

## SUMMONS

To the Members of the County Council

**You are hereby summoned to attend the Extraordinary County Council to be held at The Castle, Winchester at 12.00 pm on Monday, 23rd September, 2019 to consider and resolve upon the business set out in the Agenda below.**

[Please note that there will be a short service of prayer at 12.00 pm prior to the start of the formal business of the meeting].

Enquiries to: Debbie Vaughan: [members.services@hants.gov.uk](mailto:members.services@hants.gov.uk)

This agenda can be provided on request in large print or Braille or on disk. This meeting will be recorded and broadcast live on the County Council's website. The meeting may also be recorded and broadcast by the press and members of the public – please see the Filming Protocol available on the County Council's website.

### AGENDA

1. **APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

2. **DECLARATIONS OF INTEREST**

All Members who believe they have a Disclosable Pecuniary Interest in any matter to be considered at the meeting must declare that interest and, having regard to Part 3 Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore all Members with a Personal Interest in a matter being considered at the meeting should consider, having regard to Part 5, Paragraph 4 of the Code, whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, consider whether it is appropriate to leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with the Code.

3. **HAMPSHIRE 2050 COMMISSION OF INQUIRY** (Pages 3 - 50)

To consider a report of the Chief Executive setting out the outcomes of the Hampshire 2050 Commission of Inquiry evidence gathering sessions and to determine the next steps.

**John Coughlan CBE  
Chief Executive  
The Castle  
Winchester**

**Friday, 13 September 2019**

EXTRAORDINARY COUNCIL MEETING, 23 SEPTEMBER 2019

REPORT OF THE  
**Chief Executive**

PART I

**1. BACKGROUND AND INTRODUCTION TO THE COMMISSION OF INQUIRY**

- 1.1. The Commission of Inquiry - Vision for Hampshire 2050 was set up by Councillor Roy Perry, former Leader of the County Council and Chairman of the Commission in 2018.
- 1.2. The Commission of Inquiry was established to consider evidence, deliberate upon key issues and to make recommendations on a high level and long-term Vision for Hampshire to 2050 which would guide and contribute to the future prosperity, quality of life, protection and enhancement of the character and environment of Hampshire.
- 1.3. Sixteen individuals with broad experience and strong ties to Hampshire were selected and invited by the Chairman to form the Commission. One Commissioner, Lord Wakeham subsequently had to step down from his role due to ill health.
- 1.4. The Commissioners were asked to consider a range of questions across six specific and one cross-cutting themes, focusing on:
  - a) What do you think might happen in the future?
  - b) How will that effect/impact on what we do?
  - c) How will the County Council and Partners need to react in light of this?
- 1.5. Each theme was led by a designated officer from across the County Council who gathered a breadth of expert evidence which was then presented to the Commissioners at the respective theme hearings.
- 1.6. An open call for public evidence and short interviews with members of the public also helped to contextualise public opinion at each theme hearing. All theme summary reports, supporting evidence, public opinion, videos and presentations from the hearings can be viewed on the Commission of Inquiry at [www.hants.gov.uk/visionforhampshire2050](http://www.hants.gov.uk/visionforhampshire2050)

**2. COMMISSIONERS' SUMMARY REPORT**

- 2.1. The Commissioners' Summary Report is the conclusion of a year's work and sets out a compelling narrative to create a unified vision from a wide variety of differing perspectives in order to achieve continued prosperity for Hampshire towards 2050.
- 2.2. The report is structured around three key sections:
  - Key Values & Principles
  - Drivers for Change, and
  - Vision, Policy & Recommendations

## **Key Values and Principles**

- 2.3. The Commissioners' recommendations were shaped by key values and principles that the Commissioners identified as fundamental and which are summarised below.

### Hampshire the Place

- 2.4. Commissioners were passionate that Hampshire (including Southampton and Portsmouth) is a very desirable place to live and work because it offers many qualities and strengths that people are looking for, such as a beautiful natural environment, jobs, education and good access to neighbouring economies. Commissioners felt it was important to ensure that these qualities are sustained and that they are also resilient in the face of the drivers of change.
- 2.5. They were also keen to acknowledge that some aspects are less successful and must be addressed including, for example, access to affordable housing, pockets of deprivation, lack of diversity, future of rural areas, maximising the potential of the two cities.

### People and Communities

- 2.6. There was a clear consensus from Commissioners that human relationships and communities were at the heart of achieving a positive future for Hampshire and should therefore underpin the recommendations. Building communities that are connected, intergenerational, sustainable, resilient and happy was central to many of the discussions.

### Diversity

- 2.7. Diversity was used to express the view that everyone is welcome, recognising that society is made up of individuals with varying characteristics (race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies). Everyone should have equal access to services and opportunities and life chances, and this requires effort to be put into equalising currently unequal access. Aspects of this part of the Commission's deliberations has been subject to some dissenting voices.

### Leadership and Collaboration

- 2.8. A key area of consensus was that Hampshire County Council should take a leadership role in ensuring the outcomes of the Commission are taken forward, and that the Council should work collaboratively with public and private sector partners, the third sector and local communities to successfully deliver the far reaching and complex ambitions of the Commission.

### Measures of Success

- 2.9. The measures of success for outcomes was something the Commissioners were keen to define, and it was agreed that these should be both quantifiable and value based. Commissioners felt that the human element was as critical as policy. What it feels like to live in Hampshire (happy, safe, isolated, deprived?) will be an integral part of the measure of success of outcomes like a prosperous economy, vibrant cities and towns and a thriving natural environment.

## **Drivers for change**

- 2.10. From the thematic hearings, several drivers for change emerged (climate, environment, economy, population & society and technology) which will force change and will require choices to be made. These drivers form the backbone of the Commissioners' Report from which the recommendations flow. More details on each are set out below.

### Changing Climate

- 2.11. The changing climate was identified by Commissioners as the most important; it was recognised that a well-adapted and resilient Hampshire will be essential to ensure that Hampshire's economy, environment and society continue to thrive and prosper. Commissioners were keen to develop and promote a strategic focus on embedding climate resilience and mitigation across key policies and sectors with communities across Hampshire.
- 2.12. Furthermore, areas of focus should include that carbon emissions are reduced from the key sectors of housing and transport, that support is provided to enable and empower communities to be more resilient to the impacts of a changing climate and that there is a focus to develop policies to support the transition to clean, locally generated, renewable energy and sustainable use of natural resources.

### Changing Environment

- 2.13. Hampshire's built, historic and natural environment was considered an essential component to a high quality of life, as one of Hampshire's most valued assets and part of what makes Hampshire an attractive and prosperous place to live, work and visit.
- 2.14. As such, Commissioners expressed the ambition to protect, retain and enhance the special unique features and character of Hampshire into the future and that communities must be able to connect with their place and be able to live more happy and healthy lives.
- 2.15. To assist this, the Commissioners consider that our places must be equipped with high performing and adaptable infrastructure to meet local needs, transport networks to increase accessibility and active travel and green spaces to support health and wellbeing.

### Changing Economy

- 2.16. Commissioners identified that a thriving and prosperous economy is essential to support excellent public services, provide high quality and inclusive employment and business opportunities, maintain and enhance quality of life and reduce inequality and economic exclusion.
- 2.17. As such the key emerging policy objective is to maintain a strategic focus on fostering a knowledge-based and sustainable Hampshire Economy, working closely with businesses, relevant agencies, leading universities and other research assets in Hampshire.
- 2.18. Several recommended areas of focus to support this objective include;
- Developing Hampshire as a brand
  - Maximising opportunities for employment and inclusion
  - Securing economically critical infrastructure investment in Hampshire

- Developing clear masterplans to aid development
- Embracing the opportunities of the advances of digital and other technology, and
- Capitalising on Hampshire's university capacity to retain more graduates living and working in Hampshire.

2.19. Furthermore, it was recognised that Hampshire County Council, together with other key stakeholders, should ensure that main key urban centres fulfil their roles as key economic drivers and as vibrant places and hubs of commercial and innovation activity. They would also act as magnets for talented individuals and knowledge intensive businesses.

#### Changing Population and Society

2.20. Commissioners recognised that a growing and ageing population will impact upon productivity and service delivery including health, housing provision (further compounded by an increase in one-person households) and social care. Other key challenges included the changing skills needs, intergenerational equity and areas of deprivation.

2.21. Commissioners wanted a focus on promoting the evolution and development of communities and all types of families that support equity, connectivity, diversity, sustainability and resilience.

2.22. Commissioners discussed the importance of attracting new skills and a younger, diverse population to Hampshire to help to balance the ageing population, whilst also attracting families and enabling those born in Hampshire, to stay and prosper. Their conclusions favoured a balance between needing to attract and retain younger households whilst preparing for a larger proportion of residents to be older and frailer.

#### Changing Technology

2.23. Commissioners recognised that Hampshire is home to some key digital clusters and has significant expertise and a strong reputation in digital technologies, infrastructure and skills.

2.24. Commissioners were keen for Hampshire to take advantage of the opportunities that technology will offer to people, place and economy in the future, whilst mitigating against potential negative impacts including economic exclusion, loneliness and the potential knock on impacts on health.

2.25. They also discussed the need to ensure that all members of the community can benefit from technological advancements and take advantage of new opportunities in the labour market. They considered it important to avoid technology replacing richer, authentic human exchanges where possible.

2.26. As such the emerging key policy objective prioritises a focus on opportunities offered by technology to enhance business and economy, public services, social infrastructure and connectivity.

2.27. A number of recommended areas of focus underpinning this objective include developing a greater understanding the role of public sector to enable and maximise the opportunities of new technologies, equipping all sectors of society with the skills required to take advantage of technological advances, maximising the benefits offered by Artificial Intelligence to improve public

services particularly health, social care and transport, seeking to improve active travel and prioritising public and shared transport.

## **Recommendations**

- 2.28. The recommendations from the Commission are outlined in the Commissioners' Summary Report (Appendix 1).
- 2.29. The recommendations cover each of the five drivers for change and are structured into:
  - vision statements which set out the overarching conclusion for each driver
  - policy objectives which set out the desired outcome, and
  - recommendations which set out the more detailed work areas to achieve the outcomes.

## **3. RESPONSE TO THE COMMISSIONERS' REPORT**

- 3.1. The recommendations set out in the Commissioners' report cover a very wide range of sectors and services across all the Hampshire local authorities, the wider public sector, and arguably local communities, businesses and individuals.
- 3.2. Work will need to be done to develop the recommendations into actions and to clarify roles and responsibilities. This will need to be done for all actions, including those for partners. This work can only take place following Council's endorsement the recommendations of the Commission.
- 3.3. It is therefore recommended that the County Council agree to a number of key principles as part of its response to the Commissioners report which are set out below.
  - That the Council endorse the Commissioners' report as a basis for response and engagement. The suggested governance and oversight arrangements for this are set out in Section 4.
  - That the Council take a leadership role in ensuring the Commissioners' report is received and considered by key partners and stakeholders across Hampshire. The Council should have an advocacy role to promote the work of the Commission and encourage 'buy in' and joint working.
  - That the Council reviews its key policies in light of the Commission's recommendations. For example, review the Local Transport Plan in response to climate change being identified by the Commission is a key priority, because transport is the largest source of carbon emissions.
  - That the Council establish and report on an evidence base for key policy areas against which progress on the Commission's recommendations can be measured. For example, prepare a "state of the environment" report to bring together key evidence across key areas (e.g. biodiversity, landscape, water, soil etc.) to provide an assessment the current state of the environment in Hampshire, and periodically review and update this to provide a basis on which the impacts of activities can be tracked and evaluated.

- 3.4. It is proposed that a more detailed review of the recommendations and the development of a County Council action plan in response, is deferred to Cabinet, with appropriate engagement and oversight from the relevant Select Committees (see Section 4).

#### **4. GOVERNANCE AND OVERSIGHT**

- 4.1. Although the Commission has now concluded its work, the implementation and delivery of the recommendations is a critical component to the success of the Commission. Commissioners felt that it was important that beyond the Commission hearings, there was commitment from key partners to receive and respond to the recommendations and to take them forward as actions.
- 4.2. A sustainable way to ensure delivery of the Commission's recommendations is for them to be embedded and mainstreamed across the County Council's and partners' activities and policies. To this end, a number of mechanisms are being developed which are outlined below.
- 4.3. To oversee collective progress against the recommendations of the Commission and review future work, the Hampshire Partnership, in agreement with its members, should be re-purposed to take on this role.
- 4.4. Using themed conferences aligned with the five "Drivers for Change" identified by the Commission, the Hampshire Partnership could oversee implementation and progress across a range of sectors by:
- receiving keynote evidence from experts and specialists on relevant themes, and
  - receiving presentations on progress against key areas.
- 4.5. The first meeting of the proposed re-purposed Hampshire Partnership is currently scheduled to take place on 26 November 2019 and is intended to focus on climate change.
- 4.6. The County Council should play a key role in formally engaging with District and Borough Councils on the detailed recommendations of the Commission, on the priorities and on sharing in the responsibility of delivering mutually beneficial outcomes.
- 4.7. Opportunities will also be taken to link into other established forums, such as the Public Health and Wellbeing Board to support the delivery of the Commission's recommendations as appropriate.
- 4.8. Members will be engaged both in formulating and scrutinising any action/implementation plans and in monitoring progress and performance in the implementation of the Commission's outcomes. The first opportunity for this will be at Cabinet, where a more detailed assessment of the recommendations can be undertaken.
- 4.9. Further scrutiny and engagement will be done through existing processes and the relevant Select Committees, in particular through the Policy and Resources Select Committee, which has already received progress reports on the Commission's work.
- 4.10. Further work is also being developed through Children's' Services to foster more engagement with younger residents (16-18) through schools and/or youth organisations to engage with on the Commission's findings and recommendations.



- 4.11. Effort will also be put into identifying external funding sources to support activity, with a particular focus on climate change and the environment as key initial priorities.
- 4.12. To co-ordinate and develop the onward delivery, monitoring, reporting and review, including working with the Hampshire Partnership, dedicated resources are being identified within the Environment Department of the County Council. Given the connections and complementarity between the work of the Commission and the Climate Change work programmes, it is proposed that these resources are closely aligned.

## **RECOMMENDATIONS**

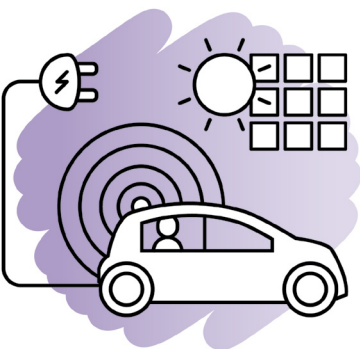
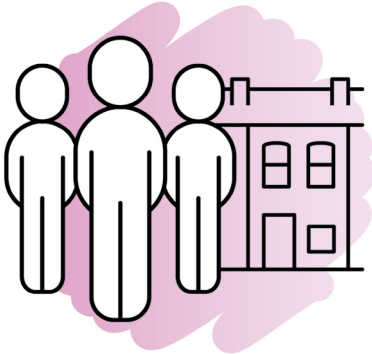
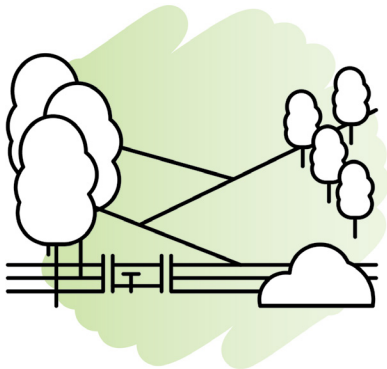
That the County Council:

- a. Notes and endorses the Commissioners' Summary Report including the vision, policy and recommendations;
- b. Notes and approves the recommended responses by the County Council to the Commissioners' Report below;
  - That the Council endorse the Commissioners' report as a basis for response and engagement.
  - That the Council take a leadership role in ensuring the Commissioners' report is received and considered by key partners and stakeholders across Hampshire.
  - That the Council reviews its key policies where appropriate in light of the Commission's recommendations.
  - That the Council establish an evidence base for key policy areas against which progress on the Commission's recommendations can be measured.
- c. Endorses the governance and oversight arrangements set out;
- d. Notes the repurposing of the Hampshire Partnership Board to oversee implementation and progress of the Hampshire 2050;
- e. Endorses the approach of engaging key partners to receive and respond to the Commissioners' Report; and
- f. Approves further work to engage with schools and/or youth organisations to consider the Commission's findings and recommendations.

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# Commissioners' Summary Report

Hampshire 2050, Vision for the Future



***“Our ambition is to establish a vision which will guide and contribute to the continuing prosperity of Hampshire, while protecting and enhancing our unique quality of place for generations to come.”***

**Councillor Roy Perry,**  
Hampshire County Council

# Commissioners' Summary Report

## Contents

Words from the Chairman .....	04
Commissioners .....	06
Introduction .....	09
Key values and principles .....	10
Drivers for change .....	15
Changing Climate .....	17
Changing Environment .....	21
Changing Economy .....	25
Changing Population and Society .....	29
Changing Technology .....	35



Hampshire, as a county, has one of the most successful economies in the UK; it offers an outstanding environment and provides a good quality of life, yet we are acutely aware we are on the cusp of change. We understand and are heightened by the fact that we will face real challenges from the climate, technology, society, economy, population and the environment moving forward.

In 2018, the Hampshire 2050 Commission of Inquiry was assembled to develop a framework that we and our partners across the county can initiate to ensure our region is in the best possible position for future generations.

As much as this report looks towards the next 30 years, if we briefly reminisce about the same, it will paint a clearer picture of how the astonishing speed of change and progress happens. This time 30 years ago, most homes didn't have a computer, few people had mobile phones, climate change wasn't really thought about, the economy and population was significantly different and the power of data was not leveraged to its true potential. Today, we live in a world of big data: almost everyone has a mobile phone, including my grandchildren, we communicate online as much as we do in person (if not more so) and the threat and

effects of climate change, like the temperature, has soared up the agenda.

This ambitious year long project has brought together 15 commissioners, all with very strong ties to Hampshire and all with a wealth of experience in representing the communities, businesses, educational establishments, politics and the voluntary sector. We also called for evidence from experts, academics, residents, businesses and Hampshire's young people.

The commissioners were asked to carefully consider three questions around six interlinking themes:

What do you think might happen in the future? How will that impact on what we do? How should the County Council and its partners react in light of this?



**Councillor Roy Perry,**  
Hampshire  
County Council

From the evidence presented to us during the Commission, it is abundantly clear that we need a compelling narrative to create a unified vision. I think that the Commissioners from a wide variety of differing perspectives have achieved a shared vision and approach for businesses, communities and public authorities in order to achieve continued prosperity for Hampshire as we move towards 2050.

It is vital that, as a county, we continue to nurture and lever our leading universities and research assets, outstanding quality of life and internal connectivity, competitiveness and clusters of business innovation. We must also ensure that our urban centres are able to fulfil their roles as key economic drivers, and as the vibrant hubs of commercial innovation activity which attract talented individuals and knowledge intensive businesses and that our rural areas are able to thrive.

To guarantee a bright and flourishing future for Hampshire we need to capitalise on our university capacity and offering to retain and attract more graduates choosing to live and work in the region. We must learn to better understand the current and future needs of employers and

work closely with education and skills providers whilst increasingly lobbying Government to prioritise new skills into a wider curriculum, including the further education sector, to continually upskill the ever changing skills requirements of the future workforce.

Whilst maintaining economic profitability, stability and growth is a conclusion from the Commission for future success, the wellbeing of those who live and work in Hampshire is also critical. It also highlights that we must ensure all members of the community have equality of access and benefit from technological advances and that our children are resilient and well equipped with the skills they need to forge a strong and safe future.

It is clear that the challenges which lie ahead are of enormous proportions and on a scale which, as a County Council, we cannot tackle on our own. Collaboration with our public and private sector partners, and third sector, is essential to successfully delivering the far reaching and complex outcomes of the Commission to secure a good quality of life and a thriving Hampshire for all who live and work here; and I would hope to see a multi-agency action plan developed to bring this about.

***“Hampshire is one of England’s great counties. It is a significant contributor to the national economy, home to 1.3 million people and enjoys a great natural environment. Our location and environment are arguably Hampshire’s best economic assets, which support the quality of life we enjoy.”***

**Councillor Roy Perry,**  
Hampshire  
County Council



# The Commissioners

## Biographies



*Councillor Roy Perry*

**Councillor Roy Perry formed the Vision for Hampshire 2050 Commission of Inquiry during his time as Leader of Hampshire County Council and now continues to be Chairman and represents the Division of Romsey Rural.**

Roy was first elected to Hampshire County Council in 2005 and was Leader of the County Council from May 2013 to May 2019. From 2010-2013 he was Executive Lead Member for Childrens Services. Hampshire, with a population of 1.3 million, is the third most populous county in Britain with a County Council budget of approximately £2bn p.a.

From 1979 - 1995 he was a member of Test Valley Borough Council, Chairman of Planning from 1983 - 1985, and Leader between 1985 - 1994.

At a national level he is Vice-Chairman of the Children and Young People Board of the Local Government Association.

From 1994 to 2004, he was a Member of the European Parliament, initially for Wight and Hampshire South and then as one of the 11 MEPs for South East England. He was Conservative spokesman on the Parliament Culture and Education Committee and Vice President of the Petitions Committee.

Roy is a graduate in Politics and Public Administration of the University of Exeter and, by career, he was a Lecturer in Government and Politics until real politics took over.



*The Very Reverend Catherine Ogle*

As the 38th Dean of Winchester, Catherine is Head of the Cathedral Foundation and a member of the Bishop of Winchester's senior team, supporting the mission of the diocese.



*Councillor David Clifford*

David is Leader of Rushmoor Borough Council with a strong interest in town-centre regeneration and public service delivery.



*The Right Reverend David Williams*

After 13 years as a Vicar in Winchester, David was appointed Bishop of Basingstoke in 2014.



*Ms Dee Haas*

Dee is Chairman of CPRE Hampshire (The Campaign to Protect Rural England) and has been a Chartered Landscape Architect since qualifying in 1980.



*Ms Elizabeth Padmore*

Liz is Chairman of Hampshire Hospitals NHS FT (Foundation Trust) and is a member and previous vice chairman of Forum UK [part of the International Women's Forum]; a member of Women Corporate Directors and an elected FRSA (Fellow of the Royal Society for the encouragement of Arts).





**Professor Graham Baldwin**

Graham is the Vice-Chancellor of Southampton Solent University and has been in post since August 2014.



**Mr Ranil Jayawardena MP**

Ranil serves as Chairman of the All-Party Parliamentary Group for Hampshire and the Isle of Wight and is the MP for North East Hampshire.



**Sir Jonathan Portal**

Jonathan is a member of the Hampshire Chamber of Commerce.



**Mr Stewart Dunn**

Following his retirement from the media, Stewart was appointed as CEO of Hampshire Chamber of Commerce and is now non-executive Chair of Carswell Gould.



**Ms Lorraine Brown**

Lorraine is the former Director of Environment and Economic Development at Southampton City Council and previous Chair of the Southern Region Flood and Coastal Erosion Committee, appointed by the Secretary of State for the Environment, working with the Environment Agency.



**Mr Tali Atvars**

Tali is the President of Winchester Student Union.



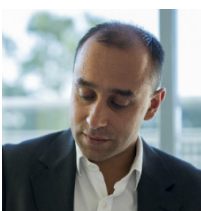
**Councillor Mark Cooper**

Mark was first elected to Hampshire County Council 2005, serving on the Regulatory Committee (2005 to the present), Hampshire Fire and Rescue Authority (2005-2017) and the Hamble River Harbour Authority (2005 to the present).



**Mr Tim Colman**

Tim is the Policy Lead for the Wessex and Thames Valley areas and is also the FSB National Procurement Spokesman.



**Mr Peer-Jada Qureshi**

Peer-Jada (PJ) runs a consultancy helping businesses, charities and individuals find lasting solutions to governance, contractual and court related matters. Previously PJ was called to the Bar in 2001 and worked in the City for 10 years.



**Lord Wakeham**

Former Leader of the House of Commons and House of Lords. Unfortunately, due to health reasons, Lord Wakeham had to stand down from the Commission mid-way through the process.

***“There is no limit to how new technologies and renewables can have a big economic and social impact.”***

Hugh Ellis, Director of Policy and Interim Chief Executive,  
Town and Country Planning Association

The Hampshire 2050 Commission of Inquiry held its first hearing in July 2018 and its final hearing in June 2019. During that time, Commissioners were presented with evidence, from a range of experts, across six strategic themes at various hearings.

Information was gathered, analysed and discussed at great length to support the Commissioners in developing a positive Vision for Hampshire 2050, and recommendations followed on how Hampshire should achieve that vision.

Throughout the hearings Commissioners have had varied and detailed considerations about what makes Hampshire a great place to live and work, what could be done to improve the County, and what changes are coming that Hampshire should take advantage of and/or prepare for.

It was clear that predicting what will happen over the next 31 years is extremely difficult, but it did allow for innovative ideas and concepts to be explored.

From the thematic hearings, several drivers for change emerged (climate, environment, economy, population, and society and technology) which will force change and will require choices to be made. These drivers formed the basis of the Commission's conclusions and recommendations outlined in this report. These recommendations were shaped by key values and principles that the Commissioners identified as fundamental. These are highlighted overleaf.

Further information, evidence, reports and video clips of the hearings can be found on the Hampshire 2050 Commission Website:

[www.hants.gov.uk/visionforhampshire2050](http://www.hants.gov.uk/visionforhampshire2050)



### Hampshire the Place

Hampshire is a very desirable place to live and work because it offers many qualities and strengths that people are looking for, such as a beautiful natural environment, jobs, education, thriving cities, arts and culture and good access to neighbouring economies. Commissioners felt it was important to ensure that those qualities that make Hampshire desirable are sustained and that they are also resilient in the face of the drivers for change.

However, they were also very clear that some aspects are less successful and must be addressed by the Commission including, for example, pockets of deprivation, future of rural areas, and, maximising the full potential of the two cities.

The Commissioners wanted to be clear that although the Commission looked predominantly at the administrative area of Hampshire County Council, our future is interdependent with that of the neighbouring cities of Portsmouth and Southampton, and the Isle of Wight.

*"We need to create an environment for decent, hardworking people who want to be here and when they are here that they are happy and safe...what is getting in the way of this is the political system... we need to find a way of making sure the County is administered and planned so they are not working at cross purposes."*  
Councillor Mark Cooper

*"We need to say how do we want Hampshire to be in 2050, what are the really good things we want to still be here and how do we achieve that? We need to look strategically at the whole County, even the South East. Where do we have restraint? Need to also find a way to work the strategic vision with the community driving it."*  
Dee Haas

### People and Communities

There was a clear consensus from the Commissioners that human relationships, communities, and public health and wellbeing are at the heart of achieving a positive future for Hampshire, and should therefore underpin the recommendations.

Building communities that are connected, intergenerational, sustainable, resilient, happy and healthy was central to many of the discussions. This encompassed a huge range of issues such as diverse communities (of all forms – age, ethnicity, prosperity, etc.), housing, transport, infrastructure, environmental stewardship, and wellbeing.

Phrases like stable, reconciliatory, sustainable, strength in diversity, inclusive, accessible to all, creative, imaginative and generous were often used to describe the aspiration for communities in Hampshire in 2050.

A cohesive vision and an integrated approach were seen as key to achieving this.

### **"What's the story we want for Hampshire in the future?"**

Elizabeth Padmore



*"Families are the most important partner. If we can help families to be resilient, we will have good neighbourhoods and towns. A coalition for good with partners and families."*  
Councillor David Clifford

*"We want to be the best neighbourhoods, want to have the best build quality in Europe... we can do it by influencing government."*  
The Right Reverend David Williams

*"There will be considerable change...underpinning everything for me is a joined up and connected education system at all levels focusing on the upskilling and reskilling agenda."*  
Professor Graham Baldwin

*"My focus is community resilience and self-help, I am struck by the bad trends of technology and their impact on isolation, loneliness, deprivation."*  
Sir Jonathan Portal

*"Better cohesion between LEPs (Local Enterprise Partnerships), authorities and business to look at drivers of skills, education, infrastructure and the place story etc. which fit into an industrial strategy."*  
Stewart Dunn

*"The levels of deprivation still in Hampshire and the potential for that to get worse, we really need to tackle that."*  
Lorraine Brown

## Diversity and Sustainability

Both diversity and sustainability were terms that featured frequently during the hearings and discussions, so it is important that these terms are clearly defined to ensure the intended meanings throughout the report are understood.

Diversity was used to simply express the view that everyone is welcome, recognising that society is made up of lots of different people (race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies). Everyone should have equal access to services and opportunities and life chances, which requires further effort.

*"When you look at the stats, women and ethnic minorities are much less likely to become innovators. So women account for under 25% of those in the STEM workforce in the UK. Only 7% of patents were filed by women in the last 30 years."*  
Nancy Wilkinson,  
Programme Manager,  
Nesta Innovation Foundation

*"You can live in a really prosperous area and yet your opportunities are quite limited."*  
Duncan Brown, Senior Consultant,  
Emsi Labor Market Analytics

Sustainability in this report is defined as "the ability to maintain or support over the long term." It is not used in the context of environmental sustainability unless otherwise stated. The term is used to reflect the need to acknowledge that whatever is being proposed must be able to be sustained and successful to 2050 and beyond.

***"The effect of change of technology and age cut across everything...the problem we face is it's easy to identify the issue but harder to get the solutions."***

Tim Coleman



### Climate Change

Climate change was agreed as the most important driver for change and that this should be reflected in the report. It was felt that Hampshire is under-prepared for the impacts of climate change on its economy, society and environment and that more should be done to mitigate against it.

*"We can be certain that climate change is here and that is serious, and we need to start preparing for that."*

Councillor Roy Perry

*"There are burning platforms like climate change to coalesce around."*

Elizabeth Padmore

*"The thing that strikes me overall is the fear of climate change."*

Stewart Dunn

### Leadership and Collaboration

Another key area of consensus was that Hampshire County Council must take a leadership role in ensuring the outcomes of the Commission are taken forward. It was felt that looking ahead to 2050 was an extremely valuable process - one that has also highlighted that the challenges we face are so large and so complex that the County does not have the power or capacity to take this on effectively, on its own. It must work ever more collaboratively with all relevant Local Authorities and other private and public sector partners, and stronger and more effective partnerships than established to

date will be needed to deliver the far reaching and complex outcomes of the Commission.

*"We've seen and we're seeing exponential change in our society and our economy. The way that government responds is key. We simply cannot predict everything that will happen tomorrow, but there will be a need for government - at every level - to help unite our society."*

Ranil Jayawardena MP

*"A key driver that is missing is Hampshire County Council taking a leadership role."*

Peer-Jada Qureshi

*"A clear gap is collaboration between Unitaries and the County Council, we need to find an elegant collaboration."*

The Right Reverend David Williams

*"We have an obligation to look at how we fortify and prepare, we can't predict, and we don't have control over the changes. We should worry about what we can do which is to get in a position to handling change. We need a vision."*

Councillor David Clifford

*"It is important to form a youth committee [and] have a young Hampshire 2050 group that are meeting regularly."*

Tali Atvars

**"Greater collaboration – we can clearly measure that. We are sharing data to help people in Hampshire."**

Councillor David Clifford

### Measures of Success

The measures of success for the outcomes of the Commission were something the Commissioners were keen to define; and it was agreed that they should be both quantifiable and based on the values identified by the Commission.

How the report of the Commission was received by partners, stakeholders and the public would be one measure of success. Whilst the ability to show progress on delivery and implementation was also agreed as a measure. The County Council will have a leadership role, and it must take steps to engage with key partners and stakeholders to try to encourage their buy-in and ownership, particularly the Borough, District and Unitary Councils.

Commissioners felt that the human element was just as critical as policy. What it feels like to live in Hampshire (happy, safe, isolated or deprived), together with the health of the population will be an integral part of measuring the success of outcomes including a prosperous economy, vibrant cities and towns and thriving natural environment.

*"There needs to be action, linked to a workable framework. There needs to be collaboration within The Hampshire County Council and links between Hampshire County Council and other District Councils within Hampshire. The private sector can also help."*

*Peer-Jada Qureshi*

*"Each of the recommendations should have measures of success [and] identifying the information sources [and models] would be helpful."*

*Sir Jonathan Portal*

*"Have a system whereby the ideas are kept going – carrying on with the process not just leaving it as a report."*

*Councillor Mark Cooper*

***"Relative and absolute measures are very different – the metrics we use to judge success are crucial. It is the absolute that counts."***

*Ranil Jayawardena MP*



*The only certainty about 2050 is that the world, and our part in it, will be very different from how it is today.*



Predicting the upcoming changes is difficult, but what we can do is work together to identify what the key drivers for change will be, which will lead us to the events set to unfold in the next 30 years.

During the theme hearings, Commissioners identified common threads that could be utilised as forces or drivers for change that are dynamic and, although we may not have control over them, will require choices to be made.

Working together, Hampshire County Council and its partners will shape and respond to these drivers for change ensuring the County is resilient and well-equipped for the future. We will draw on our strong economy, the abilities of our people and communities, and the richness of our natural heritage.

The drivers for change and how we can respond to each are detailed in the sections that follow.

Many of the recommendations are cross-cutting and will have implications across more than one driver for change.

If we embed key values and principles within our policies and share them with other public bodies, private enterprises and community and voluntary organisations, we can approach 2050 with the confidence that the people of Hampshire will continue to enjoy the same (if not improved) quality of life, community and environment that so many value today.



## Our Vision

**Recognising the changing climate as the biggest threat, a well-adapted and resilient Hampshire will be essential to ensure that Hampshire's economy, environment and society continues to thrive and prosper.**



Our changing climate is recognised as the most important driver for change in Hampshire and all the signs are pointing towards a future affected by the climate. We are already experiencing warmer and wetter winters, hotter and drier summers, increased flood risk and sea level rise along with severe storms.

All of these factors are having a huge impact on our landscape leading to land use pressures and impacting not only on our species and habitats, but also on our health and wellbeing. Whilst the UK is not a large contributor to global emissions compared to others, it has an important leadership role to play.

The speed at which our environment is transforming due to climate change is startling. Latest analytical data indicates the 20 warmest years since records began in 1850 and in particular, the past four years have been the warmest yet.

*"I would say, with all the professional expertise I could muster to you as a Commission, that we are critically underprepared for this agenda."*

*Hugh Ellis, Director of Policy and Interim Chief Executive, Town and Country Planning Association*

It is now widely accepted that human activities are estimated to have caused approximately 1.0°C of global warming above pre-industrial levels – a rate of change that is likely to reach 1.5°C between 2030 and 2052 and 2°C to 4°C by 2100, leading to higher risks for natural and human systems.

The financial risks associated with climate change are equally alarming and prolonged. Firstly, the cost associated with adapting the services and infrastructure to withstand future events and secondly, the costs involved repairing the damage in the aftermath.

Outweighing these financial costs however, is the risk of doing nothing to mitigate against it, which is simply not an option.

The Environment Agency has estimated that £1bn a year would need to be spent on flood management in England alone to ensure that all publicly funded infrastructure is resilient to flooding and coastal change by 2050. On a local level, sea level rise will also have a direct impact in Hampshire.

Responding to the challenge of our changing climate, the Commission supports further efforts to reduce the severity of impacts of extreme events by enabling our communities to adapt and be as resilient as possible. In doing so, the Commission also supports planning for a worse-case scenario and therefore, also endorsing the need to prepare effective emergency mitigation plans.

***"Looking at the flood projections we are confronted with [sea level rise] will be 1-1.5 metres by the end of the century"***

*Hugh Ellis, Director of Policy and Interim Chief Executive, Town and Country Planning Association*

Hampshire County Council and its partners must demonstrate leadership and embed climate change mitigation and resilience into all key policy areas to effectively enable our communities to tackle this issue. This approach will require a broad range of measures and step changes in lifestyles, policies, strategies and investment decisions across all levels of our society and a commitment to adhere to this.

Some of the responses and mitigating actions to counteract climate change are likely to stem from embracing new technologies, building new sustainable homes by utilising and encouraging the use of sustainable building materials, reducing and conserving energy and water, reducing waste, using local and sustainable energies, investing further in sustainable transport options and developing natural flood management systems.

Communication, education and behavioural changes for our partners and communities will be fundamental in fostering this change.

*“There is no limit to how new technologies and renewables can have a big economic and social impact.”*

*Hugh Ellis, Director of Policy and Interim Chief Executive, Town and Country Planning Association*

## Our policy

Develop and promote a focus on embedding climate resilience and mitigation across key policies and sectors, working with communities across Hampshire.

## Recommendations

- Ensure that climate resilience and mitigation (e.g. energy and water efficient; flood and heat adapted) is a primary objective for infrastructure and buildings (existing and new), services, businesses, the natural environment (including environmental services, landscape, heritage) and health & wellbeing.
- Prioritise the reduction of carbon emissions from the key sectors of housing and transport.
- Support, enable and empower communities to be more resilient and work together to respond to the impacts of a changing climate (e.g. flooding, heat waves).
- Develop policies to support the transition to clean, locally generated, renewable energy, reduce waste and support the sourcing of local sustainable, produce, natural resources and employment.

*“We need to change how we think about and plan for the future, and I think the scale and pace of climate change is such now that we do need to think quite differently. This is no longer about small incremental shifts.”*

*Liz Parkes, Deputy Director, Climate Change, Environment Agency*

***“Twelve years to decarbonise our economy is an absolute critical and non-negotiable target.”***

*Hugh Ellis, Director of Policy and Interim Chief Executive, Town and Country Planning Association*



To find out more about “Changing Climate” and to understand how we came to our conclusions continue your reading on the following links...

### Evidence bookmarks

- Saltmarsh is set to disappear by 75% before the end of the century, largely due to sea-level rise and historic and current coastal defence schemes. [Hampshire & Isle of Wight Wildlife Trust Evidence](#)
- The continuing reduction of costs for renewable energy technologies such as wind and solar could mean that generating and using energy locally offers better value than generating power in relatively fewer, centralised locations. [Theme 5 Evidence Report](#)
- Changes in climate and land use are shaping industry and the types of products on offer in the UK and Hampshire - Viticulture, (grape growing) has seen a considerable growth since the first vineyard planted in Hampshire in 1951 to 38 today. [Theme 6 Evidence Report](#)
- District heating is becoming more common in the UK with around 210,000 households currently connected to district heating networks. This could present an opportunity in rural areas in terms of self-sustaining energy production, reducing fuel poverty. [Theme 6 Evidence Report](#)

### Data sources

Carbon Emissions by Local Authority

[www.gov.uk/government/collections/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics#2019](http://www.gov.uk/government/collections/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics#2019)

Channel Coast Observatory Data

[www.channelcoast.org/data\\_management/real\\_time\\_data/charts/](http://www.channelcoast.org/data_management/real_time_data/charts/)

Channel Coast Observatory Online Map

[www.channelcoast.org/data\\_management/online\\_data\\_catalogue/metadata/search/index2.php](http://www.channelcoast.org/data_management/online_data_catalogue/metadata/search/index2.php)

Impact of Climate Change on vines and vineyards

[www.lse.ac.uk/granthaminstitute/resilient-wine/](http://www.lse.ac.uk/granthaminstitute/resilient-wine/)

UK Climate Projections

[www.metoffice.gov.uk/research/collaboration/ukcp](http://www.metoffice.gov.uk/research/collaboration/ukcp)



## Our Vision

**Recognise Hampshire's natural and historic environment and the services it provides as its most valued asset and an essential component of Hampshire's attractiveness and prosperity.**

Hampshire is famous for its natural and historic environment. In particular, it has a range of habitats and species which makes the county nationally and internationally prominent and it is blessed with some of the most internationally important chalk rivers, coastal habitats, heathlands, chalk downlands and ancient woodlands.

The importance of Hampshire's landscape is further reflected in the National Parks of the New Forest and South Downs, three Areas of Outstanding Natural Beauty (AONB), numerous designated wildlife and archaeological sites, and a wealth of historic towns, villages and individual buildings. Areas outside these designated landscapes are also rich in features of natural and cultural significance.

What's more, it provides local identity and distinctiveness, a sense of place, and a sense of community, wellbeing and recreation, in addition to being of significant economic value.

These assets are therefore a critical part of what makes Hampshire an attractive place to live, work and visit.

The environment however is changing. Pressures arising from the increase of housing needs, infrastructure, employment space, intensive agriculture and the changing climate are causing incremental and noticeable annual declines across all habitats and species. For example oak, ash and beech are integral to the character of the Hampshire landscape,

history and folklore, and yet we are on the verge of losing one of these species completely and seeing increasing threats to the other two.

Activities such as farming, recreation and development must be undertaken in a more managed and considerate way in order to protect the environment and to leave things in a better state than how we found them; and to protect and enhance critical assets such as soils and water resources.

Hampshire's younger generation has also identified "Environmental Stewardship" as a priority and they are conscientious about actions which could negatively impact on the environment in the future.

Commissioners expressed the need to protect, retain and enhance the special unique features and character of Hampshire into the future. However, the changing environment does not only relate to the natural environment as the built environment is changing too; we need to be striving for net positive environmental gain across both.

***"Woodland management continuously makes a loss, however woodlands are there for many reasons not just to make money; public access, biodiversity, clean air, employment, and reduction in erosion."***

*Matt Bloor,  
Forestry Manager,  
Lockerley Estate*

Within our built environment there are competing demands. Home design is not keeping pace with our fast-changing lives and expanding and contracting families, traffic is increasing, and traditional retail is in decline. Yet we must ensure there is access to green and safe spaces to help improve the health and wellbeing of all residents, and we need to deliver more fit for purpose developments.

There are also competing demands between rural and urban communities. The cities are recognised as the engine of economic growth, whereas the contribution of smaller market towns in Hampshire is variable and the value of Hampshire's rural areas are not fully realised.

The economy in rural areas is diverse and has potential to grow beyond its current £7.5bn GVA (Gross Value Added), or the 14% of Hampshire's overall GVA currently contributed.

Looking at the economic breakdown, it should be recognised that there is a distinct difference between Hampshire's rural business economy and that which is attributable to the land-based sector; farming and forestry accounting for 1% of overall GVA. It is critical to be mindful of the importance of the land-based sector in maintaining our 'quality of place' and the 'ripple effect' from small businesses; particularly within the rural visitor economy.

For both our urban and rural areas to thrive into the future, our communities must be able to connect with their place and be able to live more happy and

healthy lives. To assist this, the Commissioners consider that our places must be equipped with high performing and adaptable, affordable and accessible services to meet public needs, including universal digital connectivity, accessible transport systems, networks to increase accessibility and active travel and green spaces to aid health and wellbeing.

Our changing environment is also inextricably linked to our changing society. For example, a greater awareness of sustainability and environmental protection, such as plastics and veganism, is empowering people to make more informed and fundamental lifestyle choices. These choices will become more prominent in the future, suggesting the more we can protect, retain and enhance our environment now, the better we will be able to respond to future challenges and opportunities.

## Our policy

Develop and promote a focus on sustaining and enhancing Hampshire's environment to strengthen Hampshire's economy and society.

*"It is really important that we talk about both the environment and economy"*  
*Liz Parkes, Deputy Director, Climate Change, Environment Agency*

## Recommendations

- Work with partners to understand and develop key strategies and policies that recognise the benefits of net environmental gain across all sectors.
- Develop and promote community resilience and individual health and wellbeing by taking full advantage of Hampshire's natural environment.
- Develop initiatives to tackle urban/ rural divide and deliver equitable local capacity and resilience (for example a better management of urban sprawl).
- Tackle the major causes of poor air quality with a specific focus on reducing harmful emissions.
- Recognise the multiple value of green infrastructure and advocate for the provision of green spaces to be one of the fundamental drivers in planning policy.
- Promote a joined-up approach that links local authorities, health bodies and civil society to deliver greater access to nature for all, for example optimising access to country parks and extending public rights of way.
- Ensure that future development makes the optimum use of available land, prioritising brownfield regeneration.



## Changing Environment

### Further reading and evidence

To find out more about “Changing Environment” and to understand how we came to our conclusions continue your reading on the following links...

### Evidence bookmarks

- Town and city centres can and should be reshaped and repurposed to better serve the lifestyle of the time but once a landscape is lost, it is rarely reclaimed. [CPRE Evidence](#)
- Individuals with easy access to nature are 40% less likely to become overweight or obese and national research, as well as our own experience, shows the huge impact that nature can have on combatting mental illness. [Hampshire & Isle of Wight Wildlife Trust Evidence](#)
- There is potential for dramatic reductions in pollution by switching to low emission cars and vans. [Theme 5 Evidence Report](#)
- It is important to remember that we cannot monetize all aspects of the environment and that it is the intangible benefits of the natural environment that we must preserve for wider societal issues such as health and wellbeing. [Theme 4 Hearing Summary Report](#)
- Hampshire sees our environment as an asset: it attracts visitors and provides jobs, whether in tourism, or agriculture and forestry. But equally important is the contribution it makes in other ways - for example by enhancing peoples' wellbeing, improving our physical and mental health, or by helping us manage flooding. [Southern Policy Unit Evidence](#)

### Data sources

Hampshire Biodiversity

[www.hants.gov.uk/landplanningandenvironment/environment/biodiversity/informationcentre/information](http://www.hants.gov.uk/landplanningandenvironment/environment/biodiversity/informationcentre/information)

Natural England's Open Data Portal - National and International important sites

[www.naturalengland-defra.opendata.arcgis.com/](http://www.naturalengland-defra.opendata.arcgis.com/)



## Our Vision

**A thriving and prosperous economy is essential to support excellent public services, provide high quality and inclusive employment and business opportunities, maintain and enhance the quality of life in Hampshire, and reduce inequality and economic exclusion.**

With a GVA of around £50bn per year (including the cities of Portsmouth and Southampton), which is larger than that of Wales, Hampshire has one of the most successful economies in the UK and is the largest sub regional economy in South East England.

Hampshire boasts high business start-up rates and good business and jobs density. It is also one of the best performing labour markets in the country, particularly in terms of employment rate. Levels of economic prosperity and household incomes in Hampshire are above the national average. However, labour productivity is well below the best performing economies in the South East.

Hampshire is also well placed geographically with excellent transport links within a globally connected region to London and Heathrow. It is an international gateway via Southampton and Portsmouth Ports, and is also home to Farnborough Executive General Aviation Airport, Solent Airport and Southampton International Airport.

*"There is some globally significant stuff going on here - you've heard about it with the universities, aerospace, the aviation presence, the physics of the universe. You are an international centre for some of these things, not a national one, an international one - and how many people know that? Not enough."*

*John Till, Director, Thinking Place*

Hampshire's economy can be considered to comprise of three sub-areas. North Hampshire is the most prosperous (based on GVA per head, about 15% more prosperous than the UK average),

followed by Central Hampshire (around 10% more prosperous than the national average) and South Hampshire (around 8% below the national average). Portsmouth is on par with the national average (around 1% higher) and Southampton is about 7% below the national average.

The broad production sector, including manufacturing, is now much smaller than it once was. In the last 18 years, production accounting for output has fallen by approximately 7%. Hampshire is however ranked as the most export intensive county in the country, and over a fifth of all South-East exports come from Hampshire.

The most productive sectors across Hampshire are financial and business services, ICT and digital media, aerospace and defence; and logistics and marine/maritime. Over the last 20 years, the strongest growth has been in ICT (+8%) and professional and business services (+12%).

We cannot assume continued success and need to be mindful of the increasing globalisation of goods, services, technology and talent, the challenges associated with the UK's post-recession productivity gap, the digital revolution and the future of the UK's relationships with other countries.

# Changing Economy

## Our recommendations

### Our policy

Maintain a focus on fostering a knowledge-based and sustainable Hampshire economy, working closely with businesses and relevant agencies in Hampshire including our universities.

### Recommendations

- Develop the 'Place Story' for Hampshire to define a Hampshire brand to promote, support and encourage appropriate economic development and a compelling narrative to cohere business, communities, the neighbouring cities of Portsmouth and Southampton, and the Isle of Wight around a unified approach and vision.
- Maintain, regenerate and develop vibrant settlements across Hampshire to offer attractive, stimulating and thriving business, and cultural and residential environments and communities.
- Maximise opportunities for employment and inclusion through targeted upskilling both in terms of key sectors and softer skills such as creativity, innovation and work readiness.
- Maximise and prioritise support for the key sectors – digital/creative, aerospace, defence and marine to build on the existing strengths in these areas.

- Enable Hampshire to maintain its position as an attractive place where people want to visit, live, work and take advantage of the leisure and cultural offer. For example, promoting tourism, providing authentic experiences and developing current and future business hubs.

- To secure economically critical infrastructure investment in Hampshire, especially where it will support greater internationalisation of our economy. For example through international trade and inward investment.

- Develop in partnership clear plans to set out where business districts are to be developed, incorporating grade A offices, high quality residential and public realm, with clear connectivity to transport hubs and networks.

- Embracing the opportunities of the advances of digital and other technology to support the Hampshire economy.

- Capitalise on Hampshire's university capacity to maximise local benefits from roll outs, start-ups, and emerging technologies, and to retain more graduates living and working in Hampshire.

*"The demand for future skills and broad knowledge will be needed by children for their, and our, future success. This includes confidence, resilience, problem solving and social skills."*

*Nancy Wilkinson,  
Programme Manager,  
Nesta Innovation Foundation*

*"It's all about place.... you need to be place-led not organisation led."*  
*John Till, Director, Thinking Place*

*"Autonomy is one of the key strengths we have, particularly in relation to marine."*

*David Fletcher,  
Hampshire County Council*

*"How to make things sticky so they continue to stay here, build their industry in this area but ship and service a market around the world."*

*Don Spalinger,  
Director Corporate Relationships,  
University of Southampton*

*"Co-working centres and flexible working spaces are important to small businesses"*

*Nick Coote, Regional Director,  
Lambert Smith Hampton*



## Changing Economy

### Further reading and evidence

To find out more about “Changing Economy” and to understand how we came to our conclusions continue your reading on the following links...

### Evidence bookmarks

- Traditional affluent rural population relocating to urban areas, potentially freeing up larger properties for families. [Theme 4 Evidence Summary Report](#)
- Younger population bringing new life to rural areas and expectation of access and ‘experience’ of the countryside. [Theme 4 Evidence Summary Report](#)
- True placemaking requires diversity, all things for all people, high and low value opportunities. [Theme 4 Evidence Summary Report](#)
- Hampshire is prosperous, but not all share in that prosperity. [Southern Policy Unit Evidence](#)
- Tourism also a significant sector for Hampshire – could link to wider agenda of building on Hampshire’s existing attractiveness as a place for people – quality lifestyle etc. [GDP Global Evidence](#)
- Local communities across Hampshire are supported and equipped with the relevant future skills (digital in particular and work readiness generally). [Theme 2 Evidence Report](#)
- More effective strategic planning of employment space across Hampshire and prioritisation of investment in urban transport hubs. [Theme 2 Evidence Report](#)
- In 2018, 57% of holidaymakers stayed in the UK taking advantage of the good weather and coastal locations with the rural landscape as the second most popular destination for a summer holiday for many Britons. [Theme 6 Evidence Report](#)
- Hampshire is well placed to take advantage of anticipated future trends as there are very strong and growing industry clusters with a significant presence in the area (for example in precision technology, digital, aviation and business services). [Theme 3 Hearing Summary Report](#)

### Data sources

Hampshire’s Labour Market Bulletins  
[www.hants.gov.uk/business/ebis/reports](http://www.hants.gov.uk/business/ebis/reports)

UK House Price Index  
[landregistry.data.gov.uk/app/ukhpi/browse?from=2018-06-01&location=http%3A%2F%2Flandregistry.data.gov.uk%2Fid%2Fregion%2Fhampshire&to=2019-06-01](http://landregistry.data.gov.uk/app/ukhpi/browse?from=2018-06-01&location=http%3A%2F%2Flandregistry.data.gov.uk%2Fid%2Fregion%2Fhampshire&to=2019-06-01)

Labour Market Statistics  
[www.nomisweb.co.uk/reports/lmp/la/1941962884/report.aspx?own=hampshire#](http://www.nomisweb.co.uk/reports/lmp/la/1941962884/report.aspx?own=hampshire#)

## Our Vision

**Communities that are connected, diverse, sustainable and happy are the cornerstone of a thriving, equitable and prosperous society, placing people at the centre so a culture of resilience and self-help can be nurtured.**

The population of Hampshire currently stands at 1.37 million and is expected to increase to 1.5 million by 2041. The main causes for this growth are an ageing population and net inward migration.

Our society is changing, the world is becoming a smaller place and Hampshire must not let itself become isolated. There are many different and often related reasons why this is happening, and these are all underpinned by the identified drivers for change.

The 65+ age range is growing at the fastest rate and those aged 85+ are set to double in the same timeframe. This is increasing the dependency ratio between those at work and those in retirement, with the working population peaking in the late 2020's. This will have an impact upon our productivity and service delivery including health, housing provision and social care. In addition, improving life expectancy is enlarging the population (life expectancy today is 80) and although this should be celebrated, it is important that people are living in good health.

*"Hampshire's current population can be characterised as relatively old with more people occupying the older age groups. Record numbers projected to reach the very oldest age groups by 2041"*  
Neil Park, Head of Population Estimates, Office for National Statistics

These factors combined with others are compounding the issues associated with the cost and supply of housing. There is a growing disparity between local house prices, salaries and levels of income; and there have also been changes in the type of households, with an increase in single occupancy households in recent years, and this trend is expected to continue. Many of these issues are also further exacerbated by the fact that 15% of Hampshire is defined as urban city or town, however, 78% of the population live in urban areas.

To help increase housing availability and reduce social care, social isolation and loneliness, the Commissioners have discussed the opportunities afforded by multigenerational households and mixed communities. As part of a multi-layered solution, this could help to support the older population to live more independent lives and create more cohesion between generations; including a more flexible planning approach to existing housing.



# Changing Population and Society

## Overview

Commissioners felt strongly that housing developments need to be building communities and not just houses, in order to anticipate future requirements. They need to be built to better standards, incorporating the right infrastructure, be desirable for the long-term, and support the building of communities that are diverse, connected, intergenerational, sustainable, resilient and happy. In doing so, there should also be greater co-production and engagement with communities to embed further ownership, resilience, and self-help. Urban sprawl as part of the demand for housing also needs to be better thought through and managed in line with aspirations for both urban and rural areas, and the needs of those who live there.

Commissioners felt it was important to continue to attract new skills and more young people to Hampshire to help to balance the ageing population, whilst also attracting families and enabling those born in Hampshire to stay and prosper.

Commissioners have identified a number of aspirations to work towards which will also enable communities to take a greater role in finding solutions to problems, and equip people to be able to make choices to respond to change.

These are:

- Be friendly and welcoming to all households.
- Retain and attract a broad range of society so that our diversity becomes our strength.
- Enable safe, secure and fulfilled lives at work and at home.
- Build resilient and strong communities.

Creating further opportunities for all members of society, and across generations, to engage with shaping their local communities will also become increasingly important.

Although Hampshire currently has relatively low levels of deprivation in comparison to other counties, deprivation still exists in pockets across rural and urban areas. The Commissioners were keen to see a reduction in the levels of deprivation across Hampshire.

Intergenerational equity is also a huge challenge for 2050. Commissioners wanted to work towards ensuring equity in access to happiness, health, work and opportunity across the whole of society and reduce or eliminate absolute place-based deprivation by 2050.





# Changing Population and Society

## Overview

We also know that a changing society will require new, lifelong skill demands for the future; Hampshire already has a large and high performing tertiary education sector and a relatively highly skilled population, although this varies considerably between areas - but further life-long re-skilling and up-skilling will be particularly important as we don't know what the jobs of the future will be.

The role and purpose of schools and teachers will therefore remain critical; not only are they important features of our communities and may also have a wider role as community hubs in future, but they play a vital role in helping young people develop social skills. An aspiration is that all children and young people, irrespective of the circumstances or of their start in life, have better opportunities than previous generations. Providing them with high quality independent information, advice and guidance will also be critical.

*"Some of the headlines might suggest that teachers in 20 years' time will be gone, you'll just have a robot in the classroom. Actually, our analysis doesn't support that at all. Teachers jobs are innately human. You need human characteristics"*  
*Nancy Wilkinson,  
Programme Manager,  
Nesta Innovation Foundation*

Innovation, creativity and interpersonal skills together with a broad knowledge base will also become increasingly important in the future labour market. Furthermore, demand for analytical skills will also increase, while there will be a decline in jobs requiring physical skills.

In tandem with educational establishments delivering training for the future, greater integration with employers to help ensure the right skills are being delivered at the right time, including fundamental skills such as 'work-readiness' will be important.



### Our policy

Maintain a focus on promoting the evolution and development of communities that support equity, connectivity, diversity, sustainability and resilience.

### Recommendations

- Develop a coherent framework for building communities that delivers a more integrated approach to design and development.
- Work with partners and communities to foster community resilience, cohesion and inclusion through place making.
- Prioritise physical and mental health within community shaping to maximise multiple benefits – e.g. green spaces with more walking/cycling routes support physical wellbeing and can reduce anxiety.
- Maximise opportunities to improve productivity and adapt service delivery with a particular focus on health and social care to respond to the changing demographics.
- Support employers to extend the productive capacity of the workforce by recognising health and wellbeing benefits of employment ('good work') and embracing new and more flexible ways of working.
- Provide access to appropriate housing and services to support greater independent and integrated living for older residents and those with additional need, with a particular focus on health and social care and support for intergenerational living.
- Make Hampshire more attractive to a wider age range for example by providing access to housing, employment, cultural and leisure amenities to attract and retain younger people.
- Maximise the provision of affordable housing to attract and retain key workers by ensuring access to appropriate housing.
- Public service agencies should work in partnership with local communities to design and deliver services.
- Advocate for a wider measure of happiness and quality of life to be incorporated into key policies within key public sector organisations, through for example the role of volunteering to provide meaning and community coherence.
- Better understand the current and future skills needs and work with employers and education and skills providers, to promote widely accessible training and development opportunities prioritising new skills.
- Secure a reduction in levels of absolute deprivation across Hampshire.

*"There is a correlation between accessible green space and reducing deprivation, obesity etc."*  
Andrew Cooling, Strategic Development Manager, Ordnance Survey

*"As the population of Hampshire is predicted to age more, we will have people living longer but probably with poorer health."*  
Stuart Jarvis, Hampshire County Council

*"As long as local people on local wages can...afford to live in the houses."*  
Graham Biggs, Chief Executive, Rural Services Network

*"Interpersonal skills and higher order cognitive skills will be incredibly important... unsurprisingly the things that robots can't do... judgment and decision making problem solving creativity will be in high demand in the future"*  
Nancy Wilkinson, Programme Manager, Nesta Innovation Foundation



To find out more about “Changing Population and Society” and to understand how we came to our conclusions continue your reading on the following links...

### Evidence bookmarks

- Whilst longevity is something to celebrate, the proportion of those of a working age is shrinking whilst those of a pensionable age is increasing. While a larger population can increase the size and productive capacity of the workforce, it also increases pressure to provide social services such as education, healthcare and housing. [ONS Evidence](#)
- Catering for diversity is critical – if not the result will be increasing divide and isolation. [Cross Cutting Theme Hearing Summary Report](#)
- There will be a need to address recruitment difficulties for essential occupations such as agricultural workers and carers (linked with exodus of young people, high house prices; impact of Brexit on migrant workers who have traditionally filled vacant low-paid jobs). [Action Hampshire Evidence](#)
- Shifting demographic – increasing the attractiveness of rural areas as a place to live and work for all age groups, and income brackets. [Action Hampshire Evidence](#)
- Co-housing and communal living models deliver development with more of a focus on communities doing it for themselves. Self-help and mutual support are a means of continuing an active life and preventing the need for social care (they are not a substitute for social care). They help address other areas of concern including isolation and mental health issues). [Action Hampshire Evidence](#)

### Data sources

2011 Census; this includes data, tables, factsheets, and reports

[www3.hants.gov.uk/factsandfigures/population-statistics/census\\_pages/census\\_2011.htm](http://www3.hants.gov.uk/factsandfigures/population-statistics/census_pages/census_2011.htm)

Land supply and completion information

[www3.hants.gov.uk/factsandfigures/land-supply.htm](http://www3.hants.gov.uk/factsandfigures/land-supply.htm)

The English Indices of Deprivation (2015) for Hampshire County Council

[documents.hants.gov.uk/Economy/HeadlineInfographic.pdf](http://documents.hants.gov.uk/Economy/HeadlineInfographic.pdf)

Centre for Population Change (Southampton University)

[www.cpc.ac.uk/](http://www.cpc.ac.uk/)

Small Area Population Forecasts – Hampshire generated

[www.hants.gov.uk/landplanningandenvironment/facts-figures/population](http://www.hants.gov.uk/landplanningandenvironment/facts-figures/population)

## Our Vision

**Hampshire should take advantage of the opportunities of technology to people, place and economy; maximising the benefits whilst mitigating against the negative impacts.**

Hampshire is proud to be home to several digital clusters. It has significant expertise and a strong reputation in digital technologies, digital infrastructure and digital skills which will remain critical to continued success into the future.

Technology will have far reaching consequences for the way we live and is changing the nature of human interaction. Digital skills will become embedded in our social infrastructure, and mobile technologies and connectivity will improve and enable better access (including in more rural locations) to leisure and services. Advances in technology will also enable employers to offer increased flexible and remote working patterns, which in turn, contributes to the productivity of the workforce.

Technology improvements will allow for an alternative provision of services and will have far reaching implications. One of which could be to reduce the level of face to face care services provided to the population. A key challenge faced in light of this particular example is social isolation. We must ensure this is limited to appropriate circumstances, as the compassion and empathy provided by those in the caring professions, are often the most critical, innately human interactions. As such technology should assist (and not replace) their vitally important work, especially when we consider our ageing population.

We must carefully consider other potential negative consequences of changing technology including; addiction, loneliness and the potential impact on health, all of which will require thinking and planning for how to continue to provide opportunities for engagement and connections. The future benefits, however, are likely to be unprecedented.

An ever-increasing stream of information available from multiple sources is likely to pose the risk of misinformation and cyber-crime which will require, particularly for all generations, the need to develop skills to safely navigate within this environment.

Artificial Intelligence (AI), sometimes called machine intelligence, will have far-reaching consequences. We know that AI will deliver new skills to fulfil the jobs of the future and that many of these jobs are unknown today. Data analytics also presents huge opportunities for the future to assist in making informed choices, supporting decision making and being able to harness the power of that data will be essential for the future.



# Changing Technology

## Overview

It will be important to equip all sectors of society with the skills needed for the jobs of the future. Statistics show that currently, women, ethnic minorities and people from lower-income backgrounds are under-represented among innovators and that historically, the vast majority of patents have been largely dominated by white males.

Technology will also have a huge impact on transport systems. It is predicted that by 2040 half of all new vehicles will be autonomous. However, autonomy may not be the most appropriate end goal, instead we should be striving for safer, less congested, better connected and efficient transport networks. This will result in improved processing of information, connection of varied systems and reduced costs. To help deliver this the appropriate infrastructure will need to be provided and/or adapted.

Technology will be an important enabler for 'Mobility as a Service' (MaaS) - the integration of various forms of transport into a single on-demand service to offer a choice of mobility solutions which aims to provide customers with an integrated digital service combining available transport options. Whilst representing a significant opportunity to reduce emissions and carbon consumption, it also presents many challenges, particularly in paying for a range of transport services offered by multiple organisations.

One constant to changing technology is the dramatic speed of change. For example, it only took 17 years from the recognisable launch of the world wide web in 1990 to the first iPhone in 2007 yet we are considering a future change of 31 years from now (2019) to 2050. As such, we must prepare and position ourselves appropriately for the long term, even if we can't accurately predict the forthcoming technological changes. We must also ensure the speed of change does not leave any users behind and that everybody has the opportunity to learn the skills required for new technologies.

Regardless of the type of technology being implemented, we also need to consider if Hampshire wants to be a fast follower. This would require taking an influencing role in adopting new technologies balanced against risks and reasoned decisions. Commissioners have suggested that Hampshire should take a flexible approach and certainly aim to at least be within the early majority of adopters where products have mass market appeal.

We also need to ensure that all members of the community can benefit from technological advancements and take advantage of new opportunities in the labour market. We will need to make sure the future technological advances benefit people rather than people benefitting the technology. It is essential that we avoid technology completely replacing richer, authentic human exchanges where possible.

***"Sailing in the Solent could be experienced in a viscerally realistic simulated way... what a great advert for what we have...but this will not replace the authentic experience"***

*Ed Gould,  
Creative Director, Carswell Gould*



# Changing Technology

## Our recommendations

*“Technology could enable people with restricted movement to be able to enjoy recreation. Then when you think about an aging population with less to do, what impact that could have on retired people or people who are finding it harder to get out. We will see that technology and recreation could help each other out greatly in that area.”*

*Ed Gould, Carswell Gould*

## Our policy

Prioritise a focus on opportunities offered by technology to enhance business and economy, public services, social infrastructure and connectivity; that complement rather than compromise human relationships and quality of life.

## Recommendations

- Understand the role of the public sector to enable and maximise the opportunities of new technologies (including access to and use of data), ensuring all members of the community can engage and benefit from this.
- Equip all sectors of society with the skills required to take advantage of technological advances, with a specific focus on diversity and inclusivity.
- Maximise the benefits offered by AI to improve public services particularly in the health and social care sector.
- Address digital exclusion and support those with no or lower skills to secure the ‘basic’ as a route to ‘a good job’.

- Prioritise high speed broadband infrastructure for existing housing and planned developments across Hampshire as a vital component to growing a sustainable local economy.
- Improve active and low emission transport, prioritise public and shared transport and maximise the potential of AI and data analytics in future transport in both urban and rural areas.
- Ensure future transport projects are closely linked with emerging technologies and business models such as MaaS.

*“How can we in a digital world use technology to enable people stay connected to each other”*

*Phillip Walker,*

*Hampshire County Council*

*“The huge importance of being connected.... there is still a divide in more rural areas”*

*Jo Heath,*

*Hampshire County Council*

*“17 - 20 year olds in ‘1992’ 55% of them knew how to drive. Now it’s down to 30%. That workforce is the workforce that’s leaving this area because they are dependent on public transport.”*

*Mark Selby, Visiting Professor, University of Surrey*

***“Mobility as a Service (MaaS) will help us achieve our policy objectives for air quality and tackling congestion.”***

*Adrian Gray,*

*Hampshire County Council*



To find out more about “Changing Technology” and to understand how we came to our conclusions continue your reading on the following links...

### Evidence bookmarks

- Smart cities with connected transport networks controlled and accessed via personal technology. [Theme 4 Evidence Summary Report](#)
- By 2040, 55% of all new car sales and 33% of the global fleet will be electric. [Atkins Evidence](#)
- It will be critical to invest fully in digital infrastructure to maintain the attractiveness of the area. [Theme 3 Evidence Report](#)
- Handling and understanding the huge amounts of data that connected vehicles produce is likely to become a key function of local highways authorities in the near future. [LGA Evidence](#)
- To deliver a strong 5G service, network providers will need to work closely with utility companies, rail and road agencies and all levels of government. [Theme 5 Evidence Report](#)
- The Internet of Things will provide enormous amounts of data with the potential to identify patterns and design systems and services on a scale never before possible, but the right workforce and leadership are needed to capitalise on this opportunity. [Theme 3 Evidence Report](#)
- Hampshire’s Adult Services current work with Amazon and their Alexa product for use within older people’s homes is just one example of how Hampshire County Council is working, looking for new and innovative partners to work with to bring about solutions and improved lives. [Theme 1 Evidence Report](#)
- A lack of digital skills and access can have a huge negative impact on a person’s life, leading to poorer health outcomes and a lower life expectancy, increased loneliness and social isolation, and less access to jobs and education. [Theme 3 Evidence Report](#)

### Data Sources

Article on mapping the 5g network in Bournemouth – links with Hampshire based business Ordnance Survey

[www.5g.co.uk/news/5g-britain-modelled-on-bournemouth/4120/](http://www.5g.co.uk/news/5g-britain-modelled-on-bournemouth/4120/)



***“Diversity across the board is important [in relation to Artificial Intelligence] – we need philosophers, historians, geographers, psychologists etc within interdisciplinary teams from a range of diverse backgrounds.”***

**Dame Wendy Hall, Regius Professor of Computer Science,  
University of Southampton**

Chairman of Inquiry

Councillor Roy Perry

Commissioners

Mr Tali Atvars

Professor Graham Baldwin

Ms Lorraine Brown

Councillor David Clifford

Mr Tim Colman

Councillor Mark Cooper

Mr Stewart Dunn

Ms Dee Haas

Mr Ranil Jayawardena MP

The Very Reverend Catherine Ogle

Ms Elizabeth Padmore

Sir Jonathan Portal

Mr Peer-Jada Qureshi

The Right Reverend David Williams

More information, evidence bookmarks and full evidence

See the Hampshire 2050 website:

[www.hants.gov.uk/visionforhampshire2050](http://www.hants.gov.uk/visionforhampshire2050)

If you require this report in an alternative format please e-mail

[COI@hants.gov.uk](mailto:COI@hants.gov.uk)

Hampshire 2050 is the name given to The Commission of Inquiry that is considering evidence and key issues to inform a Vision for the Future