

# Shaping our future together

*Hampshire Sustainable Community Strategy 2008–18*



Prepared by Hampshire County Council in conjunction with the Hampshire Strategic Partnership



**Hampshire**  
County Council



**Hampshire  
Strategic Partnership**  
Shaping our future together

This document has been clarity-checked and awarded the Clear English Standard by Plain Language Commission ([www.clearest.co.uk](http://www.clearest.co.uk)), which promotes clear and concise communication in documents and on websites.



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## Section 1: Summary

Sustainable communities are places where people can enjoy a good quality of life, and where people want to live, work and bring up their families. They thrive and prosper by meeting the needs of existing and future residents in a way that is sensitive to the environment.

**‘The vision is that Hampshire continues to prosper, providing greater opportunity for all without risking the environment.’**

The Hampshire Sustainable Community Strategy looks at the sort of place people want Hampshire to be, drawing on community plans from across the county and from a range of consultations. It describes the quality of life in Hampshire today, then considers the challenges to that quality of life over the coming years.

Hampshire is a prosperous county with safe and strong communities, where people enjoy good opportunities and health, an outstanding environment, a well developed infrastructure and excellent services. However, there are significant disparities and inequalities between different areas of the county, and various challenging trends will affect quality of life in the future. These include:

- demographic changes leading to an ageing population, smaller households and increasing ethnic diversity
- changes to the economy, including global competition
- housing growth and affordability
- traffic growth
- climate change
- lifestyle trends, including the increasing impact of alcohol misuse, obesity and patterns of consumption and waste
- risks of social exclusion and deprivation in certain pockets of the county and for particular groups.

The likely impact of these trends on future quality of life in Hampshire has led us to set eleven long-term ambitions. These are:

1. Hampshire is a globally competitive environment for business growth and investment, where everyone has the opportunity to develop their skills and play a full part in the county’s success.
2. Hampshire provides excellent opportunities for children and young people.
3. Infrastructure and services are developed to support economic and housing growth whilst protecting the environment and quality of life.
4. Social and affordable housing needs are met, including provision to support rural communities.
5. Hampshire’s communities are cohesive and inclusive, and vulnerable people are safeguarded.

6. Hampshire and its partners work to reduce inequalities in outcome for residents according to individual need and through a focus on specific areas of multiple disadvantage.
7. Hampshire's communities feel safe and can expect not to suffer violence or anti-social behaviour.
8. Hampshire's residents can make choices to improve their health and wellbeing.
9. Hampshire's environment and cultural heritage are enjoyed and celebrated.
10. Hampshire is acclaimed for conserving and using natural resources more efficiently, and for reducing and adapting to the effects of climate change.
11. Hampshire's residents receive excellent public services and value for money.

These ambitions cannot be delivered by a single agency but require all our partner agencies and other partnerships across Hampshire to co-ordinate their plans. These long-term ambitions set a framework for specific improvement targets in our three-year Local Area Agreement (LAA).

## **Section 2: What is the Sustainable Community Strategy (SCS)?**

The purpose of the Hampshire SCS is to agree a vision and specific ambitions for the next 10 years and beyond to meet the future needs of Hampshire.

- The vision and ambitions are developed from:
- the sort of place local people say they want Hampshire to be
- a picture of the quality of life in Hampshire today
- long-term future challenges to quality of life.

The Hampshire Sustainable Community Strategy 2008–18 builds on the Community Strategy for Hampshire, prepared by the Hampshire Strategic Partnership and published in 2004. The Local Government Act 2000 requires Hampshire County Council to prepare such a strategy in consultation with our partners. The County Council has worked with the Hampshire Strategic Partnership to undertake this review.

The Hampshire SCS takes account of community planning at district and more local level and reflects priorities that have been developed in regional and county strategies. It is based on what we know from a wide range of surveys conducted by the County Council and partners. The quality of life analysis is based on data that enables us to measure and compare circumstances in different parts of the county.

By stating a longer-term vision and ambitions, the SCS will set an agreed direction for partners to take. Partner's plans and strategies are increasingly based on rigorous assessments to establish clear outcomes and priorities. Examples of needs assessments carried out or under way include those on children and young people, older people and other vulnerable groups, public health and inequalities, housing, the regional spatial strategy, the regional economic strategy and community safety. This document aims to support planning processes by considering how major challenges might affect the outcomes that partners are aiming for. We want it to promote debate on how these challenges might be addressed collectively and in a way that cuts across different topics. The strategy also provides the evidence for the priorities in the Hampshire Local Area Agreement as required by the Local Government and Public Involvement in Health Act 2007.

### **Section 3: What sort of place do local people want Hampshire to be?**

Consultations, surveys of residents and local community planning processes across Hampshire show that the issues that matter to people's quality of life are:

#### **3.1 Safe and strong communities:**

- a strong community spirit where people can get involved in what is going on and make a positive contribution
- low levels of crime and antisocial behaviour, enabling people to go about their lives without fear
- safe roads

#### **3.2 Health and wellbeing:**

- the best possible start in life for children
- expecting a long and healthy life
- facilities for recreation; enjoyment and celebration of local culture
- support and protection for vulnerable people
- maintaining independence for older people

#### **3.3 Economic prosperity and lifelong learning:**

- a good education
- a diverse range of training opportunities to develop skills
- opportunities for further learning
- attractive employment opportunities near to where people live
- an environment that supports business opportunity
- a range of housing that is affordable for local people

#### **3.4 Environment, infrastructure and transport:**

- cities, towns and villages where people enjoy living and are happy to bring up their children
- clean rivers and air
- protection from flooding
- access to outstanding countryside and coastline
- a comprehensive and well-maintained infrastructure of roads and public transport across the county
- access to international gateways, London and the rest of the UK
- high-quality, accessible and local public services providing value for money and responsive to communities' needs.

The following chapters examine quality of life in Hampshire today and the challenges we face as we look to maintain what is good and make improvements.

## **Section 4: Quality of life in Hampshire today**

We used a number of indicators to generate a picture for Hampshire in the Hampshire 'Quality of Life' report first published in 2006 and updated for 2007. The full report can be found at:

<http://www3.hants.gov.uk/planning/factsandfigures/othertopics.htm#gol>

### **4.1 Safe and strong communities**

#### **Active and cohesive communities**

Hampshire enjoys a strong community spirit. In every district, without exception, more people volunteer help than receive help, which implies that some receive it from more than one source. According to this measure, neighbourliness is strongest in Winchester, with 69% of those interviewed stating that they had voluntarily helped other residents. In all districts except Rushmoor (32%), over half the respondents volunteer. Winchester is the only authority where over half its residents receive voluntary aid. Rushmoor also has the lowest level of receiving voluntary help (16%).<sup>1</sup>

County Council surveys to monitor cohesion reveal that in September 2005, 63% of people agreed but 10% disagreed that people from different backgrounds get on well together in their area. When the same question was asked of people from black and minority ethnic backgrounds, 59% agreed and 15% disagreed.<sup>2</sup>

Hate crime and racial incidents may indicate community tension. In 2007/08 for the Hampshire County Council area, Hampshire Constabulary recorded 93,102 crimes, of which 732 were hate crime (racist, homophobic and transphobic). 83.5% of these crimes were related to race while the remaining 16.5% related to hatred of homosexual and transsexual people. 600 racist incidents were recorded in schools. The detection rate of such offences is higher than that of other crimes and an increase in reporting may be due to increased confidence that something will be done.<sup>3</sup>

#### **Community safety and perceptions**

Hampshire is a comparatively safe place to live, with crime rates around two-thirds of those for England and Wales overall. All Hampshire districts except Gosport rank better than the average for England and Wales for domestic burglary. All districts rank in the best 25% nationally for low levels of vehicle crime except Basingstoke and Deane, Havant and Gosport, which are all better than the national average. However, recorded violent crime in Eastleigh is worse than the national average while Basingstoke and Deane, Gosport, Havant and Rushmoor rank in the worst 25%. Violent crime in Hampshire is largely in the mid- to low-range of seriousness.<sup>4</sup>

Domestic abuse is a serious and widespread problem nationally, although it is often hidden. It happens in all kinds of relationships, regardless of race, class, religion, culture, age, sexuality, disability or gender. One in five relationships in the UK is affected by domestic abuse. In 2007/08 in the Hampshire County Council area, the police recorded

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<sup>1</sup> Mori LPSA2 Residents Survey 2005.

<sup>2</sup> Mori LPSA2 Residents Survey 2005.

<sup>3</sup> Hampshire Constabulary Business Objects database.

<sup>4</sup> Hampshire Constabulary Business Objects Database.



4,741 domestic violence crimes, and in almost 46% of cases the offender is arrested and dealt with appropriately (a sanction detection).<sup>5</sup>

Only 57% of Hampshire residents feel safe walking outside in the evening, considerably fewer than feel safe during the day, although these perceptions vary considerably from year to year and do not always correlate well with recorded crime.<sup>6</sup>

Major factors that affect perception of safety, according to our residents survey and Audit Commission Quality of Life indicators, include vandalism, graffiti and other deliberate damage to property; drunkenness and rowdiness; and drug use. In 2006/07 there were almost 26,000 incidents of criminal damage and over 34,500 incidents of rowdy and inconsiderate behaviour, usually alcohol related. National factors can of course affect local perceptions.<sup>7</sup>

## **Road safety**

Hampshire's roads have become significantly safer over recent years because agencies have worked in partnership to promote awareness of speed and driving behaviour, to enforce regulations, and to design for road safety. Over the last 10 years the number of road-traffic accidents has fallen, from 1,016 people being killed or seriously injured in 1997 to 713 in 2007. However, within this overall reduction, certain age groups and types of road users remain more vulnerable, for example young drivers, children, cyclists and motorcyclists.<sup>8</sup>

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<sup>5</sup> Hampshire Constabulary Business Objects Database.

<sup>6</sup> Mori Residents Survey 2006.

<sup>7</sup> Audit Commission Quality of Life Indicators 2005.

<sup>8</sup> Hampshire Constabulary 2007.

## **4.2 Health and wellbeing**

### **A good start in life**

In comparison with the Southeast region, Hampshire has good immunisation levels and low rates of stillbirths and infant deaths, birth-weight, infant mortality, long-term illness rates in children and hospital admission rates for children due to serious injury. However, the level of performance in these areas varies across the 11 district council areas.

School children in Hampshire, on average, consistently perform better than those across England as a whole. In 2007 at Key Stage 1 (level 2 and above) the attainments for reading, writing and maths were two or three percentage points higher than nationally. For pupils achieving level 5 or above at Key Stage 3, the county average outperformed the national figures by five to seven percentage points for English, maths and science. While Hampshire is among the top-performing areas, the overall county figure masks significant variations between individual schools.<sup>9</sup>

### **A long and healthy life**

Overall, Hampshire residents experience good health with relatively low levels of premature deaths, but this hides significant inequalities across the county.

In terms of male life expectancy, Hart is the top-ranked county district, and the only one that exceeds 80 years for any period since 1991. Eastleigh, Fareham, Hart, New Forest and Winchester are consistently in the best 25% nationally. Basingstoke and Deane and Rushmoor are consistently above the national average. Gosport has been consistently the lowest-ranked Hampshire authority, but while below the national average, has been gradually improving its national position. Since 1991, life expectancy is consistently higher on average for females than males in every district in Hampshire.<sup>10</sup>

### **Recreation and culture**

Surveys conducted by Ipsos MORI on our behalf reveal that Hampshire has consistently high levels of participation in cultural activities and that services and facilities are generally highly regarded by users. But the picture is not uniform across the county or between different socio-economic groups. Hart and Rushmoor have significantly lower use and satisfaction ratings than other parts of the county. Participation in cultural activities and use of cultural services in the county is concentrated disproportionately in the 35-64 age group and amongst the better off. As might be expected, non-participants are considerably less satisfied with what is on offer. The lowest satisfaction levels are expressed by non-participants on low incomes. So, assuming that participation and satisfaction represent perceptions of value, not everyone in Hampshire is sharing in the benefits.<sup>11</sup>

Nine of Hampshire's districts are ranked in the best 25% nationally for participation in sporting activities, with Havant the only district in the worst 25%. Male participation rates are higher than those of females in all districts, ranging from 1.7% higher in Fareham to 9.3% higher in Rushmoor. In all districts except Havant, at least one in four of their 16 to

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<sup>9</sup> Department of Communities and Local Government for BVPI data.

<sup>10</sup> Office of National Statistics.

<sup>11</sup> Mori Residents Survey 2006.

34-year-old citizens engage in sporting activities. In all at least one in 10 citizens aged 55 or older participate in exercise (based on three sessions of moderate exercise in the previous four weeks). However, on average, 44.4% of Hampshire's adults (16+) currently do no sport or active recreation; the worst districts are Havant and Gosport with over 50% of the population inactive, while Hart's residents are the most active.<sup>12</sup>

Satisfaction with local leisure facilities was also surveyed: Hampshire's average is 74% satisfied compared to the national average of 69.5%. Again, residents from Gosport and Havant, the least active areas, were least satisfied with their facilities, while Basingstoke was rated best with 79.2% adults satisfied.<sup>13</sup>

## **Vulnerable people**

While Hampshire is generally a prosperous place, every area has vulnerable people who are less well placed to be able to contribute to and benefit from that prosperity and who may suffer social exclusion.

## **Vulnerable children and young people**

Certain groups of children or young people and their families are more likely to have additional needs and are less likely to achieve their full potential.

- Just over 1,000 children and young people in Hampshire are currently in the care of the local authority, either because of court proceedings, or by voluntary arrangement with their parents.<sup>14</sup>
- The school census data of January 2007 shows 6.6% of the school-age population are from minority ethnic backgrounds, higher than the South East regional average of 5.6%. English is the second language for 1.7% of the school population and 92 different languages are supported in schools. Some of our children and young people from minority ethnic groups achieve more than the national average in tests and exams at the end of Years 2, 6, 9 and 11 but some groups achieve less at one or more of these points. There are also a few identified asylum seekers or refugees in our schools and colleges, including unaccompanied young people.<sup>15</sup>
- About 10,500 children and young people live in the most deprived areas of Hampshire and over 13,500 pupils receive free school meals. There is a strong correlation between relative deprivation, free school meals and low educational attainment. We should note that some children and young people in rural locations live in poverty and over 40% of disadvantaged children come from outside deprived areas.<sup>16</sup>
- There are over 4,500 children and young people with special educational needs in Hampshire<sup>17</sup> and over 5,500 children and young people with disabilities.<sup>18</sup>
- Teenage parenthood often results in social exclusion for parent and child, but it can often stimulate people to do the best possible for the child. The under-18 teenage pregnancy rate in Hampshire (30.9 per 1,000 women aged 15-17 years) is lower than

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<sup>12</sup> Sport England Active Survey 2005/6.

<sup>13</sup> Mori Residents Survey 2006.

<sup>14</sup> Children's Services Department Information and Research Unit Children Looked after Client Record January 2008.

<sup>15</sup> Annual School Census January 2007 (DCSF).

<sup>16</sup> Free School Meals, Annual School Census (DCSF), National Index Of Multiple Deprivation

<sup>17</sup> Annual School Census January 2007 (DCSF).

<sup>18</sup> Estimate calculated from national prevalence data and Hampshire County Council small-area population forecasts. National estimates of the prevalence of disability range from 2.6 to 16%, depending of disability.

the National and South East regional averages (41.1 and 34.2). However, there are significant local differences between districts. In Hampshire, Fareham is the only district with rates falling twice during 1993–2005, ranking it within the best quartile nationally. Also in the best 25% nationally for this period are East Hampshire, Hart and Winchester. Gosport is the lowest-ranking district in Hampshire and its rate (45) is above the national average.<sup>19</sup>

- There were 3,300 young carers in Hampshire in 2005, equivalent to 1 in every 50 school pupils.<sup>20</sup> A young carer is a person under 18 whose life is affected by looking after someone with a disability or long-term illness. The person cared for may be a parent, a sibling or another family member, and the care given may be practical, physical or emotional. Young carers may be as young as five years old. Many young people in a caring role suffer from their own mental health problems, with severe levels of anxiety or depression, self-harm, eating disorders or alcohol or drug use.
- The average rate of absence (authorised and unauthorised) in primary schools for the academic year 2005/06 was better than the national average (5.3% against 5.8%). The secondary schools' average absence level was 8.1%, compared with 8.2% nationally.<sup>21</sup>

## People with mental health problems

It is impossible to know exactly how many people suffer from mental health problems in the county, but national research by the Alzheimer's Society estimates that the prevalence of dementia in older people roughly doubles with every five-year increase in age. It affects 1 in 50 people aged 65–69; 1 in 20 people aged 70–79; and one in five people aged 80 plus. Using these rates on the current number of people who are over 65 in Hampshire, more than 19,000 people could be affected by dementia.<sup>22</sup> However, even greater numbers suffer from functional mental health problems. It is estimated that 33,000 people over 65 in Hampshire suffer from depression, including 6,600 with severe depression.<sup>23</sup>

In 2006/07 over 9,300 adults under 65 with mental health problems received a care service from Adult Services or the health services to help them live at home. Many more receive support from family and voluntary services.<sup>24</sup> We know that people from black or minority ethnic backgrounds, including gypsy and traveller communities are less likely to access mental health services and the reasons are currently being explored in more detail in Hampshire.

## Disabled people

In Hampshire 15% of the population have a limiting long-term illness, according to the latest census, with the highest number being in the New Forest and the lowest in Hart. Over 37,000 (3%) people claim disability allowance and over 31,000 (2.5%) claim incapacity benefit.<sup>25</sup> For those with more severe disabilities, Hampshire Adult Services each year helps over 4,500 adults under the age of 65 to continue to live at home by

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<sup>19</sup> ONS Neighbourhood Statistics, 2007.

<sup>20</sup> Annual Schools Census 2005.

<sup>21</sup> DCFS pupil absence in schools in England data.

<sup>22</sup> Dementia Prevalence Rates Source, Alzheimer's Society.

<sup>23</sup> Beekham and others 1999, Improving Services and Support for older people with mental health problems-2<sup>nd</sup> Report from the UK Inquiry into mental health and wellbeing in later life 2007.

<sup>24</sup> Joint Hampshire Commissioning Strategy for Older People's Mental Health 2008–2013.

<sup>25</sup> Census 2001.

providing domiciliary care, day services, respite care and equipment. Many more receive support from family and voluntary services.<sup>26</sup>

Disabled people are significantly marginalised in the economy with only around 10% of people with learning difficulties in paid employment nationally. An important factor in employment for people with disabilities, particularly those with learning disabilities, is access to education and training aimed at employment.<sup>27</sup>

### **Vulnerable older people**

Most older people in Hampshire can live independently with the support of their family and their local community or voluntary groups. As problems such as health, perception of safety and mobility become more common in older age, some older people need more support to help them stay independent and make choices affecting their welfare and vulnerability.

Figures from the census estimate that around three in every 1,000 people between the ages of 65 and 74 live in a nursing or residential care home, but for people aged 90 or over this figure jumps to one in four.<sup>28</sup>

In 2006/07 Hampshire Adult Services helped over 17,850 older people aged 65 and over to continue to live independently at home by providing them with domiciliary care, day services, respite care for their carers, and equipment. We supported a further 1,650 to live in residential or nursing care. Across the county as a whole, 50% of the older people living in care homes pay for it themselves, and in the North of the county this figure increases to 70%, compared to the National average of 40%.<sup>29</sup>

### **Service communities**

Hampshire has a large Service population of some 30,000 (20,000 in uniform and 10,000 employed civilians). They face specific problems from getting medical and dental care to finding affordable housing on leaving the Services. These difficulties mainly arise from the relatively isolated nature of military communities and their unsettled lifestyle due to operational tours, low income, lack of job opportunities for partners, and frequent moves (on average every two to three years).

### **Homelessness**

One of the most important factors that contributes to a good quality of life is having a safe , personal space: your own home. The highest rates of homelessness nationally over the last two to three years are between about 1.5 and 2% of households. Apart from the 2004/05 rate for Gosport, all Hampshire authority areas were below half the highest national rate in each of the last four years. Generally, Gosport's rates are double the next highest rate in the county. All districts, where data are available, have lower rates in 2005/06 than in 2002/03, with a generally downward trend across the full period.<sup>30</sup>

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<sup>26</sup> Adult Services data.

<sup>27</sup> Making it work- a guide to employing people with learning disability, Mencap 2002.

<sup>28</sup> Census 2001.

<sup>29</sup> Adult Services data.

<sup>30</sup> Department of Communities and Local Government.

## **A note on the importance of carers**

At least 113,000 people in Hampshire provide some level of unpaid care for vulnerable people, and about 20,000 of these provide more than 20 hours' care a week.<sup>31</sup>

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<sup>31</sup> Census 2001, ONS.

## 4.3 Economic prosperity and lifelong learning

### Education and skills

For many, economic prosperity depends on high achievement in school.

In shire counties, the national best 25% and worst 25% rates for the number of pupils gaining five or more GCSEs at grades A\* to C or equivalent have increased twice since 2002/03, and Hampshire pupils have kept pace. The Hampshire rate in each of the three school years since 2002/03 has consistently placed the county in the upper national rankings, at twelfth, tenth and ninth places respectively. In each of these three school years, over half of the pupils taking GCSE examinations in Hampshire got five or more passes at grades A\* to C or equivalent. The rankings in Hampshire districts and non-shire county authorities placed East Hampshire, Eastleigh, Fareham, Hart, New Forest and Winchester consistently in the best 25% nationally. Over this period the performance improved from 67.5% to 71.2% for Eastleigh, and from 74.9% to 78.7% for Winchester. The rate for Gosport, although rising slightly twice, remains around 45%. This keeps the district as the poorest-performing authority in the county and consistently places it in the worst 50% nationally.<sup>32</sup>

In Hampshire around 67,000 people have no qualifications which, taken with those on the lowest level of skills (NVQ1 or equivalent), represents about 26% of the working-age population.<sup>33</sup>

### Adult learning

Continued opportunities for learning provide for a skilled workforce and also for personal development, and contribute to health and wellbeing. Adult participation in learning is generally high in Hampshire, with Basingstoke and Deane, East Hampshire, Hart, Test Valley and Winchester being in the highest 25% nationally. Gosport has the lowest rate of adult learning in the county.

In terms of taught learning, participation rates for Basingstoke and Deane, East Hampshire, Eastleigh, Hart and Winchester placed them consistently in the best 25% nationally. In 2005/06, the participation rate in Basingstoke and Deane just exceeded 60%, ranking the borough among the highest nationally. Hart, Rushmoor and Winchester were close behind with rates of over 59%. No district in the county is placed in the bottom 25% nationally.<sup>34</sup>

### Employment

The Hampshire labour market is in a healthy position with low unemployment, as defined by claimant counts, and high economic activity rates. The claimant rate is about 1% of the working-age population, which compares favourably with around 2.2% for the UK. All 11 districts are currently below the national claimant rate. Economic activity rates stood at 84.5% in 2006, well above the national rate of 78.4%. International Labour Organisation

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<sup>32</sup> Department of Communities and Local Government for BVPI data, HCC Children's Department.

<sup>33</sup> APS Dec 2005.

<sup>34</sup> Department of Education and Skills.

unemployment rates (the Government's preferred measure) are 3.7% for Hampshire, well below the South East (4.5%) and UK averages (5.4%).<sup>35</sup>

Although official unemployment is low, there are many people (34,000) who would like to be employed but are held back by barriers such as disability, age, gender or race or the need to look after family.

The percentage of the workforce who are managers or professional workers is higher than in England and Wales. However, the pattern is not uniform across all districts. Hampshire also has fewer semi-skilled and unskilled workers (15.8 %) than overall in England and Wales (20.5 %).<sup>36</sup>

## Earnings

Average gross weekly earnings of full-time workers range from among the highest to among the lowest nationally. Full-time workers from four districts, East Hampshire, Hart, Test Valley and Winchester have average gross weekly earnings that place them in the best paid 25% nationally. Eastleigh, Fareham, New Forest and Rushmoor are in the top 50% nationally. Earnings in Hart are consistently the highest among county authorities. Gosport residents are consistently the least well paid of county residents and in the lowest 25% nationally. In Rushmoor and Basingstoke and Deane the earnings of residents are significantly lower than in the rest of the county.<sup>37</sup>

## The Hampshire economy

Prosperity in Hampshire is closely linked to the regional and sub-regional economies. Across a range of economic indicators, the South East region out-performs the national average. Its businesses produce more per head, are more efficient, survive longer, export more and spend a higher proportion of output on research and development. Its people are more enterprising and more likely to be in work and better paid, although the cost of living is undeniably higher.

Gross value added (GVA) by business in Hampshire and the Isle of Wight was estimated to be £29.7 billion in 2004 (20% of the regional total).<sup>38</sup> Hampshire's economic performance has been falling behind the overall performance of the South East region of the UK over the last 10 years. While the manufacturing of commodities continues to decrease as business is attracted to lower wage-cost areas in Eastern Europe and the Far East, advanced manufacturing and engineering are among the most productive sectors in Hampshire. A strong industry base in the marine, defence and aerospace industries plays a major role in the local economy.

GVA per head has grown at a slower rate than the regional average throughout most of the last seven-year period and well below the levels for the leading sub-regional areas. Over each of the last five years the average growth has been 4.4% (regional average 4.5%).<sup>39</sup> Past trends show that business services have been increasing and

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<sup>35</sup> (Source: Source: Annual Population Survey (Table 12, ONS First Release: Labour Market Statistics: South East, October 2007).

<sup>36</sup> Labour Force Survey, 2007.

<sup>37</sup> Annual Survey of Hours and Earnings, ONS.

<sup>38</sup> Treasury 2005.

<sup>39</sup> Treasury 2005.



manufacturing has been falling. Business survival rates are better than the regional and national averages, although business start-up rates are below the regional average.

There are several key sectors in Hampshire's economy:

- Tourism, retail and leisure – 143,000 jobs
- Marine and maritime – 5,000 jobs
- Advanced manufacturing – 34,000 jobs
- Business services – 135,000 jobs
- Construction – 35,000 jobs.<sup>40</sup>

The rural-based sector accounts for around 91,000 jobs, and while on average rural businesses are smaller than those in urban areas (90% employ 10 people or fewer), the evidence suggests that rural areas are very important in some key business sectors. For instance, around 26% of business and other personal services and 23% of manufacturing companies are rural based.<sup>41</sup>

Hampshire's tourism industry is worth £2.3bn to the local economy and supports 60,000 jobs. Tourism can be important for regeneration, creating jobs and cultural opportunities for local communities. Tourists also help sustain local services for Hampshire residents, such as museums and theatres, retail outlets, pubs and restaurants. Hampshire's visitor economy is the largest in the South East and the county has one of the largest concentrations of visitor attractions in the country, with the New Forest being one of the UK's premier tourism destinations.<sup>42</sup>

### **Affordable housing**

Although having a stake in one's own home is important for personal prosperity, affordable housing is essential to the success of the economy. Property prices in Hampshire are high. The average house price/income ratio in Hampshire (for all properties) ranges from about eight to over 10, making it impossible for many first-time buyers to get on the property ladder.<sup>43</sup>

In rural areas affordable homes are in short supply, meaning that many people brought up in those areas and working locally have to move to nearby towns.

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<sup>40</sup> Annual Business Inquiry 2005 Hampshire County Council area workplace employee statistics. Figures do not include the self-employed.

<sup>41</sup> NOMIS June 2007.

<sup>42</sup> Hampshire Tourism Trends 2002-2006.

<sup>43</sup> Annual Survey of Hours and Earnings (ASHE) Office for National Statistics and house price data from the Land Registry.

## **4.4 Environment, infrastructure and transport**

A recent survey shows that 86% of residents are satisfied with Hampshire as place to live. Satisfaction is highest in Basingstoke and Deane, New Forest and Test Valley and lowest in Havant and Gosport. People like living in Hampshire because they find it peaceful and quiet, and they have access to the countryside, coast, shopping facilities, country parks, open spaces and good links to other areas of the UK.<sup>44</sup>

### **Environmental quality, countryside and coastline**

85% of Hampshire is classified as rural, with significant areas subject to international and national environmental designations, including one established (New Forest) and one proposed (South Downs) National Park, 112 Sites of Special Scientific Interest (SSSIs), 3,549 sites of importance for nature conservation (SINCs) and five areas of outstanding natural beauty (AONBs).<sup>45</sup>

There are 246 miles (including Southampton and Portsmouth) of coastline and 600 miles of river in the county. 90% of the coastline in Hampshire has international conservation designation and all bathing beaches meet European Union mandatory standards.<sup>46</sup>

Air quality is good (below 40 micrograms of nitrogen dioxide and particles recorded in a year) and will continue improving, although there are local problems in specific urban centres such as Winchester city centre, which is a declared air-quality management zone. River quality is generally good; Basingstoke and Deane have the highest amount of river water rated as good (92%) and Havant the least (13%), based on biological river quality.<sup>47</sup>

### **Transport network and international gateways**

People in Hampshire benefit from an extensive road and public transport network, links to London and the rest of the UK, and proximity to international gateways that are crucial to the national economy. 15,400 million vehicle kilometres were travelled on Hampshire's road network in 2006, with a daily flow of 92,000 vehicles on Hampshire's motorways.<sup>48</sup>

In Hampshire, most people travel to work by private car. Seven out of Hampshire's districts were in the highest 25% nationally for travel to work by private car over the last two census counts. Only Gosport ranked in the lowest 25% nationally.<sup>49</sup>

The numbers of people using public transport in Hampshire has risen recently, with over 28 million journeys by bus and over 14 million by rail in 2006/07.<sup>50</sup> Ferry journeys have fallen slightly to just over 4 million.<sup>51</sup>

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<sup>44</sup> Mori Residents Survey 2006/07.

<sup>45</sup> Quality of Life Report 2007.

<sup>46</sup> Quality of Life Report 2007.

<sup>47</sup> Quality of Life Report 2007.

<sup>48</sup> Estimated traffic for all motor vehicles by local authority, Department of Transport, 2006.

<sup>49</sup> National Statistics 2001).

<sup>50</sup> Transport Monitoring Report, Hampshire County Council 2007.

<sup>51</sup> Transport Monitoring Report, Hampshire County Council 2007.

## Natural resources

Partly as a reflection of its relative prosperity, size and development pressures, Hampshire consumes considerable amounts of aggregate minerals (sand and gravel). In 2006, 4.287 million tonnes of aggregate were sold in Hampshire, of which less than a third (1.244 million tonnes), was extracted from local quarries. The rest of the supply is made up of imports to the marine aggregate wharves and rail depots, plus 0.831 million tonnes of recycled aggregate (2004 data), which is becoming an increasingly important source of material.

Other minerals, such as clay, chalk, oil and gas, are also produced in Hampshire but on a very modest scale. Waste, although not strictly a natural resource, is increasingly regarded as such, and in 2006 over 4 million tonnes was deposited at authorised facilities.<sup>52</sup>

## Local services

In all but the most remote rural areas, access to amenities such as banks and building societies, doctors' surgeries, post offices and supermarkets is at or often higher than the national standard. In Test Valley, over a third of households travel more than 6 kilometres to the nearest bank; a quarter are more than 6 kilometres from a supermarket; and barely a quarter of households have a GP within 2 kilometres.<sup>53</sup> Recent proposals to close many rural post offices in Hampshire as part of a national programme may affect accessibility to services and mean the loss of an important social feature in rural areas.

Hampshire's residents are served by high-performing local authorities. The latest Corporate Performance Assessment ratings for local authorities across Hampshire rated the County Council and two districts as excellent, with seven districts rated as good.<sup>54</sup>

Overall satisfaction with the County Council remains very high, with more than two-thirds (68%) of residents satisfied with the way we are running services. The County Council continues to rank among the highest-scoring local authorities on satisfaction on Ipsos MORI's database of local government survey data. More than half (51%) of residents now feel we keep them well informed. This is an increase of 4% since 2004 and 14% since 1999. However, the proportion of residents agreeing that we offer good value for money has fallen by 3% since 2004 and 6% since 1999, and now stands at 32%.<sup>55</sup>

57% of people think that Hampshire Police do a good job.<sup>56</sup> For those dealing with the police as victims of incidents and crimes (in relation to ease of contact, actions, follow-up, treatment and the whole experience), satisfaction is:

- 88% for burglary
- 86% for road-traffic collisions
- 74% for vehicle crime
- 74% for violent crime.

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<sup>52</sup> Hampshire Minerals and Waste Development Framework – Annual Report 2006/07.

<sup>53</sup> Department of Communities and Local Government.

<sup>54</sup> CPA Rating 2007.

<sup>55</sup> Mori Residents Survey 2006/07.

<sup>56</sup> British Crime Survey 2006).

Results of focus groups conducted by the Police Authority show that residents and businesses generally wouldn't mind paying extra money for policing and believe that policing provides good value for money.<sup>57</sup>

Across a range of indicators, satisfaction levels with GP practices are above the national average, including:

- access to surgeries by telephone: 91% (nationally 86%)
- 48-hour access to a GP: 89% (nationally 86%)
- advanced bookings 79%: (nationally 75%)
- appointment with a specific GP: 91% (nationally 88%)
- hospital choice: 96% (nationally 95%).<sup>58</sup>

The Healthcare Commission's 2008 Patient National Survey of Local Health Services revealed that those asked placed Hampshire Primary Care Trust (PCT) in the 20% of the least well performing trusts when it came to accessing dental care.<sup>59</sup>

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<sup>57</sup> (Police Authority Community Consultation Report 6 February 2007).

<sup>58</sup> Source: DOH GP Patient survey 2006/7 – Ipsos MORI.

<sup>59</sup> Source: Healthcare Commission 2008:

[http://www.healthcarecommission.org.uk/publicationslibrary.cfm?fde\\_id=9196](http://www.healthcarecommission.org.uk/publicationslibrary.cfm?fde_id=9196)

## Section 5: Long-term challenges and opportunities for quality of life in Hampshire

Given this picture of quality of life today in Hampshire, we need to recognise some of the challenges and opportunities we face over the longer term, in the light of what we can reasonably predict from available data. Of course, developing technology and unexpected factors are likely to have some unforeseeable effects.

### 5.1 Demographic changes

There will be profound changes to Hampshire's demographics over the next 20 years, including an ageing population, smaller households and increasing diversity.

#### What do we know?

**An ageing population** – Hampshire, as with England and Wales as a whole, is facing profound changes to its demography. With birth rates below replacement level and higher life expectancies, the age structure of Hampshire's population is shifting, leading to higher proportions of older people than young people. Over the coming years, population growth is predicted to occur only in the groups of people aged 45 or older. By 2026 close to half of the population will be 45 and over. Among those in the very oldest age group, at 85 and over, the proportion is set to rise by the largest amount. By 2026, a quarter of Hampshire's population will be of pension age and half of those will be over 75.<sup>60</sup>

**Economic activity** – Against this picture of an ageing population, the workforce in Hampshire is set to increase, but the size of that increase depends on assumptions about the retirement age. An increase of some 50,000–100,000 over the next 20 years can be predicted on the assumption that the retirement age rises to 70 for men and women by 2021. Since Government plans are based on a rise to only 68, the actual workforce increase is likely to be towards the lower end of this scale. These predictions could be further affected by factors such as a significant increase in migrant workers.<sup>61</sup>

**Smaller households** – Changing social norms around marriage, more women living alone and the changing age structure of the population lead to a shift in household size and composition. Currently 30% of households have only one person. By 2026 this is expected to rise to 37% and, as a result, the overall household size will fall to an average of just over two people. More striking is the changing age structure of one-person households. Improved life expectancy among older men means there will be fewer older women living alone. The increase in family breakdown has meant that the largest-growing group of one-person households is of people in their 30s, 40s and 50s.<sup>62</sup>

**Young people of school age** – Current projections suggest that for Hampshire as a whole, the number of 5–15-year-olds will decline for each five-year period up until 2021 – 2026 with a slight increase thereafter, although this trend may be offset by a slight increase in fertility rates (number of children per woman in the population).<sup>63</sup>

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<sup>60</sup> Census 2001, ONS, the County Council's own current long-term projections 2006.

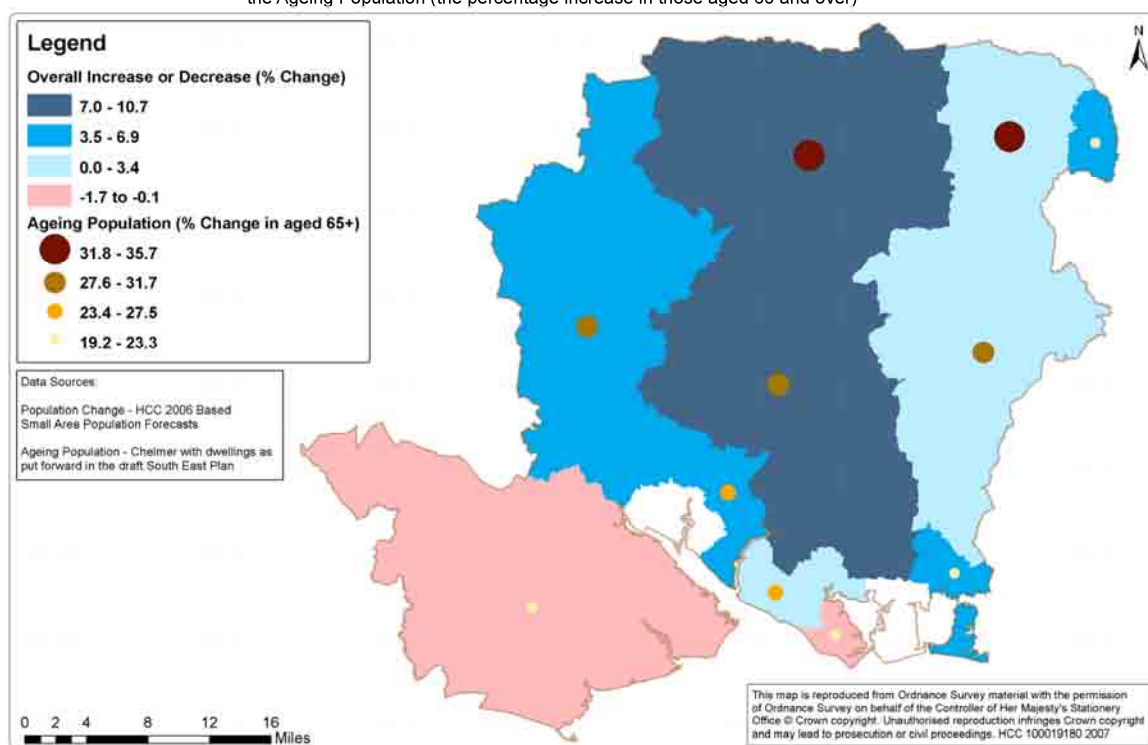
<sup>61</sup> The Demographic future of Hampshire 2007.

<sup>62</sup> The Demographic future of Hampshire 2007.

<sup>63</sup> The Demographic future of Hampshire 2007.

### Demographic Change (2006 - 2026)

Overall Change in Population (the percentage increase or decrease) and the Ageing Population (the percentage increase in those aged 65 and over)



**Increasing diversity** – Since the census in 2001 the non-white population in Hampshire has increased from 3.3% to 4.5% in 2004 (increase of 38%); the ‘other white’ group has increased from 2.6% to 3.0% (increase of 16.5%). Economic in-migration, especially from the 10 countries that joined the EU in 2005 (E10), has increased and is forecast to continue doing so, as the ageing population means less labour will be available to enable Hampshire’s economy to grow.<sup>64</sup>

### Impacts on quality of life in Hampshire

These demographic trends will have many implications. More people, for example, will be spending more time in retirement, supported by a decreasing working-age population. Currently, a high proportion of care is provided by family members. However, the increased number of divorced and never-married people, and smaller family sizes, will mean less care can be provided, which could lead to a major burden on care agencies.

Older people on average require more healthcare than younger people. However, the period of ill-health people face before they die has remained relatively constant. It might therefore be argued that increasing lifespan will not increase the amount of healthcare each person needs but will affect the age they need it.

It is projected that the number of dementia cases will rise by 54% and serious dementia cases by 61% in the South East by 2025. In Hampshire the rate of growth is predicted to be even higher, at 69% and 80% respectively, placing huge demands on health and social care, including unpaid carers.<sup>65</sup>

<sup>64</sup> Census 2001, ONS.

<sup>65</sup> Blue Crystal Consulting.

Volunteering has always played a key role in supporting older people in terms of personal care, informal support of neighbours and friends, or community support through formal volunteer arrangements. An ageing population will mean that the importance of volunteering will increase. On the positive side, an ageing population will offer more opportunities for volunteers with time and experience to offer, and encouraging voluntary work may help to meet growing need and also promote social cohesion and personal wellbeing.

Health and social care will need to be accessible and responsive to the needs of an increasingly diverse population. For example, compared with the white population, Type 2 diabetes is up to six times more common in people of South Asian descent and up to three times more common in those of African and African-Caribbean descent.<sup>66</sup>

The sustained low birth rates of recent decades have led to fewer people entering the labour market. This reduction is not a problem in itself, but when coupled with much larger numbers entering retirement, and higher life expectancy, the decrease in numbers of people of working age becomes a concern. The current pressure facing the labour market with regard to state pension provision is largely because the 'baby boomers' approaching retirement will be supported by a smaller workforce. The bulge in the retired population, coupled with increased life expectancy, will lead to significant pressures on pensions and prosperity.

The increase in one-person households will be among people in their 30s, 40s and 50s, at the peak of their earning potential. This may have implications for the future of the housing market.

Given the pattern of in-migration from the 10 countries that have recently joined the European Union, the diversity of communities in Hampshire will increase significantly. Currently most migrant workers live in the cities and are transported across the county to work. This is likely to change as migrant workers become more familiar with the area and some choose to stay long term. Migrant workers in Hampshire are mainly white, representing two-thirds (65%) of the migrant workforce – well above the UK average (57%), but only marginally higher than for the whole South East (63%).<sup>67</sup>

Employment sectors that employ a large number of migrants are food and drink production (especially process packaging); the health sector including social care; and private services such as tourism, catering, finance/business and transport. Construction also employs a large number of migrant workers but the figure is hidden by the number of self-employed workers, who are not required to register.<sup>68</sup>

Evidence suggests that most migrant workers are young, healthy and skilled. They often remain for a short period then return to their families, so they make few demands on the more expensive public services of health, education and social care. However, this pattern may change significantly over time, bringing about further pressures in sectors of the economy such as social care and health, where demand is likely to increase due to the effects of an ageing population.

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<sup>66</sup> NHS National Service Framework for Diabetes.

<sup>67</sup> ONS Annual Population Survey, Sept 2006.

<sup>68</sup> A. Green et al. IER, Border and Immigration Agency, Worker Registration Scheme 2007.

In-migration can support productivity and competitiveness, to the benefit of the Hampshire economy, as skills gaps are being filled by motivated young workers. However, local communities can be disturbed by the type and speed of in-migration. Lack of accurate statistics has made planning for a change difficult and highlighted some potential challenges to public services and communities.<sup>69</sup>

The demographic changes outlined above will have long-term implications for the development of culture in Hampshire and how this is recognised, supported and celebrated.

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<sup>69</sup> Crossing Borders, Audit Commission 2007.



## **5.2 Economic change**

Generally, economic prosperity in Hampshire is rising steadily. However, there are significant differences in economic conditions within the county, with average earnings higher in the North and unemployment higher in the South. With increasing globalisation, the conditions for a competitive economy will need to be addressed, and these disparities tackled.

### **What do we know?**

The global economy is changing rapidly. Manufactured exports from China are now 23 times their level in 1980 and service exports from India are now growing at 20% a year. Within 10 years, China is expected to account for 19% of global output, level with the USA and ahead of Europe. Together, the four emerging economies of China, India, Brazil and Russia are expected to increase their share of global output from 25% now to 32% in 2015.

On the positive side, Asian markets currently account for only 11% of the exports of South East businesses. The sheer size and scale of growth in these consumer markets will present major trade and investment opportunities for the region's businesses.

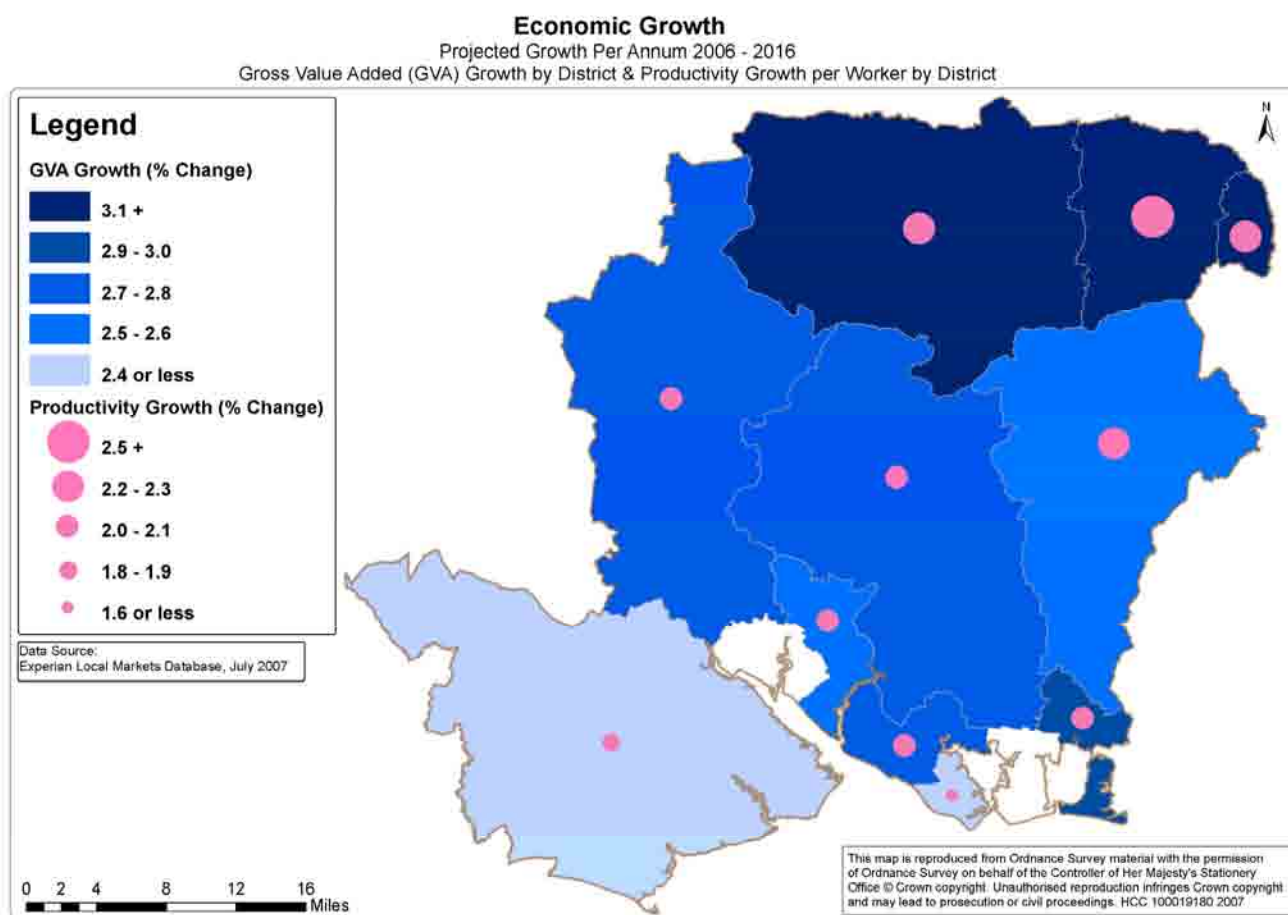
Hampshire's favourable location and proximity to London, ports and airports, with local facilities in research and higher education, present an opportunity to nurture conditions for improved levels of performance, particularly in the South and the North of the county. The regional spatial and economic strategies highlight the urban South of the county and Basingstoke as 'diamonds for growth'.

Future business expansion may see Hampshire become characterised by an 'hour-glass' economy. Technological advances and the growing knowledge economy will require more highly skilled workers, while the same technological advances will remove the more standardised occupations in the middle rung. Low-skilled non-routine jobs that cannot be standardised, however, will expand, especially in the services and healthcare sectors.

### **Effects on quality of life in Hampshire**

Improved productivity will be critical if the Hampshire economy is to remain competitive and prosperous. This will require a focus on skills levels, encouraging invention and innovation, and making the most of the world-class research facilities and skills on our doorstep.

With a static or even reducing workforce, it will be essential for workers to be flexible and skilled, comfortable with changing and evolving work practices. It will also be important to harness the capacity of all those available to work, including overcoming the barriers to employment for specific groups. This will help tackle exclusion and will expand opportunities to more people.



The coming of an 'hour-glass economy', where jobs are concentrated at the higher and lower ends of the skill-and-knowledge spectrum, emphasises the need for a different approach to education and learning. The Regional Economic Strategy<sup>70</sup> states the major role that cultural services can play in developing these new life skills, and the direct and indirect effect of the cultural and creative industries on the economic prosperity of the region. Cultural services are the fastest-growing sector of the regional economy and currently provide jobs for nearly 15% of the regional workforce. Their indirect effects on the economy are equally important: the richness of cultural facilities, coupled with an attractive natural and built environment, provide a quality of life that gives the South East region a unique competitive edge for people wishing to visit, live and work in the area. One of those cultural services, tourism, is important in raising the prosperity and strength of the area by providing jobs and helping to make local services and facilities viable.

The growth aspirations to compete in the global economy will help create prosperity and the opportunity for more people to share in that, but this may be at a price to other aspects of quality of life and the environment. North Hampshire and urban South Hampshire are areas where employment rates are already above the national and regional average. The main challenge facing these areas is how to maintain the quality of life for people who live there while creating the right conditions for growth.

<sup>70</sup> Regional Economic Strategy 2006 – 2016: A Framework for Sustainable Prosperity South East England Development Agency, 2006 see: [http://www.seeda.co.uk/RES/docs/RES\\_2006-2016.pdf](http://www.seeda.co.uk/RES/docs/RES_2006-2016.pdf).

Land and property, with a strong and well-maintained local transport infrastructure (to support the development of main transport hubs), are needed to provide the conditions for growth. Firms in new business premises need good access and reliable public transport so that they can move their goods efficiently and so that their production is not held up when employees are delayed by traffic congestion or late/cancelled public transport. Hampshire firms have stated that transport congestion is one of their top four difficulties.<sup>71</sup> Generating the conditions for growth includes a requirement for land for businesses and also for affordable housing, supported by the right services.

Migrant workers are playing an important role in supporting growth capacity and could help plug skills gaps. This in-migration will gradually lead to more diverse communities across Hampshire as some workers may choose to make Hampshire their permanent home.

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<sup>71</sup> Hampshire Business Development Needs Survey 2002.

### 5.3 Housing growth and affordability

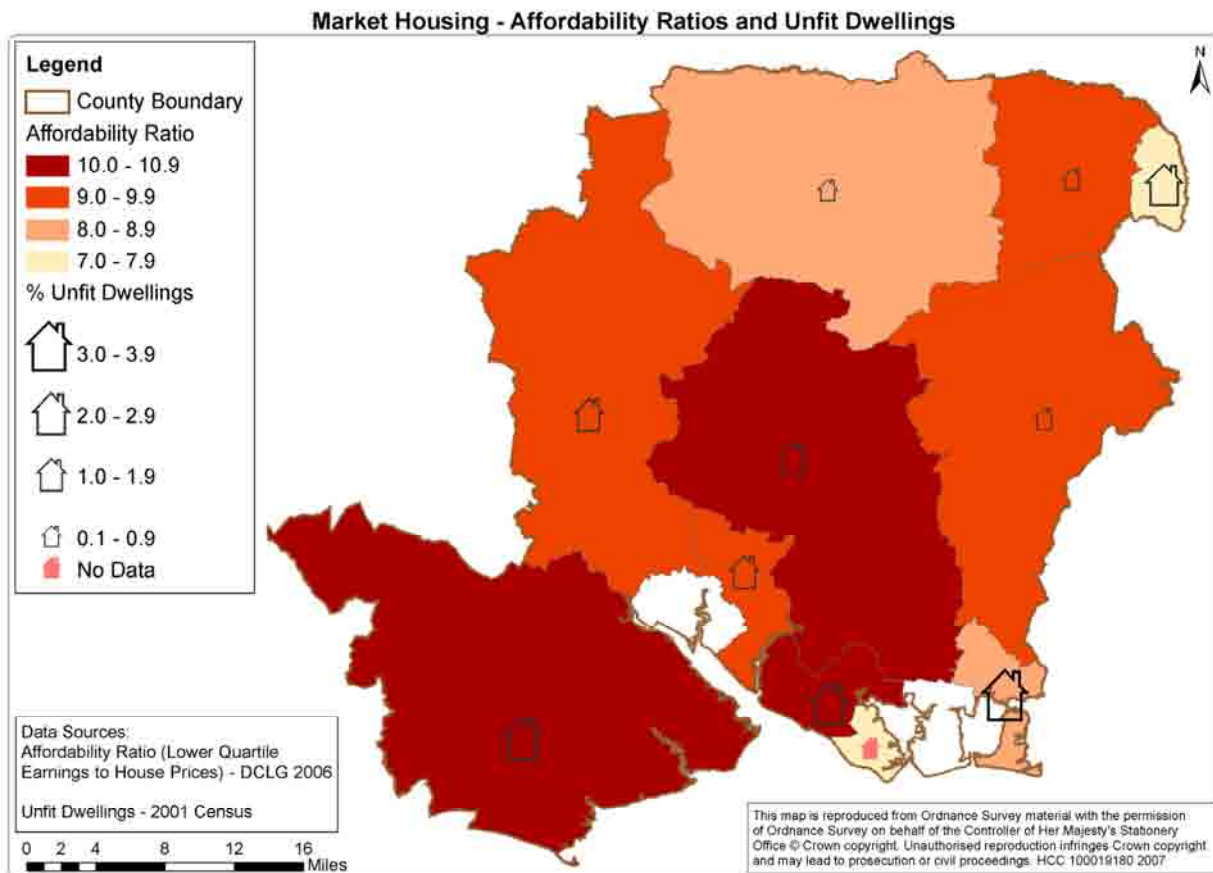
There has been significant planned housing growth in Hampshire over recent years and this is set to continue. Despite this trend, house prices have until recently continued to rise across the county. The scale of further development presents challenges and opportunities.

#### What do we know?

In April 2007 there were some 548,000 homes in Hampshire. Although changing market and economic circumstances cause completion rates for new homes to fluctuate year on year, over the last 10 years they have averaged a little over 6,000 a year.

The draft Regional Spatial Strategy 'The South East Plan' proposes a target of 6,100 new homes a year in Hampshire. The Panel who held the public examination into the draft plan in the winter of 2006 recommended to the Government that the targets for Basingstoke and Deane, East Hampshire, Test Valley and Winchester should all be increased, giving an annual figure for Hampshire of 6,415.

Despite recent levels of development, house prices in Hampshire have continued to rise since 1993/94. They are now in real terms greater than at the peak reached during 1989/90 and are pricing many people, especially first-time buyers, out of the market although the recent "credit crunch" is having an impact on the market.



The map above indicates the current affordability of market housing. The affordability ratio compares the lower-quartile cost of buying a home to the lower-quartile income for a

resident in that district. For example, in the most expensive area of the county, a house can cost over 10 times the average income. This ratio gives an idea of how accessible the housing market is in Hampshire.

Affordability ratios of 4 or more would suggest that the housing market is rapidly becoming inaccessible to many people, and that residents on an average income cannot expect to own the average home. Ratios in Hampshire all exceed 7, varying between 7.02 in Gosport to 10.96 in the New Forest. The overall figure for Hampshire was 9 in 2006, almost double the figure of 4.7 found in 1997. In the South East the average figure stands at 8.6, and nationally at 7.1. So Hampshire is far less affordable than other areas.<sup>72</sup>

Hampshire's housing stock is generally in good condition, with the number of households in overcrowded accommodation (4%) being below the national average.

A Gypsy and Traveller Accommodation Assessment published in 2006 recommends that 44 more households should be accommodated on new authorised permanent site pitches between 2006 and 2011, including in Southampton and Portsmouth, to meet a backlog of demand and to deal with new demand.<sup>73</sup>

### **Effects on quality of life in Hampshire**

The scale of planned housing growth will place burdens on infrastructure, including utilities, other public services and water resources; and on the environment, including green space, biodiversity and consumption of natural resources. However, with the right planning and standards of design and construction there is a major opportunity to ensure that homes and communities are safer for everyone, with high-quality environments; avoid noise pollution; that they are built in a resource-efficient way; that they are environmentally efficient to run and can be flexible to meet changing needs throughout life.

In particular, we have an opportunity to plan infrastructure and services so that communities depend less on private cars. Occupiers of new homes rightly expect to have the full range of necessary infrastructure and facilities available when, or shortly after, they move in. This includes being able to access the road network without long delays; having public transport nearby; having school places for children; and being able to enrol with a local GP and dentist. Facilities such as utilities, schools, local shops, recreation centres, health centres, libraries, religious establishments and other community centres are essential to turn soulless housing estates into sustainable communities. Delivering this may depend on the availability and use of public funding, especially from central government.

A lack of affordable housing is a major problem for recruiting and retaining staff in many sectors. It can also lead to increased homelessness, sharing and overcrowding and place a strain on temporary accommodation.

The current situation is challenging. The booming housing market of the past eight years, more recently tempered, has led to an acute need for certain types of housing, with waiting lists for affordable housing rising sharply. Furthermore there is a severe shortage of affordable housing in rural areas, leaving rural communities and amenities in danger of becoming unsustainable. A further problem has been the pressure on key workers to

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<sup>72</sup> Quality of Life Report 2007.

<sup>73</sup> DCA Hampshire & Isle of Wight Gypsy and Traveller Accommodation Assessment 2006.

leave the public sector for jobs that keep better pace with the costs of housing. All these problems are likely to worsen over the next 10 years.

The general market affordability does not just affect first-time buyers. It can affect anyone, whether they rent or are owner-occupiers. The main groups of people likely to move because of an unaffordable housing market are the owner-occupiers who downsize, use equity release, or move to cheaper areas, including abroad.

Each area will be affected differently. Increasing in-migration from London into the South East is likely to put increasing pressure on Central Hampshire and the New Forest. South Hampshire may fare better, with the ambitious growth plans for homes and jobs being laid out in the South East Plan.

This increased market pressure is likely to reduce the number of unfit and vacant homes. Pressure on the market, coupled with new government policies, are encouraging people to modernise and use every potential home. There will always be some underperforming areas but the overall physical state of the housing stock is likely to improve.

The provision of Gypsy and Traveller accommodation is likely to be controversial, and although local housing authorities are responsible for deciding where to site the pitches, it is important to consider this in the context of overall housing policy.

## 5.4 Traffic growth and congestion

An efficient transport system is essential to a prosperous community. Increased mobility through mass car ownership has transformed lifestyles but at a cost. Today it is neither economically feasible nor environmentally desirable to solve traffic problems wholly through increasing road capacity. We must plan for a future with less need to travel and more intelligent use of the transport system.

### What do we know?

In Hampshire the coming of the motorways some 20 years ago allowed development to spread from the cities to congestion-free areas with good motorway access. Now these areas (including much of the motorway network and its approaches) are becoming congested. The modern, dispersed residential areas are not easily served by public transport and this makes them less accessible for people without a private car.

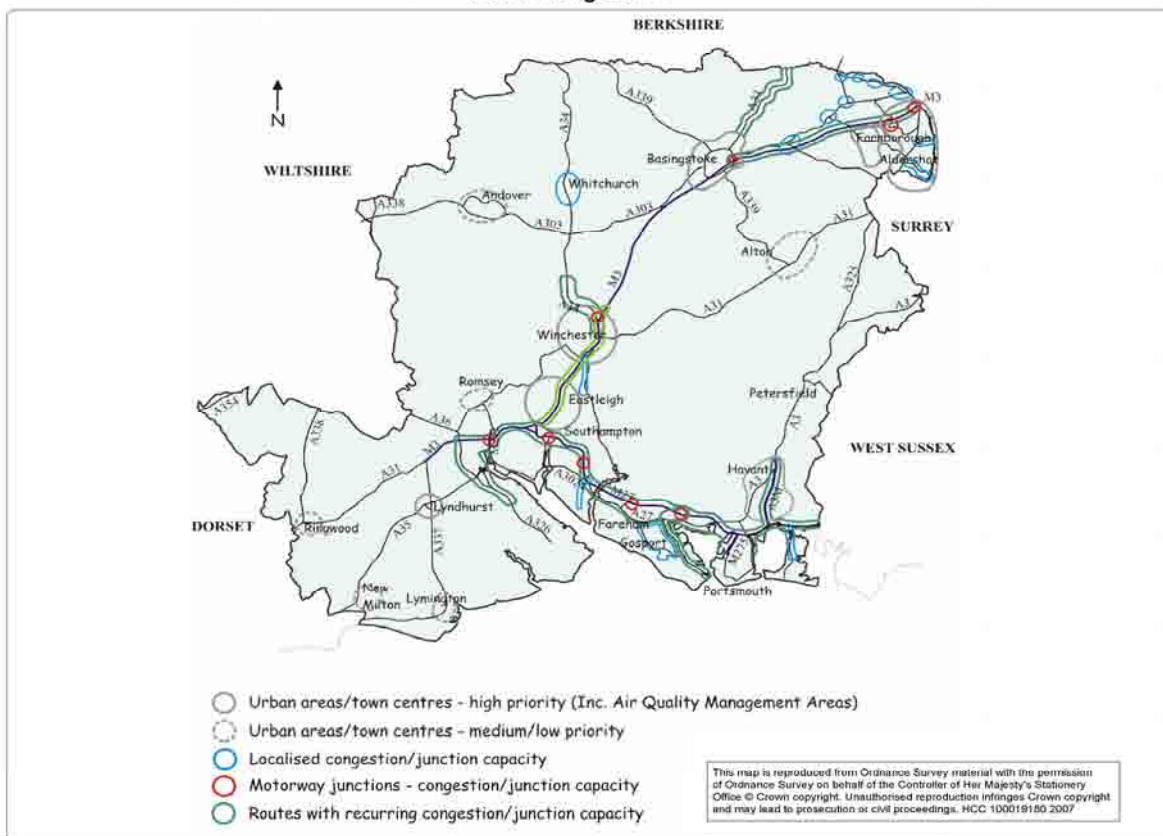
Traffic volumes are growing by about 2% a year on motorways and trunk roads and about 1% on local roads. The annual flow for the county as a whole in 2006 (excluding Southampton and Portsmouth) was about 15,400 million vehicle kilometres, representing an 18% growth since 1996.<sup>74</sup>

The steady long-term national trend of traffic growth is expected to continue, with 30% extra traffic by 2030. The cost of motoring has been falling in recent years in real terms (10% between 1977 and 2006) while bus and rail costs have increased (by 55% and 52% respectively in the same period). More recently however, high global oil prices have led to a significant rise in the cost of motoring and transport.

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<sup>74</sup> Department for Transport, 2006.

## Traffic Congestion



## Effects on quality of life in Hampshire

Traffic growth will affect air quality, road safety, the quality of local environments, noise pollution and the economy and access. Forecasts show that the existing road network cannot accommodate the predicted traffic growth and that our economic ambitions and new-development agenda require new investment in public transport and highways. This investment must accompany better management of traffic and demand and the promotion of 'smarter' travel choices and working practices, as well as local planning policies that reduce the need for travel.

Good access to business and particularly the international gateways in Hampshire is critical to the local and national economy.

Projects such as the Hindhead Tunnel in mid-Hampshire will support the economic growth of the area. Building the Chickenhall Link Road in Southern Hampshire would open access and investment for a new South Hampshire Strategic Employment Zone in Eastleigh, which would help revive the economy in the South of the county.



## 5.5 Climate change

### What do we know?

The Earth is enveloped by a blanket of gases, which keeps the surface of the planet warm and able to sustain life. By burning fossil fuels (and emitting other greenhouse gases), we are making this blanket thicker, and causing the climate to change. Some of this change is inevitable, and we must be prepared to adapt to it. We can, however, prevent the situation worsening by burning less fossil fuel and emitting less of the other greenhouse gases.

There is almost unanimous scientific agreement that the climate is changing. It is likely that most of the recent trends in warming are due to the actions of people. This has happened through two main causes:

- By destroying forests for agriculture – trees absorb carbon dioxide, so with fewer trees, more carbon dioxide will build up in the atmosphere. The farming that replaces the trees can also lead to increased emissions.
- By burning fossil fuels (coal, oil and gas) for energy – greenhouse gases are released. Currently 6.5 billion tonnes (worldwide) of carbon dioxide are released in this way each year.

The global temperature has risen on average by about 0.6°C over the last 100 years. The UK climate has also changed. Observed trends<sup>75</sup> show that in the South East over the last 45 years, annual average maximum temperature has increased by about 1.5°C. These changes are predicted to continue.

The Intergovernmental Panel on Climate Change (IPCC) in their 3rd Assessment Report (2001) considered a range of scenarios, against which it has set out predictions for change. The 4th Assessment Report has recently been published, and revised United Kingdom Climate Impacts Programme (UKCIP) scenarios for different levels of emissions are expected during 2008. The IPCC 4th Assessment Report shows noticeable increases in climate changes over the 3rd Assessment Report:<sup>76</sup>

**Sea-level rise** – Relative sea level will continue to rise around most of the UK's shoreline. This will mean an increase of between 10 and 33 inches above the current level in South East England. Extremely high and low tides will happen more often. For some locations, extreme sea levels could occur between 10 and 20 times more often by the 2080s, assuming a medium-high emissions scenario, than they do now.

**A warmer UK climate** – By the 2080s, annual temperature averaged across the UK may rise by 3.5°C, given the high emissions scenario. There will be greater warming in the South and East, and there may be greater warming in summer and autumn than in winter and spring. By the 2080s for the high emissions scenario, parts of the South East may be up to 5°C warmer in summer. The temperature of UK coastal waters will also increase, although not as rapidly as air temperatures over land. High summer temperatures will

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<sup>75</sup> UKCIP '08 The Climate of the United Kingdom and Recent Trends, Hadley Centre & UK Climate Impacts Programme, December 2007.

<sup>76</sup> The Intergovernmental Panel on Climate Change (IPCC) in their 3<sup>rd</sup> Assessment Report 2001.

become more frequent and very cold winters will become increasingly rare. A very hot August, such as experienced in 1995 when temperatures over central England averaged 3.4°C above normal, may occur one year in five by the 2050s for the medium-high emissions scenario, and as often as three years in five by the 2080s. The Gulf Stream may weaken in future, but this weakening would be unlikely to lead to a cooling of the UK climate within the next 100 years. Any such weakening would slow the rate of warming rather than lead to cooling.

**Rainfall** – Winters will become wetter and summers may become drier everywhere. The relative changes would be largest for the high emissions scenario and in the South and East of the UK, where summer rainfall may decrease by 50% or more by the 2080s and winter precipitation may increase by up to 30%. Summer soil moisture by the 2080s may be reduced by 40% or more over large parts of England in the high emissions scenario. Heavy winter rainfall will become more frequent. By the 2080s, winter daily rainfall peaks that currently occur once every two years on average, may become 20% heavier in the high emissions scenario.

**Extremes of climate** – The predictions outlined above represent average changes but we are likely to experience severe peaks in terms of heat-waves, droughts and rainfall.

### **Effects on quality of life in Hampshire**

Climate change will affect all social, economic and environmental systems. Many studies predict the effects of climate change in general and extreme weather in particular.

In November 2006 the County Council established a Commission of Inquiry to investigate the impacts of climate change in Hampshire, and to identify and prioritise action to build local resilience to these impacts.

**Infrastructure/built environment** - To adapt to the effects of climate change and avoid making them worse, infrastructure will need to change. New homes must be more energy and water efficient. Their design must allow for natural cooling in the summer and good heat retention in the winter so that they need little or no artificial cooling and heating. In addition we will need to fit energy- and water-efficient technology in the existing housing stock (the majority of homes). Higher wind speeds and more torrential rainfall must also be considered. Much of this will be covered by existing and proposed new legislation (such as building regulations and the code for sustainable homes), but people must become aware of the problems and what they can do about them in their everyday life.

Decisions on where to build must take into account the flood plain and other potentially hazardous sites, and how to provide the needed water, waste and energy infrastructure.

The layout and pattern of urban developments is important. Since developments are designed to last, and will be built in the short to medium term, this needs urgent consideration now. To avoid worsening the effects of climate change by, for example, creating urban heat islands, we must consider the density and layout of development (with features such as wide streets to allow heat to escape) at an early planning stage.

Similarly, transport infrastructure will need to accommodate a more carbon-restrained society. Public transport will need to become more reliable and plentiful (particularly to encourage greater usage and a switch from private cars). Transport infrastructure such as the road and rail network must adapt to withstand the effects of climate change (for

example, with new types of tarmac, rails resistant to heat stress, and drainage that can cope with increased run-off).<sup>77</sup>

**Landscape and biodiversity** – Climate change will lead to change in biodiversity. Changes in seasonal events are already noticeable. Birds are nesting earlier, plants flowering earlier. In 2007 the traditional hawthorn May blossom was out in April, and swifts arrived a month earlier than normal. These changes, while mostly anecdotal, are becoming much more regular and are being observed in more and more species, year on year. While these changes might not appear to cause people much of a problem (although for the species themselves food can be in short supply), in the medium to longer term climate change will affect everyone through the migration and ultimately extinction of more species. These changes will also affect the wider landscape, as will changes to watercourses and also agricultural changes in growing new food or energy crops.<sup>78</sup>

**Health** – Obvious results of temperature rise include sunburn, heat stroke and stress. The 2003 heatwave accounted for 21 more premature deaths and 2,142 extra hospital days in Hampshire. By 2050 heat is likely to cause around 2,000 premature deaths for the UK as a whole<sup>79</sup>. Other effects of climate change will include:

- poorer air quality as a result of air pollution
- fewer cold-related illness and deaths
- increases in infectious and insect-borne diseases
- increases in skin cancers and cataracts
- potential mental health problems through food and water shortages
- increases in hayfever and other allergic reactions
- extreme weather events (e.g. flooding) leading to social disruption, injuries, death, migration, and shortages of food and water
- potential side benefits such as more opportunities for outdoor exercise in warmer weather.

In addition to the direct health effects to the individual, these changes will place more pressure on an already stretched health service and may mean upgrading primary care infrastructure.

Many existing health service initiatives could help to reduce risks such as heart disease or obesity, but these initiatives should be stepped up, as climate change will increase the risks. On the positive side, there may be fewer deaths due to cold weather.<sup>80</sup>

**Economy and development** – Climate change may affect prosperity in different and perhaps unexpected ways. For example, strains of insect-borne diseases not previously seen in the region, such as blue tongue, have the potential to cause significant damage to the rural economy. Flooding, drought and seasonal variation will affect arable and livestock farming. Crop yields and grazing will be affected, bringing both risks and opportunities. There will be significant costs to private enterprise and public service

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<sup>77</sup> Arup and Partners 2007. Climate Change and the built environment. Partnership for Urban South Hampshire 2007, Hampshire Perspective.

<sup>78</sup> Hampshire Wildlife Trust 2007, key climate change impacts on Biodiversity.

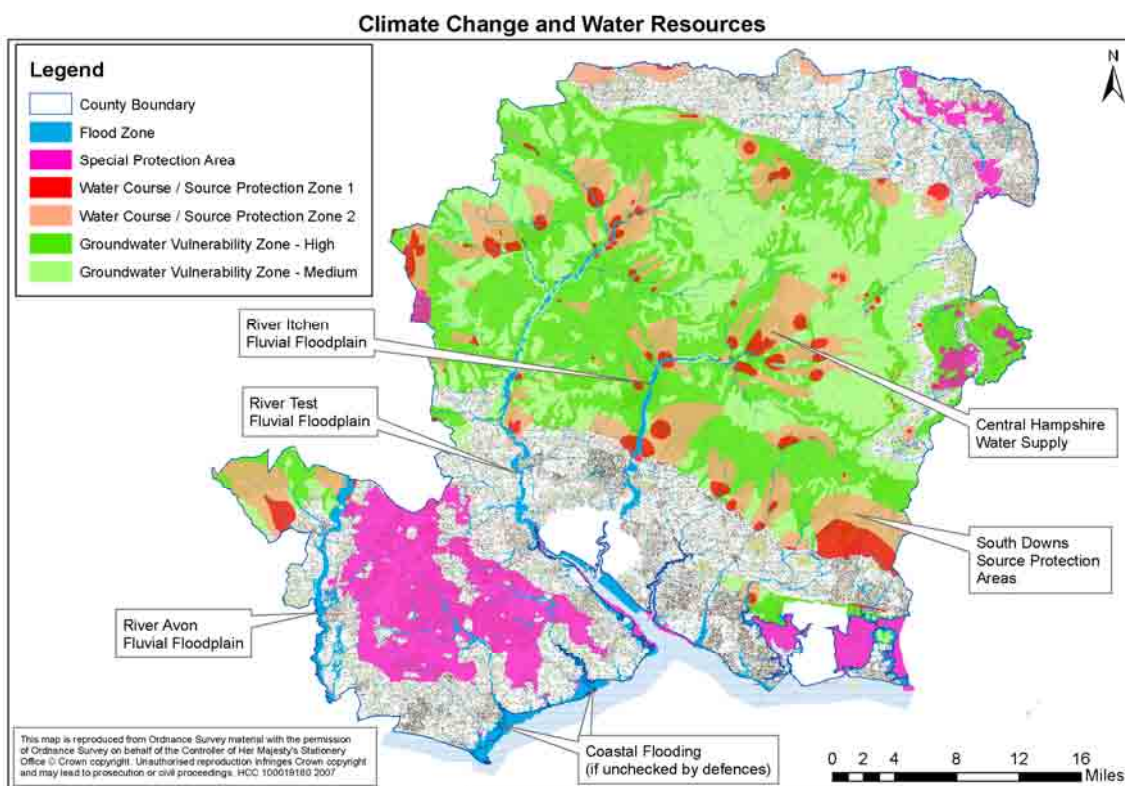
<sup>79</sup> Taking the Temperature – Towards an NHS response to global warming, (2007) The NHS Confederation & The New Economics Foundation.

<sup>80</sup> Climate Change Adaptation Response, Jean Bradlow, Director of Public Health.

providers in becoming resilient to severe weather and in reducing energy consumption to lessen climate change. However, we may be able to offset rising energy costs by spending less on heating due to a warmer climate (although we will need electricity for cooling systems in summer), and to make money from renewable technology markets, from tourism and leisure, and in new agricultural markets.

The map shows that the fluvial flood-risk areas from the rivers Test, Itchen and Avon and coastal flood-risk areas are largely in the Southern part of the county. These may be affected by climate change including sea-level rise.

Most of our water resources come from central Hampshire, and the shaded protection areas represent areas of particular vulnerability.<sup>81</sup> This will affect the siting of development and land use and will require careful land management. Climate change will bring these issues into sharp focus. The map shows that much of Hampshire's rural area and coastline is protected because it is environmentally sensitive.



National surveys have shown that over 90% of the population are aware of climate change, but few know what they should or could do about it. A common view is that an individual can do very little or that an individual contribution will make little difference. While one person's efforts could be seen as a drop in a very large ocean, they are still worth making, alongside greater cuts in emissions from other areas. In terms of adapting to climate change, individuals are more able to take action, and may well be forced to do so anyway.

<sup>81</sup> For detailed information on water source protection zones, see: <http://www.environment-agency.gov.uk/maps/info/groundwater/?lang=e>

## 5.6 Lifestyles

Modern lifestyles have led to some worrying trends, which, despite advances in technology, will affect health and the environment.

### What do we know?

**Health-related trends** – Coronary heart disease and stroke are the largest single causes of death in England. Smoking is the single greatest avoidable cause of illness and premature death and accounts for a fifth of all deaths. This has been a public-health priority for many years but modern lifestyles have led to two other key health-related trends that cause concern:

**a) Alcohol consumption** – Alcohol Concern estimates that Hampshire has nearly 117,000 adults drinking at hazardous or harmful levels, representing one in eight adults. They also estimate that over 65,000 adults – one in 15 – are drinking at a level that means they are physically or psychologically dependent on alcohol. About 5,000–8,000 people seek help each year for alcohol misuse, placing severe demands on services. The rate of alcohol-specific deaths is five times higher for men and three times higher for women in deprived areas. In Hampshire, Havant, Gosport and Rushmoor are above the national average for both men and women.<sup>82</sup>

Within Hampshire, an estimated 52% of young people aged 11–18 drink alcohol. Locally, when asked ‘how do you obtain your drink?’ they said ‘parents provide them’ (46%), followed by ‘bought with money given by parents’ (34%) and ‘own wages’ (29%).

**b) Obesity** – Obesity levels are rising and if unchecked will harm the health and wellbeing of children and adults. One quarter of all adults in Hampshire are estimated to be obese. Only Hart and Winchester have lower levels than the national average. It is also estimated that 34% of 10-year-olds are overweight and 17.9% are obese. This is predicted to rise by 4.2% and 6% by 2010.<sup>83</sup> Obesity reduces life expectancy on average by nine years and contributes towards ill health, deaths and sickness absence. It is a major risk factor for coronary heart disease, stroke, diabetes and osteoarthritis and contributes to some types of cancer. The gains in life expectancy over the last decade are in danger of being lost to the next generation and their children, with the significant increase in obesity-related disease such as diabetes now a major concern.

The public still does not perceive obesity as a major health problem. The challenge is how to bring about the changes in lifestyle that will achieve the most long-lasting change. A sedentary lifestyle has a part to play in being overweight and obese. Overall Hampshire is doing better than the national average on levels of physical activity (30 minutes of moderate intensity activity at least five times per week) but the latest MORI survey says that 75% of the adult population are still not active enough to benefit their health. An earlier MORI survey showed that 13% of respondents said they would use leisure centres more if admission and activity prices were lower; 3% wanted better transport; and 3% wanted better childcare.

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<sup>82</sup> Choosing Health in the South East, SEPHO January 2007.

<sup>83</sup> modelled from Health Survey for England, 2003.

**c) Consumption of resources** – Changing lifestyles are also increasingly affecting the use of basic resources such as electricity, gas, oil, water and materials.

Hampshire has one of the highest municipal recycling rates in the country, but still has a long way to go in making the most efficient use of resources. Our municipal waste recycling rate has reached 37% and the diversion from landfill has reached over 85%.<sup>84</sup> Energy recovery incinerators are regularly producing enough energy for over 50,000 homes a year.<sup>85</sup> The residual ash from this process will shortly be used in construction materials in and around Hampshire. Hampshire has a network of 23 household waste recycling centres, which get about 4.5 million visits per year and recycle an average of 56% of material.<sup>86</sup>

We could generate a lot less waste. Each household, on average, throws away around 896kg of waste a year, excluding that taken to household waste recycling centres.<sup>87</sup>

Waste is not just a product of personal lifestyles. Municipal waste accounts for less than a quarter of all the waste produced in Hampshire. Commercial and industrial processes generate the majority of waste, mainly in the construction sector. As local authorities have no statutory role in managing waste of this type, leading the process of change will present a challenge.

For domestic energy use, the three district areas of Havant, Gosport and Fareham performed in the lowest 25%, while Hart residents ranked among the highest users, taking nearly 50% more than Gosport residents.<sup>88</sup>

Domestic water use is variable and is influenced by the size of a household, affluence and ambient temperature. In the South East of England we use around 150 litres per person per day, compared with 110 litres in other northern European countries such as Germany. There is no good reason for this difference and we will all have to use less water to protect existing water supplies while the population is growing. Protecting supplies is also important in maintaining Hampshire's high-quality environment, much of which has UK and European designations and will face risks from climate change. Leakage from supply networks does not help. It wastes water and energy due to extra pumping needs. Water companies have worked hard to reduce leakage after decades of under-investment in the last century. Our companies meet Ofwat targets for leakage control, and Southern Water has surpassed its target by some margin. There is ongoing debate over the level of these targets and how to factor in the environmental value of water.<sup>89</sup>

Consumption of aggregates averages around five million tonnes a year and overall is quite stable. However, within this there are major changes. The amount produced from local sources has halved in recent years, while that from recycling has risen to over 800,000 tonnes. There is some evidence that the construction industry is becoming more efficient in the use of aggregates through the design and use of different materials. Policies are being prepared as part of the Hampshire Minerals and Waste Development Framework to

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<sup>84</sup> Waste data flow.

<sup>85</sup> Veolia.

<sup>86</sup> Best Value Performance Indicators, 2006/07.

<sup>87</sup> Wasted data flow.

<sup>88</sup> Department for Business, Enterprise and Regulatory Reform.

<sup>89</sup> Source: OFWAT Security of supply, leakage and water efficiency reports.

ensure continuity of supply of aggregates from the right sources and proper planning of essential infrastructure for using waste as a resource.<sup>90</sup>

## **Effects on quality of life in Hampshire**

### **Alcohol and obesity**

Alcohol has a strong bearing on crime, anti-social behaviour and the perception of safety. There is clear evidence that, especially after dark, many people think their area is not safe to walk around and will choose not to do so to avoid harm or intimidation. Specifically, many town centres at the weekend are disturbed by drunken and rowdy behaviour, sometimes violent, which deters other people from using them. This is a common problem across the country and has grown over recent years. Alcohol is a factor in 47% of violent crime and 30% of sexual crime in Hampshire. Last year alcohol may have been a factor in over 10,500 violent crimes and over 400 sexual crimes. Some children of alcohol-misusing parents may be adversely affected, so we need to assess how substance misuse by parents affects the care and welfare of their children. There is a strong link between alcohol and domestic abuse, which has wider effects on families and children.

The effect of alcohol places a burden on health services. Studies have shown that 90% of the people who attend a hospital accident and emergency department between 10pm and 6am on a Friday and Saturday night do so as a result of alcohol misuse. Alcohol-related diseases account for one in every 26 hospital bed-days. Local housing data from one Hampshire district shows that 30–40% of tenancy breakdown is alcohol related. Hidden Harm (ACMD 2003) found that, on average, parental drug and alcohol misuse accounted nationally for about one quarter of cases on the child protection register.

The effects of excessive drinking and increasing obesity on rates of liver and heart disease may place enormous demands on health services in the longer term. An active lifestyle is key to improving health and wellbeing. Increasing activity levels will contribute to preventing and managing 20 conditions and diseases including coronary heart disease, diabetes and cancer; improve mental health; and help with weight management. Increasing activity levels also benefit musculoskeletal health, reducing the risk of osteoporosis, back pain and arthritis.

### **Consumption**

The patterns in resource consumption, with planned development, will affect Hampshire's contribution to climate change, the depletion of natural resources, the quality of our environment and public services. The design and delivery of new housing and business development presents an opportunity to increase efficiency. For example there are opportunities to reduce carbon emissions through the development of combined heat and power schemes linked to waste management on new developments.

Rising energy prices and continuity of supply are key issues in terms of the prosperity of the economy, and also for the development of new energy sources (including renewables) and their effect on the environment. These issues may increase hardship for the most vulnerable, such as older people with little disposable income.

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<sup>90</sup> Hampshire Minerals and Waste Development Framework – Annual Report 2006/07.

## 5.7 Social exclusion

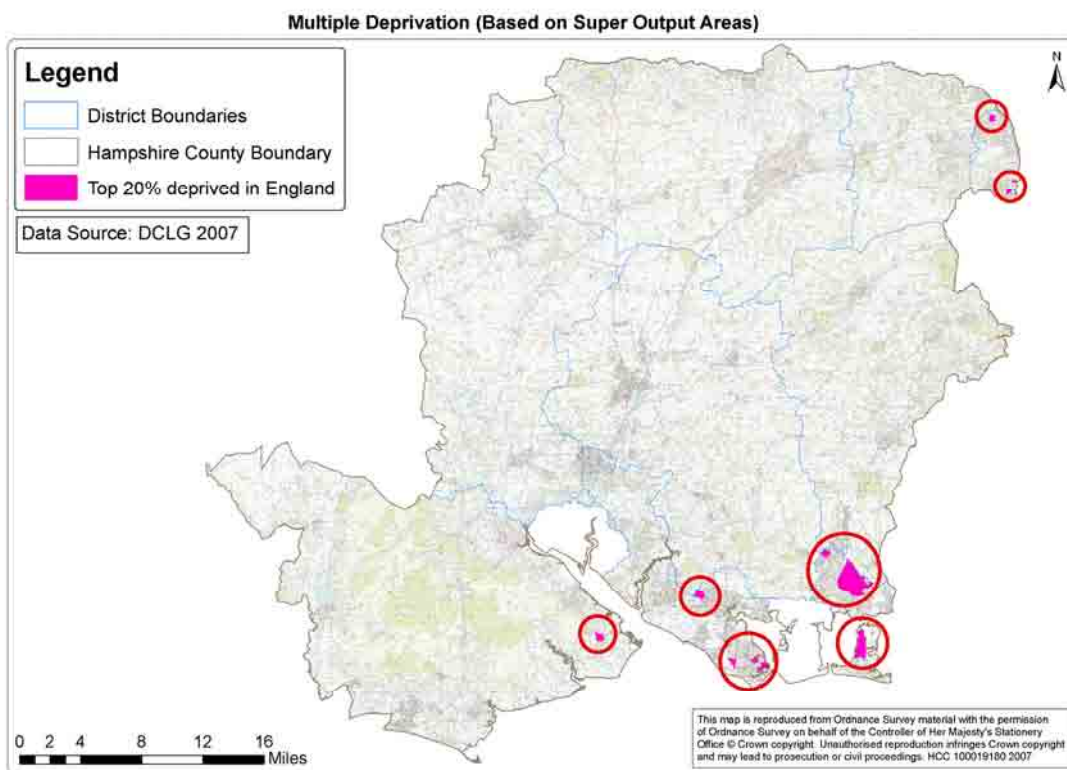
Hampshire is generally a prosperous county but specific areas and groups suffer severe inequality and are at greater risk of long-term social exclusion. Social exclusion occurs when individuals or areas have poor life chances from an early age, lack ambition, are unemployed, and have low income, poor-quality housing and environments, poor health, high local crime rates, or limited access to services and activities; indeed, often a combination of these.

### What do we know?

The evidence in this report shows geographic variations against a range of measures, including educational attainment, income, employment, housing, health and crime. However, this analysis tends to mask even greater differences at a very local level where such problems tend to go hand in hand.

To show this, using small-area data (Office for National Statistics Index of Multiple Deprivation super output areas (SOAs)) we can see that the 15 SOAs scoring worst on the index (out of 27) are all in wards that are part of the Leigh Park area of Havant (Warren Park, Barncroft, Bondfields and Battins). The 20 most deprived areas in Hampshire are in the following wards: Town, Grange and Leesland ward in Gosport; Holbury and North Blackfield ward in New Forest; North Town, Heron and Mayfield ward in Rushmoor; and Fareham North West in Fareham.

Twenty-seven areas in Hampshire now lie in the top 20% most deprived SOAs in the country, an increase of three wards from 2004. They are shown on the map below.<sup>91</sup>



<sup>91</sup> ONS Index of Multiple Deprivation, 2007.



Areas of multiple deprivation in Hampshire are well established, and without further co-ordinated support various types of inequality are likely to persist or even widen.

Exclusion and deprivation are of course not limited to a few specific areas. Analysis of individual residents (using the MOSAIC data tool) reveals deprivation that is masked by neighbouring affluence in both rural and urban areas. For example, over 40% of disadvantaged children come from outside designated areas of deprivation.

In rural areas, deprivation is often compounded by an acute lack of affordable housing and common problems of access to basic services.

### **Effects on quality of life in Hampshire**

Social exclusion can show up in all aspects of quality of life, including attainment, health and wellbeing, income, employment, crime, intolerance, housing, and access to services. In many ways it represents unrealised potential for the individual and also for the wider community, as well as significant cost.

We can only achieve a prosperous and inclusive county if the conditions in under-achieving areas and for specific groups are improved and more potential is realised. Agencies are already targeting activity in geographic priority areas, where services delivered according to individual need are likely to concentrate. The challenge will be how to co-ordinate that work to maximum effect; whether people and communities can be empowered enough to improve their prosperity and wellbeing; and ultimately whether inequality is reduced.

## **Section 6: Ambitions for achieving a sustainable Hampshire**

We have seen that there are many complex challenges to maintaining and improving quality of life in Hampshire. These indicate several long-term ambitions (spanning the next 10 years and beyond) for Hampshire's Community Strategy.

The vision for the Sustainable Community Strategy is that **Hampshire will continue to prosper, providing greater opportunity for all without risking the environment.**

To achieve the vision, there are eleven long-term ambitions:

**A1. Hampshire is a globally competitive environment for business growth and investment, where everyone has the opportunity to develop their skills and play a full part in the county's success.**

A thriving economy is key to prosperity. On it depend jobs, pensions and the ability to tackle environmental and social problems. Economic success cannot be taken for granted, especially in the face of global competition. It can only be achieved in a sustainable way if people in Hampshire have the right skills. Everyone should be encouraged to maximise their skills, abilities and personal achievements in an inclusive approach to the county's prosperity.

Achieving a thriving community will also mean creating the right conditions through innovation and enterprise; the availability of land and property for development; and adequate housing with the supporting infrastructure. At the same time we must recognise the value of Hampshire's environment, cultural assets and quality of life.

**A2. Hampshire provides excellent opportunities for children and young people.**

In terms of sustainable communities, children and young people are the future of Hampshire. We must support all children and young people in Hampshire, including those who are vulnerable and disadvantaged, to have the best possible start in life and to develop to their full potential.

This will mean making sure that all children and young people can stay safe, be healthy, enjoy and achieve, make a positive contribution and achieve economic wellbeing.

**A3. Infrastructure and services are developed to support economic and housing growth whilst protecting the environment and quality of life.**

Providing modern infrastructure and services (ranging from transport, water and sewerage to business premises, educational facilities, cultural and community facilities, and communications technology) and improving town and country environments will be key to continued economic prosperity.

This will mean that new development must be preceded and underpinned by an adequate level of infrastructure, which is planned and delivered in a way that creates high-quality and safe environments, with good access to local services for all.

#### **A4. Social and affordable housing needs are met, including provision to support rural communities.**

This will help people to have a stake in their local community and so contribute towards social cohesion, personal wellbeing and independence, while supporting a flexible labour market.

It will mean ensuring that the current housing stock is in a decent condition and in use; meeting the needs of vulnerable groups in an inclusive way; and taking demographic changes into account. It also means increasing the amount of affordable housing, and addressing specific challenges on the needs of rural communities.

#### **A5. Hampshire's communities are cohesive and inclusive, and vulnerable people are safeguarded.**

Economic growth alone does not bring prosperity to everyone in the county. Steps need to be taken to ensure that everyone has the opportunity to contribute and share in the benefits. It is also important to recognise that economic growth is leading to an increasingly diverse population across Hampshire, which brings particular challenges to ensure our communities are cohesive and inclusive.

This will mean tackling the risk factors for social exclusion; promoting equality of opportunity; supporting the needs of vulnerable groups and individuals; understanding and valuing diversity; and treating all people with respect. It will include co-ordinating our approach to specific places where problems of deprivation have grown and persisted for many years.

#### **A6. Hampshire and its partners work to reduce inequalities in outcomes for residents according to individual need and through a focus on specific areas of multiple disadvantage.**

Although Hampshire is prosperous, there are some striking inequalities throughout the county. There are pockets where a combination of poor outcomes are concentrated, for health, education, crime, skills, income, accommodation and quality of life. It should also be recognised that deprivation does not occur exclusively in these areas but is often masked alongside more affluent areas.

This means we need to develop policies and the necessary infrastructure to help reduce inequalities while seeking to improve the overall wellbeing of residents and, where necessary focusing on areas with a concentration of poor conditions.

#### **A7. Hampshire's communities can feel safe and can expect not to suffer violence or anti-social behaviour.**

The prosperity of an area is affected by levels and perceptions of crime and anti-social behaviour, which often relate to alcohol and drug misuse.

This means we must understand and address all the factors that lead to alcohol and drug misuse so that everyone can be and feel safer; individuals can take responsibility for their own health; and the huge burden on the criminal justice system, the police and hospitals can be relieved.

## **A8. Hampshire's residents can make choices to improve their health and wellbeing.**

Personal circumstances can have a strong bearing on health and wellbeing: conversely, the health of the population will affect the prosperity of the area and costs to public services. Lifestyle trends such as obesity and alcohol consumption present a major challenge for service providers, particularly in health and social care, while demographic change will require a shift in how we assess and support the health needs of an increasingly older and diverse population and the needs of carers.

This will mean developing radical preventative approaches by encouraging and supporting lifestyles that improve physical and mental wellbeing from an early age and throughout life. We must help older people stay independent for longer, have increased choice and control, and maintain personal dignity and respect. Voluntary service will be very important to promoting health and wellbeing in an ageing population.

## **A9. Hampshire's environment and cultural heritage are enjoyed and celebrated.**

A healthy environment and opportunities for cultural and recreational activity are vital to the quality of life and the economy. Although Hampshire has an envied environment and cultural heritage, both will be affected by climate change, demographics, growth in the economy and new development.

We must understand and welcome the developing nature of Hampshire's culture and environment while seeking to preserve what we value. We should recognise the importance of Hampshire's environment and culture in contributing to the prosperity and wellbeing of everyone in the county.

## **A10. Hampshire is acclaimed for conserving and using natural resources more efficiently, and for reducing and adapting to the effects of climate change.**

Hampshire has a record of conserving and protecting the natural and built environment. However, new infrastructure and housing development may continue the unsustainable use of resources.

We must develop and implement resource-efficient private and public-sector practices, ensuring that new development is resource efficient and encourages lifestyles that reduce consumption and waste.

It will mean making significant efforts to reduce greenhouse gas emissions and contribute to the UK target to reduce carbon dioxide emissions by at least 60% by 2050. It will also mean learning how changes to the climate will affect Hampshire, and planning to adapt business, public-sector and personal practices.

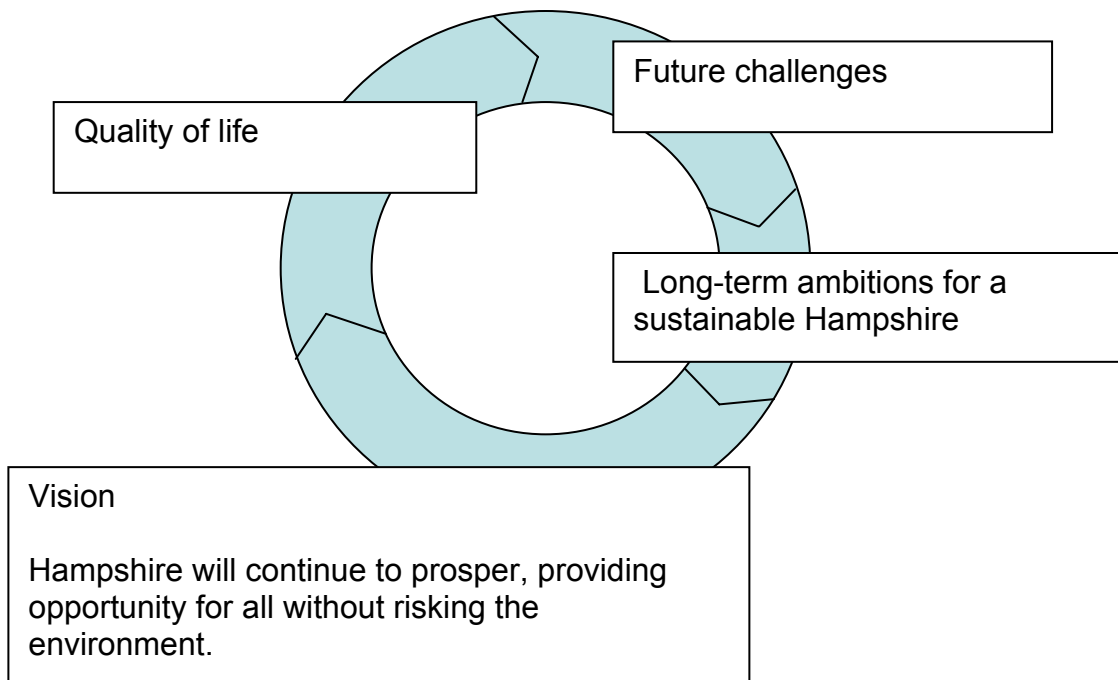
## **A11. Hampshire's residents receive excellent public services and value for money.**

Hampshire is already served by high-quality public services and a strong voluntary and community sector. A sustainable community is one where people get good services, have a say in decisions that affect them and are empowered to make improvements for themselves.

This will mean working together to ensure that there is continued improvement throughout public services, and that these services are co-ordinated, accessible, responsive and provide value for money.

## Hampshire Sustainable County Strategy Planning Cycle

The Hampshire Sustainable County Strategy sets out an agreed vision. By analysing the quality of life and future challenges for our county, we can set our long-term ambitions to achieve that vision. In the next quality of life analysis we will then assess the effect of partner activity, including Hampshire's 3-year Local Area Agreement (LAA) as part of the planning cycle.



## **Section 7: Getting things done and setting priorities and targets (the Hampshire Local Area Agreement)**

These ambitions cannot be delivered by single agencies but require partner agencies and other partnerships across Hampshire to align their plans and strategies. These long-term ambitions also provide a framework for specific targets in the LAA.

### **Theme A – Children and young people**

- Improve mental and emotional health
  - Tackle childhood obesity
  - Reduce teenage pregnancies
  - Reduce the gap in achievements and life chances of the most vulnerable children
  - Improve the life chances of those 16–19 year olds at risk of under-achievement
  - Improve services for children in our care and on the edge of our care
  - Safeguarding children
- 
- Early years (statutory)
  - Attainment at school (statutory)
  - Persistent absence from school (statutory)
  - Attainment of looked after children (statutory)

### **Theme B – Employment, skills and business support**

- Improve skills by raising basic skills levels and moving people up the skills ladder
- Employment
- Business growth
- Resident/ worker earnings gap in targeted areas

### **Theme C – Accessibility and transport**

- Highways maintenance
- Improve road safety and reduce casualties
- Quality of life in rural villages
- Tackling congestion hot-spots
- Accessibility

### **Theme D – Housing and accommodation**

- Affordable housing
- Fuel poverty

### **Theme E – Safer communities**

- Reduce anti-social behaviour
- Alcohol related public violence
- Domestic violence
- Reduce re-offending (Prolific and Priority Offenders)
- Tackle drug related offending
- Reduce the number of first time entrants into the Youth Justice system

### **Theme F – Health and wellbeing**

- Manage the risk of emergency hospital admission and length of stay, especially for vulnerable people.
- Provide information and support to enable older people to live independently
- Improve health and wellbeing whilst reducing inequalities between areas with high and low deprivation scores
- Promote independent living for vulnerable people
- Tackle alcohol abuse

### **Theme G – Environment**

- Use material resources more efficiently
- Mitigate progress of climate change
- Adapt to consequences of climate change

### **Theme H – Strong communities**

- Improve community engagement
- A sustainable third sector

## **Appendix 1: Activity and developments since the publication of the Hampshire Community Strategy in 2004**

### **Activity by the Hampshire Strategic Partnership**

The Hampshire Strategic Partnership has:

- organised a major debate on the South East Plan
- organised a seminar on Migrant Workers <http://www3.hants.gov.uk/equality/hr-equalities-mw.htm>
- published a profile on Quality of Life in Hampshire 2006 and 2007 <http://www.hampshirestrategicpartnership.org.uk/pages/qualityoflife.htm>
- held several events to engage partners into the LAA process
- explored the feasibility of establishing a Hampshire Observatory, a single source for information and data to aid planning of service provision.

A separate report on specific developments relating to each of the four themes since the publication of the Hampshire Community Strategy in 2004 will be published.

### **District Local Strategic Partnerships and Community Strategies**

There is an LSP in each of Hampshire's 11 districts. Many districts have developed or are developing these into sustainable community strategies alongside the respective local development framework. Details of all LSPs can be found at:

<http://www.hampshirestrategicpartnership.org.uk/pages/localcommunityplanning.htm>.

An analysis of district SCS priorities used to inform this report can be found at **Appendix 2**.

### **Hampshire Local Area Agreement (LAA)**

Specific priorities for action were identified, based on the community strategies, as the basis for the Hampshire LAA, which will take effect from June 2008.

Details of the Hampshire LAA and progress against the targets to date can be found at: [www.hampshire.gov.uk/localareaagreement](http://www.hampshire.gov.uk/localareaagreement).

### **Children and young people**

Work relating to children and young people has been taken forward by the Hampshire Children and Young People's Partnership. This partnership has now agreed and published a Children and Young People's Plan for Hampshire. The Plan is based on the principle that all services work in partnership with children, young people and their parents and carers, and consult them about the planning and delivery of services. This approach to working in partnership includes a strong commitment to identify a child's needs at the earliest possible stage in response to the Government's White Paper, 'Every Child Matters'. A conference is held every six months to review progress and direction across the county. Details of the Children and Young People's Plan can be located at <http://www3.hants.gov.uk/childrenact/cypp.htm>.



## **Regional Economic Strategy**

The Regional Economic Strategy was published by the South East England Development Agency in 2007. Details at: <http://www.seeda.co.uk/res/>.

## **The South East Plan**

The Government is currently considering the Panel of the Examination in Public's recommendations on the South East Plan. Details at: <http://www.southeast-ra.gov.uk/southeastplan/>.

## **Informing our Future**

The Hampshire Economic Partnership (HEP), with Portsmouth University, has prepared an assessment of business trends and economic issues in the HEP area. Details at: <http://www.hep.uk.com/content/default.asp?PageId=45>.

## **Hampshire Rural Delivery Pathfinder**

Hampshire was selected as the Pathfinder area for the South East region, led by Hampshire County Council as the accountable body. This programme is now complete. Details including the final report are at: <http://www3.hants.gov.uk/planning/ruralpathfinder.htm>.

## **The Demographic Future of Hampshire**

Hampshire County Council published this document in 2006 and it has been used in section 5 of this report. Details at: <http://www3.hants.gov.uk/demographic-future-august-2007.pdf>

## Appendix 2: Themes and priorities in district community strategies across Hampshire

Summary of district community strategy themes against LAA priorities	Young people	Economy	Access	Housing	Safety	Health and well-being	Environment	Communities	No specific category
Basingstoke and Deane (based on current SCS)									
Eastleigh (based on 7 priorities July 06)									
East Hampshire (based on 3 priorities Jan 05) to be achieved through a range of projects on housing, education, policing, transport, health, local environment and regeneration									
Fareham (to be reviewed 2008)									
Gosport									
Hart (to be reviewed)									
Havant (based on draft SCS)									
New Forest (based on draft SCS)									
Rushmoor (to be reviewed)									
Test Valley (based on draft SCS)									
Winchester (based on current SCS)									
% of districts covering the LAA priority	91	91	100	91	100	100	100	82	

### Basingstoke and Deane

#### Theme 1 – A safe borough

- Residents have increased confidence in feeling safe.
- Levels of crime are reduced.
- Levels of antisocial behaviour are reduced.
- The borough has a positive self-image.
- Ways to prevent and reduce accidents and crime are routinely considered by all organisations.

#### Theme 2 – A healthy borough

- Access to good health and social care advice, treatment and facilities is improved for everyone.
- Homes and communities are improved in ways that reduce causes of poor health.
- Health and healthcare for older people is improved.
- Work-life balance is improved across the community.
- High levels of participation in cultural and leisure activities are maintained for all age groups.

### **Theme 3 – A learning and creative borough**

- Provision for quality early years activities and childcare is increased.
- Access to a wider range of opportunities for learning and creativity is increased through improved information, reduced costs and access via a wide range of locations.
- Support for adults to improve basic skills is increased.
- Support for young people is increased through good schools and colleges and other appropriate learning opportunities.
- There is an integrated approach to community learning in partnership with providers and the business community.

### **Theme 4 – A prosperous borough**

- Individual and workforce skills are increased.
- Key workers are attracted to, and retained in, the area.
- The wider world has a positive image of Basingstoke.
- Barriers to employment and investment are reduced.
- The borough has thriving town centres that contribute to a broad economic base.

### **Theme 5 – An environment that's good to live in**

- The variety and quality of the built environment is protected, enhanced and well designed.
- The diversity and quality of the natural environment is protected and enhanced.
- Access to affordable and appropriate housing is improved.
- Residents can access the services they need without the use of a car.
- We are effectively using our natural resources and minimising waste and pollution.
- Access to the countryside and public open spaces is improved.

### **Theme 6 – An inclusive borough with strong communities**

- Levels of deprivation and poor housing at a neighbourhood level are reduced.
- Communities and individuals are routinely involved in the planning of the physical environment and services that affect their lives.
- Signposting and access to support agencies is improved.
- Neighbourhoods have strong networks that are accessible to all residents and help them take responsibility for their communities.
- There is a thriving voluntary and community sector that benefits the community.
- Diversity is celebrated and discrimination is eliminated.

### **Eastleigh**

- A confident safe community
- A prosperous community
- A green community
- A healthy community
- Housing the community
- An active community
- A learning community
- A connected community

## **East Hampshire**

- Young people choose to live in and contribute to the area.
- Young people feel safe.
- Young people can find accommodation within the district.
- Young people are able to find work within the district and access suitable training.
- Young people can participate in interesting activities in their free time.
- Everyone has access to services, facilities and workplaces.
- Services and jobs are provided in ways that reduce the need to travel.
- Travel is easier for those who have to get around.
- No one is excluded on account of their social or physical circumstances.
- Communities are happy with their towns and villages.
- Town and village centres are attractive, safe, convenient, accessible and clean.
- Town and village centres enable people to enjoy high quality lifestyles.
- Town and village centres attract and retain investment.

## **Fareham**

- Active citizenship and everyone playing an active part in society
- Community cohesion, neighbourliness, and a better understanding of different communities, in and outside the Borough
- The expertise and skills of local people meet the future needs of the area and economy, and more life-long learning opportunities, underpinned by quality and choice
- A varied and sustainable business economy, supported by a skilled labour force
- An integrated and affordable public transport system, and an associated reduction in car travel
- Affordable and accessible leisure and community facilities that meet local needs
- Good physical health and mental wellbeing for all residents
- Health inequalities reduced throughout the borough
- A safe place in which to live and work
- Good-quality housing with a range of dwelling types to meet local and key worker needs, with an adequate associated social and transport infrastructure
- Protected and improved urban and rural environments, with sustainable developments resulting in viable town and district centres

## **Gosport**

- Health and wellbeing
- Community safety
- Transport
- Economy and employment
- Education and training
- Environment
- Housing
- Leisure, recreation, culture and tourism

## **Hart**

- Community safety
- Affordable and safe housing
- Environment
- Transport
- Health and wellbeing

## **Havant**

- Key priority 1: Health and wellbeing
- Key priority 2: Economy
- Key priority 3: Community support
- Key priority 4: Community safety
- Key priority 5: Housing and infrastructure
- Key priority 6: Caring for the borough

## **Rushmoor**

- SAFE: Help young people to lead healthy, active and safe lives.
- SAFE: Improve levels of educational attainment.
- SAFE: Ensure good-quality affordable homes.
- SAFE: Reduce street and domestic violence, drug and alcohol-related crime and anti-social behaviour.
- SAFE: Reduce the fear of crime and to increase feelings of safety.
- SAFE: Promote healthy lifestyles and ensure the services and facilities are in place to support them.
- SAFE: Improve health care provision to reduce premature loss of life from common, life-threatening illnesses.
- SAFE: Ensure appropriate support to the military population.
- SAFE: Address inequalities, meeting basic needs for all.
- PROSPEROUS: Maintain Rushmoor as a major employment centre with high employment rates.
- PROSPEROUS: Ensure future land use and transportation strategies are sustainable.
- PROSPEROUS: Ensure the community develop the right skills to meet employment needs.
- PROSPEROUS: Secure transport options which are safe, affordable, accessible and integrated.
- PROSPEROUS: Support the development of the Aldershot Urban Extension, ensuring high quality and sustainability.
- PROSPEROUS: Address congestion and safety issues on the borough's roads.
- PROSPEROUS: Support the regeneration of town centres and neighbourhoods.
- CLEAN: Encourage more use of resources and social and environmental responsibility.
- CLEAN: Monitor and reduce all forms of pollution.
- CLEAN: Improve the cleanliness and appearance of the borough.
- CLEAN: Introduce and support initiatives designed to conserve the natural environment and improve biodiversity.
- QUALITY: Establish a system for sharing information.
- QUALITY: Develop and deliver more integrated public services.

- YOUR VOICE: Raise awareness of, and contributes to addressing, wider issues that affect the borough.
- YOUR VOICE: Encourage local community projects that foster pride and citizenship.
- YOUR VOICE: Recognise the importance of the voluntary sector and maintain support.
- CLEAN: Introduce measures to mitigate against and adapt to climate change.

### **Test Valley**

- Community safety
- Education and lifelong learning
- The environment
- Health and wellbeing
- Leisure and culture
- The local economy
- Local communities
- Transport

### **Winchester**

#### Outcome 1 – Health and wellbeing

- Priority 1: Stop the upward trend in obesity in children and adults by increasing physical activity and improving nutrition in the Winchester district.
- Priority 2: Reduce adult smoking rates (aged 15-75) to 21% or less by 2010.
- Priority 3:
  - a) Reduce teenage pregnancy rates.
  - b) Increase the engagement of teenage mothers in education, training and employment.
- Priority 4: Improve the mental health and wellbeing of people within the District.
- Priority 5: Promote high standards in private and affordable housing, and take action to tackle climate change, including improving energy water efficiency and recycling, and encouraging the use of renewable energy.
- Priority 6: Research what is needed to promote wellbeing amongst older people across the District.

#### Outcome 2 – Freedom from fear

- Priority 7: Reduce the incidence of bullying both inside and outside school.
- Priority 8: Reduce the incidence of domestic violence in the Winchester district.
- Priority 9: Reduce fear of crime in the Winchester district.
- Priority 10: Reduce violent crime and in particular violent crime in public places (especially alcohol related).
- Priority 11: Reduce the incidence of anti-social behaviour.

### Outcome 3 – Economic prosperity

- Priority 12: Strengthen the economy in rural areas of the district.
- Priority 13: Lift standards of education throughout the district.
- Priority 14: Enhance the contribution of tourism to the economy of the Winchester district, and ensure Winchester maintains its 'competitive edge'.
- Priority 15: Increase the contribution of the creative industries.
- Priority 16: Enhance the contribution of the evening economy.

### Outcome 4 – High-quality environment

- Priority 17: Reduce average carbon dioxide emissions per head for the Winchester district.
- Priority 18: Increase renewable energy capacity within the Winchester district.
- Priority 19: Increase the range of services that are accessible without the need to travel; and reduce the distance travelled to services by car.
- Priority 20: Reduce the amount of waste per head in the Winchester district which goes to landfill sites.
- Priority 21: Maintain and enhance habitats identified in the Winchester District Biodiversity Action Plan

### Outcome 5 – inclusive society

- Priority 22: Improve the supply of affordable homes and meet local needs in the Winchester district.
- Priority 23: Improve public and community transport services, or take other steps to improve access to services, facilities and opportunities.
- Priority 24: Increase people's ability to participate in and influence decision-making in the Winchester district.

<b>Most important priorities from district SCS</b>	
<b>Children and young people (C &amp; YP)</b>	<b>Districts</b>
Increase healthy eating and physical activity, so reducing obesity	Gosport, Winchester, New Forest (NF), Rushmoor, Havant
Reduce teenage pregnancy	Winchester, Gosport, Havant
C & YP becoming economically active and independent	NF, Gosport, East Hants
Increase opportunities for play, leisure and recreation	Gosport, Eastleigh, East Hants
Improve levels of educational attainment	Rushmoor, Winchester, Test Valley
Improve safety awareness and child protection	Gosport, NF,
Reduce bullying	Gosport, Winchester,
Improve mental health and wellbeing	Winchester, NF
Improve housing arrangements for those in unsuitable accommodation	Gosport, East Hants
Alcohol and Drugs project working with schools to influence behaviour on drugs and alcohol	Eastleigh
More children and YP in school and improved support for those not in school	Gosport
C & YP achieving and enjoying life	NF, East Hants
C & YP making a positive contribution	NF, East Hants
Reduce smoking	Winchester
Increase the engagement of teenage mothers in education, training and employment	Winchester
Increase the availability of mental health services to children and young people	Havant
<b>Economy</b>	
Increase employment	Gosport ( local jobs: diversity, increase business start-ups), Havant, Rushmoor ( maintain Rushmoor as a major employment centre)
Increase skills and qualifications	Gosport (increase local skills base), Havant, NF, Rushmoor, Winchester
Support the regeneration of town centres and neighbourhoods	Rushmoor, Havant, East Hants
Increase investment	NF, Winchester, Havant, East Hants
Increase levels of enterprise	NF, Winchester
Tourism industry being more competitive	NF, Winchester
Strengthen the economy in rural areas	Winchester
Ensure future land use and transportation strategies are sustainable	Rushmoor
Enhance workforce training and business support services	Eastleigh
Local businesses being more competitive	NF
Promote tourism	Havant
Encourage growth in the knowledge-based economy	Havant



<b>Access/transport</b>	
Transport options that are safe, affordable, accessible, sustainable and integrated	Rushmoor, Eastleigh, Winchester, Gosport, Havant, NF
Increase the range of services that are accessible without the need to travel	Winchester, Rushmoor, Gosport, NF, East Hants
Improve road safety	Havant, NF (reduce road-traffic accidents involving animals)
Reduce congestion	Gosport
Improve access to transport for disabled	Havant
Access to Whiteley and Solent Business Park	Fareham
Reduce journeys to school/work	Fareham
Establish a system for sharing information	Rushmoor
Improve access to leisure opportunities	NF
Improve management of access and travel arrangements for tourism	NF
Older people having better access to services and information	NF
<b>Housing</b>	
Affordable housing	NF(rural & for local people), Rushmoor, Winchester, Eastleigh, Fareham (key workers and low income), Havant, Gosport East Hants (Young people)
Affordable housing with range of units which makes best use of environmental and community benefits arising from development	Havant
Sustainable quality housing	Havant
Accommodation needs of vulnerable adults and YP are met	Rushmoor, NF
Well maintained and safe private-sector dwellings with good levels of thermal efficiency	Winchester, Gosport
Sustainable communities	Gosport, NF, Rushmoor
Increase supply of usable housing	NF
Support the development of the Aldershot Urban extension	Rushmoor
Address housing needs of Gypsies and Travellers	NF
Regeneration of areas in need of improvement	Gosport
<b>Community safety</b>	
Reduce fear of crime	NF, Winchester, Havant, Eastleigh, East Hants (YP)
Reduce violent crime/crime and disorder/ASB	Gosport, Winchester, Eastleigh, NF, Rushmoor, Havant
Reduce domestic violence	NF, Winchester, Havant
Involve local people	Gosport
Theft of bicycles	Fareham
Theft from person	Fareham
Reduce criminal damage	Fareham, Havant
Serious wounding	Fareham
Reducing offending rates amongst young people	NF
Reducing the number of people killed or seriously injured on roads	NF

Reduce the incidents of deliberate fires	NF
Reduce car theft	Gosport, Havant
Reduce bullying	Winchester
Promote Neighbourhood Watch and neighbourhood policing	Havant
<b>Health and wellbeing</b>	
Increase life expectancies and reduce heart and respiratory disease, strokes, cancer, obesity, smoking	Gosport, Rushmoor, NF (smoking & obesity) Winchester, Havant
Address inequalities ensuring that basic needs for all are met	Rushmoor, NF, Havant
Reduce teenage pregnancies	Gosport, Winchester, Havant
Older people remaining healthy	NF, Winchester, Havant
Promote healthy lifestyles and ensure services are in place to support them	Rushmoor, NF, East Hants
Increase uptake of physical activity	NF, Winchester, Havant
Address congestion and safety issues on roads	Rushmoor
Reduce harm from alcohol and encouraging sensible drinking	NF
Improve the mental health and wellbeing of people	Winchester
Promote high standards in private affordable housing and take action to tackle climate change, energy and water efficiency, recycling and use of renewable energy	Winchester
Children and YP health	Havant
Improve access to health services	Gosport,
Reduce personal debt	Fareham
Improve health through prevention	Gosport
<b>Environment</b>	
Reduce pollution	Winchester (carbon dioxide), NF (air, water, noise) Rushmoor
Reduce carbon dioxide emissions	Havant
Managing impact of climate change	NF, Rushmoor, Gosport
Increase renewable energy	Winchester, NF, Rushmoor, Havant
Reduce energy consumption	Havant
Raise individual awareness of 'the bigger picture'	Havant
Cleanliness and appearance	NF (fly tipping and litter) Rushmoor (cleanliness and appearance) Gosport, Havant (improving appearance of access routes)
Reduce waste	Winchester, NF
Increase recycling	Havant, Eastleigh
Coastal management and protection	NF
Minimise the impact of flooding	NF
Manage the impact of development/recreational pressures in the National Park	NF
Better understanding and enjoyment of the National Park by local people	NF

<b>Public places and spaces</b>	
Preserve 'leafy borough' by keeping existing trees and planting new ones	Havant
Care for the coast and countryside	Havant
Services and jobs are provided in ways that reduce the need to travel	East Hants
<b>Strong/active communities/cohesion</b>	
Reduce poverty/social exclusion	Havant, Gosport, East Hants
Healthy communities, communities are happy with where they live, participation	NF, Winchester, East Hants
Maintain a good community spirit supported by active community and voluntary sector	Gosport, Rushmoor
Increase the number of residents taking 30 minutes' or more exercise five times a week	Eastleigh
Encourage local community projects which foster pride and citizenship	Rushmoor
Older people having continued independence	NF, Havant
Community support: focus on vulnerable groups and individuals	Havant
Visitor engagement	NF
Community benefits from tourism	NF
Older people being enabled to influence the development of services that affect them	NF
Improve the supply of affordable housing and meet local needs	Winchester (under housing priority as well) East Hants (YP)
Improve public and community transport services	Winchester ( under access priority as well)
<b>Additional priorities</b>	
Develop a sub-regional plan for urban south Hampshire	Havant
Ensure appropriate support to military population	Rushmoor

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