 1 AT Q4)

- Q5. When building new houses in and around Basingstoke town, in your view would it be better to build housing on brownfield sites in the town, or on greenfield sites on the outskirts of the town? SINGLE CODE. READ OUT.

In Basingstoke town on brownfield sites	1
On greenfield sites on the outskirts of Basingstoke town	2
Both (DO NOT READ OUT)	3
Neither of these (DO NOT READ OUT)	4
Don't know (DO NOT READ OUT)	5

ASK THOSE WHO SELECT "IN AND AROUND EXISTING RURAL COMMUNITIES" (CODE 2 AT Q4)

- Q6. I want you to think specifically about new housing in and around existing rural communities. In your view, would it be better if these developments were focussed in larger rural communities, or would it be better if new housing developments were spread across rural areas, including smaller rural communities? SINGLE CODE. READ OUT.

Focus developments in larger rural communities	1
Spread developments across rural areas, including smaller rural communities	2
Both (DO NOT READ OUT)	3
Neither of these (DO NOT READ OUT)	4
Don't know (DO NOT READ OUT)	5

ASK ALL

READ OUT: **Some people feel parts of Basingstoke town need improvement and redevelopment.**

- Q7. **What, if anything, is most important when improving areas of the town that need redevelopment?** READ OUT. MULTICODE UP TO THREE. RANDOMISE ORDER CODES 1-6.

Ensuring buildings are environmentally sustainable	1
Building affordable housing	2
Improving how the area looks	3
Ensuring a sense of community	4
Creating more green space	5
Providing more community facilities	6
Other (please specify)	7
None of these	8
Don't know	9

ECONOMY AND GROWTH

ASK ALL

READ OUT: **Now I want you to think about the economy and jobs in the borough**

ASK THOSE WHO SAID THEY WORKED "FULL TIME" OR "PART TIME" (QWORK = CODES 1-3)

- Q8. **Do you work in the borough?** READ OUT. SINGLE CODE.

Yes	1
No	2
Don't know (DO NOT READ OUT)	3

ASK ALL

- Q9. **How important, if at all, is it for people who live in Basingstoke and Deane to be able to build a successful career locally, within the borough, if they want to?** READ OUT. SINGLE CODE. REVERSE SCALE 1-5

Essential	1
Very important	2
Fairly important	3
Not very important	4
Not at all important	5
Don't know	6

ASK ALL

- Q10. **From your experience, how easy or difficult is it to build a successful career locally, within the borough?** READ OUT. SINGLE CODE. REVERSE SCALE 1-4

Very easy	1
Fairly easy	2
Fairly difficult	4
Very difficult	5
I haven't tried (DO NOT READ OUT)	6
I don't want a job in the borough (DO NOT READ OUT)	7
Don't know (DO NOT READ OUT)	8

ASK ALL

Q11. How important, if at all, do you think each of following are for attracting new businesses to the borough? READ OUT A TO E. RANDOMISE ORDER. SINGLE CODE ONLY FOR EACH. REVERSE SCALE 1-5

	Essential	Very important	Fairly important	Not very important	Not at all important	Don't Know
A. Good transport links	1	2	3	4	5	6
B. Good availability of offices and other commercial buildings for businesses	1	2	3	4	5	6
C. Good education and training provision	1	2	3	4	5	6
D. Good leisure and culture facilities	1	2	3	4	5	6
E. The borough having a positive image	1	2	3	4	5	6

TRAVEL AND TRANSPORT

ASK ALL

The next few questions are about travel and transport in the borough. The council and its partners are looking to improve how residents can move around the borough and beyond. There are plans in future to include a network of cycling, walking and public transport routes, to provide alternatives to car travel. I would now like to ask you some questions about this.

Q12. To what extent, if at all, do you agree or disagree with the following statements about parking in Basingstoke town centre? READ OUT STATEMENTS. RANDOMISE ORDER. SINGLE CODE ONLY FOR EACH. REVERSE SCALE 1-5

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
A. Having good car parking in Basingstoke town centre is important to me	1	2	3	4	5	6
B. If car parking was not available in Basingstoke town centre, I would go somewhere else instead	1	2	3	4	5	6
C. If public transport was good enough, I would come to the town centre without using my car	1	2	3	4	5	6

ASK ALL

- Q13. Which of the following, if any, are most important when considering whether or not you would use public transport in the borough? READ OUT. MULTICODE MAX UP TO THREE. RANDOMISE CODES 1-6

Speed of journey	1
Frequency of services	2
How direct the routes are	3
Wide range of routes available	4
Affordable prices	5
Reliability of services	6
Other (SPECIFY)	7
None of these	8
Don't know	9

ENVIRONMENT

ASK ALL

READ OUT: The council and its partners plan to work towards a future that is more sustainable, energy and waste efficient. This means reducing our impact on the environment, improving local air and water quality, and building homes, workplaces and infrastructure to the best sustainable standards.

The next few questions are about this.

- Q14. Overall, how important, if at all, is it for people and organisations in the borough to work together to reduce our impact on the environment in Basingstoke and Deane? READ OUT. SINGLE CODE. REVERSE SCALE 1-5

Essential	1
Very important	2
Fairly important	3
Not very important	4
Not at all important	5
Don't know	6

ASK ALL

- Q15. Now thinking about reducing your own impact on the environment, how likely, or unlikely are you personally to do each of the following in the future? READ OUT A TO D. RANDOMISE ORDER. SINGLE CODE ONLY FOR EACH. REVERSE SCALE 1-4

	Very likely	Quite likely	Not very likely	Not at all likely	Don't Know
A. Travel by car less	1	2	3	4	5
B. Switch to local renewable energy sources	1	2	3	4	5
C. Use less water	1	2	3	4	5
D. Use less electricity	1	2	3	4	5

ASK ALL

Q16 **To what extent, if at all, do you support or oppose introducing restrictions on vehicles entering Basingstoke town centre?** SINGLE CODE ONLY. READ OUT. REVERSE SCALE 1-5

Strongly support	1
Tend to support	2
No feelings either way	3
Tend to oppose	4
Strongly oppose	5
Don't know	6

ASK ALL

Q17. **To what extent, if at all, do you support or oppose introducing the following types of local renewable energy sources in Basingstoke and Deane borough?** READ OUT EACH STATEMENT. RANDOMISE ORDER. SINGLE CODE ONLY FOR EACH. REVERSE SCALE 1-5

	Strongly support	Tend to support	No feelings either way	Tend to oppose	Strongly oppose	Don't know
A. Wind farms	1	2	3	4	5	6
B. Solar farms	1	2	3	4	5	6
C. Anaerobic digesters IF NECESSARY:(Large tanks in which bacteria converts organic waste into biogas)	1	2	3	4	5	6
D. Ground or air source heat pumps IF NECESSARY: (a system that transfers heat from outside to inside a building as hot air or hot water)	1	2	3	4	5	6

EDUCATION

ASK ALL

READ OUT: The council and its partners are aiming to promote a stronger, better planned and more adaptable education system in the future.

- Q18. I am going to read out a few ideas about the future of education provision in the borough. For each one, on balance, to what extent do you think that it is a good idea or bad idea? READ OUT A-C. RANDOMISE ORDER. SINGLE CODE ONLY FOR EACH. REVERSE SCALE 1-5

	Very good idea	Fairly good idea	Neither good nor bad	Fairly bad idea	Very bad idea	Don't know
A. Local children should be able to attend the same school from the ages of 4-18, rather than changing between schools as they get older	1	2	3	4	5	6
B. Investing in having fewer schools with better facilities, even if that means some children travelling further to school	1	2	3	4	5	6
C. Having university degree-level courses available within the borough	1	2	3	4	5	6

HEALTH AND LEISURE

ASK ALL

READ OUT: The next question is about health services, and how these are organised in the borough.

- Q19. I am going to read out a few ideas about the future of health care provision in the borough. For each one, on balance, to what extent do you think that it is a good idea or bad idea? READ OUT STATEMENTS. RANDOMISE ORDER. SINGLE CODE ONLY FOR EACH. REVERSE SCALE 1-5

	Very good idea	Fairly good idea	Neither good nor bad	Fairly bad idea	Very bad idea	Don't know
A. Having a smaller number of larger GP practices in the borough, each offering a wider range of services than existing GP practices	1	2	3	4	5	6
B. Having access to more NHS services online	1	2	3	4	5	6
C. Retaining a major NHS hospital in the borough	1	2	3	4	5	6

ASK ALL

READ OUT: Now I want you to think about the future of Basingstoke town centre.

- Q20 What types of leisure, community and retail facilities do you think should be prioritised in the town centre in future? DO NOT READ OUT. PROBE FULLY: Anything else?

More places to eat, drink and socialise	1
More entertainment activities (cinema, go-karting, escape rooms etc.)	2
More activities for children and young people	3
More cultural activities (theatres, museums, art galleries, etc.)	4
Areas for learning, education and study	5
More high street shops	6
More independent shops	7
Other (please specify)	8
None	9
Don't know	10

ASK ALL

Q21. **Thinking now about leisure and community facilities in the borough. I am going to read you two statements to see which comes closest to your own opinion about the types of facilities that should be prioritised. Please tell me whether you agree much more or slightly more with statement A or B or if you don't agree with either. READ OUT STATEMENT A AND B. ROTATE ORDER OF A AND B. SINGLE CODE ONLY FOR EACH.**

- A. There should be a smaller number of larger, higher quality leisure facilities in the borough, even if it means some people will have to travel further to use them (IF NECESSARY for example running tracks with spectator stands)**
- B. There should be a larger number of smaller, more basic leisure facilities in local communities (IF NECESSARY for example local football pitches)**

Agree much more with A	1
Agree slightly more with A	2
Agree equally with A and B	3
Agree slightly more with B	4
Agree much more with B	5
Don't agree with either	6
Don't know	7

ASK ALL

READ OUT: **Finally, I would like to ask you about the future of Basingstoke and Deane, spanning the period from now until 2050.**

Q22. **What would you like Basingstoke and Deane to be known for in 30 years' time? PROBE FULLY.**

Don't know
Nothing

KEY DEMOGRAPHICS

ASK ALL

I would just like to ask you a few more questions about you so we can classify your answers. Once again, I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. All responses will remain anonymous. If you do not wish to answer any of the questions, you can answer “prefer not to say”.

QHOUSEHOLD. Are there any children under the age of 16 living in the household?
SINGLECODE ONLY. READ OUT

1. Yes
2. No
3. Prefer not to say (DO NOT READ OUT)

QDISABILITY. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?
SINGLE CODE ONLY. READ OUT

1. Yes
2. No
4. Prefer not to say (DO NOT READ OUT)

QETHNICITY. Which ethnic group do you consider yourself to belong to?
READ OUT. SINGLE CODE ONLY

1. White (British/English/Welsh/Scottish/Irish/other white)
2. Mixed/multiple ethnic groups
3. Asian or Asian British
4. Black or Black British
5. Other ethnic group (SPECIFY)
6. Prefer not to say (DO NOT READ OUT)

HORIZON 2050 CONSULTATION AND CLOSE

READ OUT: Thank you very much for your time and assistance today.

Basingstoke Area Strategic Partnership, including Basingstoke and Deane Borough Council are also currently consulting on a draft plan or vision for the future of the borough which they have called Horizon 2050.

If you would like to give your opinion on Horizon 2050, please visit the council’s website <https://www.basingstoke.gov.uk/horizon2050> or contact the freephone consultation helpline on 0800 141 3968 for other ways to take part.

You can take part in the consultation until 19 August 2018. The final vision is due to be adopted by the borough council and its partners in December 2018.

THANK AND CLOSE

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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.