

# **East Hampshire Community Partnership**

**East Hampshire  
Sustainable Community Strategy  
2008 - 2026**



**East Hampshire  
Community  
Partnership**

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# 1 Introduction

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## Purpose of the Sustainable Community Strategy

This document is the Sustainable Community Strategy (SCS), which has been prepared by the East Hampshire Community Partnership. This SCS is particularly important as it sets out the policies or outcomes that all local organisations should work toward in the future. It is based on the responses we received to our discussion document “Quality of Life in East Hampshire 2008”, during several months of consultation with local communities and partner organisations.

Using these findings we have agreed a number of changes that we would like to see happen in the area. We have called these outcomes, and, if achieved, they will lead to continued improvement to local people's lives over the next 20 years. In order to do this we will prepare more detailed, three-year action plans for each theme.

The outcomes have been tested in three ways:

- Do they agree with what local residents have told us (eg through the 2007 Residents' Survey)?
- Do we have enough factual evidence (eg the number of reported crimes)?
- Do they support Government and County policies (eg national and county targets for recycling household waste) and if not can we justify this?

We have deliberately left out the bulk of the above evidence, so we can provide a more usable SCS document. You can see these data in the Quality of Life in East Hampshire 2008 document on the Partnership Website (see Contact Details).

## The East Hampshire Community Partnership

The Community Partnership is a group of organisations, which have agreed to work together to improve the lives of people in East Hampshire. Appendix 1 shows a diagram setting out the structure of the Partnership and the main sub-groups. At its heart is the Community Partnership Steering Group, which co-ordinates the work of the partners and ensures our outcomes are delivered. The organisations represented on the Steering Group are shown in Figure 1 below:

**Figure 1, Organisations represented on the Partnership Steering Group**

East Hampshire District Council	Community First East Hampshire
Hampshire County Council	Alton College
Hampshire Constabulary	The Petersfield Society
East Hampshire Association of Town and Parish Councils	South Downs Association of Disabled People
The Hampshire Primary Care Trust	The East Hampshire Business Initiative
Drum Housing Association	Government Office For The South East

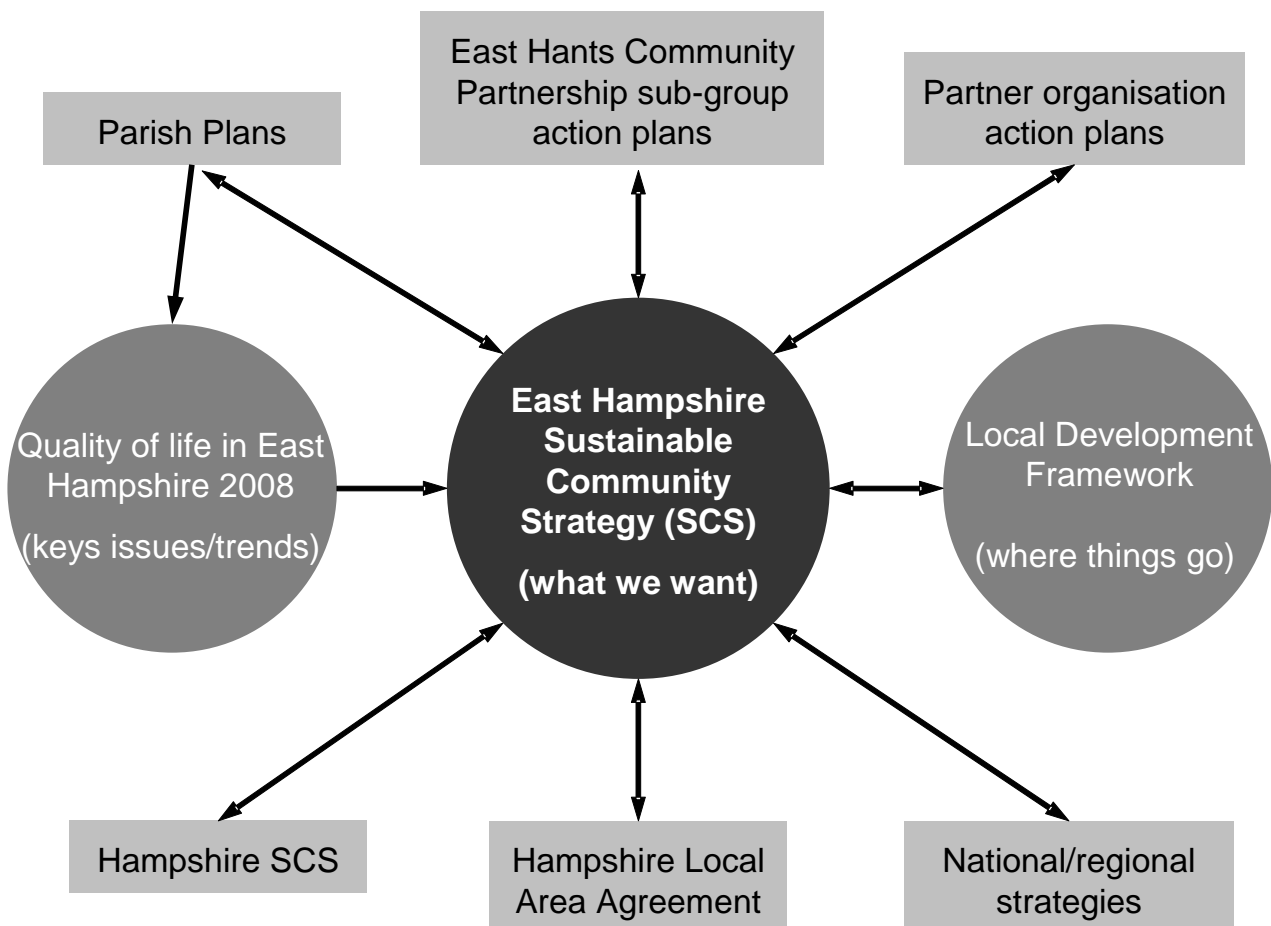
## How will this document link to other strategic documents?

Figure 2 below, shows how this document has a central role in the district. It provides a route to feed local, parish-based issues into district activities, in to those described in the Hampshire SCS and its associated delivery plan (the Hampshire Local Area Agreement), and even up to regional and national plans.

The East Hampshire SCS also sets out the outcomes to be delivered by the Partnership's range of specialist sub-groups, via their own action plans (eg the District Children and Young People's Plan).

One of the most important among these more specific plans the Local Development Framework (LDF), prepared by the District Council. This includes a number of different documents. The Core Strategy sets out the general principles of development, while other documents look at where development will go. They also provide more detailed guidance on specific issues. The LDF contains detailed policies designed to ensure local development helps achieve the outcomes in the SCS.

**Figure 2, linking with other strategic documents**



## **The Vision for the district**

The Community Partnership has agreed a joint vision for both the new Sustainable Community Strategy and the Core Strategy of the LDF:

By 2026, East Hampshire will be a better place where people live in safe, attractive and prosperous towns and villages. They will have good access to a range of housing, jobs, leisure and community facilities, and enjoy a high quality built and natural environment. They will live and work in a way that respects resources and the district's natural environment.

## **The sort of place people want**

We have used our research to list the things that matter most to the quality of life of people in East Hampshire. Using this list we will be able to check any development or proposed action to address local people's needs.

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

- Low levels of crime and antisocial behaviour, enabling people to go about their lives without fear.
- A range of housing that is affordable for local people.
- People can expect a long and healthy life.
- A community where the principles of fairness and social justice are upheld.
- Children have the best possible start in life.
- Vulnerable people are supported and protected.
- Older people are able to retain their independence.
- Facilities for recreation and enjoyment of our local heritage.
- A strong community spirit where people can get involved in what is going on and make a positive contribution.

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

- A good education
- A diverse range of training opportunities sufficient to develop skills
- Opportunities for further learning
- Attractive employment opportunities near to where people live
- An environment that supports businesses

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

- Towns and villages where people enjoy living and are happy to bring up their children.
- Clean rivers and air
- Access to an outstanding countryside
- Access to services and leisure opportunities via good paths, roads and public transport.

## 2 A profile of East Hampshire

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East Hampshire is a large rural district. Well over half of the 110,000 residents live in the areas classified as urban. There are 3 towns and 36 other parishes. East Hampshire is set in some of the most beautiful countryside in the south east. When combined with its historic market towns and attractive villages it makes a highly desirable place to live. This rich heritage adds significantly to the quality of life of those who live, work and visit the area.

The landscape is very diverse, with rolling chalk downs, large areas of woodland (17% of the total area) and internationally important heaths. In Hampshire, it is second only to the New Forest in its diversity of habitats and wildlife.

Much of the area is protected through environmental designations. 40% of the district already lies within an Area of Outstanding Natural Beauty (AONB). If the new South Downs National Park is designated then this would cover more than half the district.

East Hampshire has slightly fewer young adults (16-29 year olds) and slightly more middle-aged people (45-64 year olds) than England and Wales overall. Our residents are also some of the healthiest in the country, with women living on average to 82 and men catching them up fairly rapidly, at 79.

East Hampshire is one of the least deprived districts in Hampshire and indeed in England. It is ranked 332 out of 354 districts (354 being the least deprived), an improvement of 4 places since 2004. However, there are inequalities in health across the district. Experimental data suggests that those in the most deprived areas have a significantly shorter life expectancy than those in the least deprived wards. The difference in quality of life it highlights is borne out by other data such as educational attainment and levels of income.

The population could grow substantially by 2026. This change is not evenly spread across all age groups. There is increasing concern about the impending increase in pensioners whilst the working age population declines. The economic and social consequences of this will become more acute over the next two decades. In 2001 there were nearly four people of working age to every pensioner. By 2016 this is likely to fall to three and then drop even further by 2026.

The 2001 Census showed a lower than average proportion of people from ethnic minority groups (about 1%) compared with England (9.1%). Whilst there has been no census since 2001, data from the Department of Work and Pensions indicates that this percentage is increasing.

East Hampshire enjoys a strong community spirit and sense of neighbourliness. More people volunteer help than receive help, with over half of adults regularly volunteering.<sup>1</sup> The strength and diversity of the voluntary and community sector, already contributes enormously to the range of services delivered in the District, with over 2,000 voluntary groups existing in the area. This is likely to become increasingly important in the light of predicted cuts in public spending and the ageing population.

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<sup>1</sup> East Hampshire Resident's Survey 2007

East Hampshire is also a very safe place, consistently in the top 25% of local authorities nationally for low levels of crime. Most people also feel safe, especially during the day, but in 2007, 28% of people still felt unsafe going out after dark. However, this is still well below the County figure of 43%.

The area is generally prosperous. Unemployment is approximately 1% of the working age population, which compares well with the national figure of 2.6%. We have one of the highest densities of businesses in the South East, with many of these being self-employed people working from home.

The economy is dominated by the A3 corridor, with the central and southern parts looking to the urban areas of the south Hampshire coast, for both major employers and services. On the other hand, the north of the district looks mainly to the Blackwater Valley/Western Corridor (M3/M4 areas). The new Hindhead Tunnel is likely to create new opportunities, particularly in the north of the district.

In Hampshire as a whole, traffic volumes are growing by an estimated 2% a year on motorways and trunk roads and by 1% on local roads. The area has good rail links north and south, and the numbers of passengers has increased rapidly, in line with national trends. The exceptions to this are poor rail links to Whitehill and Bordon and no east - west services. Public transport is unable to cope with the growing demands for travel and congestion is growing on both major and local roads and also the rail network.

## **Key challenges in the future**

The rural setting of East Hampshire contributes hugely to the very high quality of life enjoyed by most people. However this comes at a price and there are some challenges that we know we will have to address. The following selection highlights some of the more important ones. It is important to remember that these challenges are not insurmountable and they may even create new opportunities.

**An ageing population** - This trend is likely to be greater in East Hampshire than the rest of Hampshire as a whole. This is partly because we already have an older population than the Hampshire average. This trend is also affected by the high price of housing, which is already forcing people to move out of the area. One consequence is that we may well see a larger proportion of the population unable to drive and becoming dependent on public transport.

**The economy and the centralisation of local services** - We are seeing an increasing need for competitiveness in the face of the global economy. At the same time the cost of providing private, public and voluntary services are increasing; as salaries try to keep pace with the cost of living and the price of energy and raw materials goes up. In East Hampshire the relatively dispersed population means that the transport costs are particularly high and there are usually fewer people within reasonable travelling distances. This is leading to an increasing trend for centralising services in the larger urban centres; the most recent example being the closures of six post offices in the district.

**Public transport** - Recent cuts in bus services from the larger providers are unlikely to be reversed. And, when set against a population increasingly dependent on public transport, and with further to go to reach local services, the level of rural isolation is set to increase. This may place increased pressure on people to move to the larger towns, with the knock-on effects on the vibrancy of local villages.

**Climate change** - The general increase in global temperature is likely to lead locally to more extreme weather events, which in-turn have many possible consequences. Public health is likely to be affected, for example with an increase in skin cancers, vector-borne diseases and flooding. The local rural economy will also have to adapt. Our local agriculture and forestry is already experiencing changes to crop yields and a range of new diseases such as blue tongue and sudden oak die-back.

**Changing lifestyles** - Modern lifestyles have given rise to some worrying trends, especially where health and the consumption of natural resources are concerned.

We have made good progress in tackling coronary heart disease and strokes. This has been mainly a result of a successful long-term attempt to reduce smoking. Two other, more recent, trends are now causing concern:

First, alcohol consumption is on the increase, with an estimated 10,400 adults in East Hampshire drinking at levels hazardous or harmful to health. 5,800 of these are drinking at a level where they are either physically or psychologically dependant on alcohol.

Second, obesity is an increasing problem, with 21.4% of East Hampshire adults classed as obese. 14.6% of 10 year olds are obese (predicted to rise by 6% in the next two years) and a further 14.5% are overweight. Obesity is estimated to reduce life-expectancy by 9 years and, for the first time since the war, the next generation may live shorter lives than their parents.

When it comes to the consumption of natural resources, our general affluence and rural nature means our ecological footprint is one of the largest in the Country. East Hampshire residents are the highest consumers of energy in Hampshire, with a similar story for water and raw materials.

The following sections set out the most important outcomes for the district.

## 3 Safe and strong communities

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### 3.1 Housing

The demand for housing is increasing. It is driven by a number of factors that are very difficult to influence. For example, there is a small but steady population increase, as people live longer and more people move in to the area. This combines with an increase in marriage breakdown, contributing to a significant decrease in the average size of households. We are going to need more homes than ever to accommodate this trend.

This high demand drives up property prices and as a result we already have a lack of affordable homes in the area. It is likely that this is causing young people and families to move out of the district. One of the other factors affecting affordability is running costs. The rapidly increasing price of fuel for heating and lighting plays a large part in this.

Priority outcomes
1. Provide housing with the aim of meeting the specific needs of each community and complementing the existing character, with appropriate infrastructure and services.
2. Reduce the migration of young people and families away from the district. For example by increasing the percentage of affordable houses built, especially in rural areas; and increasing the delivery of rural exception sites.
3. Increase the number of energy efficient homes to minimise fuel poverty and the impact on the environment.

### 3.2 Health

East Hampshire is comparatively affluent and this is very closely linked to health. East Hampshire residents are generally very healthy, with most indicators being better than the England and South East averages.<sup>2</sup> On average, men and women can expect to live longer than the rest of England and life expectancy is increasing, especially for men.

Within the district, however, there are differences in life expectancy associated other factors, such as levels of income and educational attainment. Experimental data suggests that in the worst areas people can, on average, live significantly shorter lives than those living in the neighbouring areas.

Our rural nature means that it can be difficult to access healthcare facilities, eg dental surgeries and hospital clinics.

#### Priority outcomes

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1. Continue to improve local indicators of health such as the level of heart disease and early cancers.

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2. Reduce the health inequalities seen across the district.

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3. Change peoples' behaviour to reduce the risk to their health. For example, for disease by reducing smoking, obesity and excess alcohol consumption, and increasing physical activity; and for falls in elderly people, by increasing physical activity and providing

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<sup>2</sup> East Hampshire Health Profile 2007

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adaptations in their homes.

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4. Ensure people can easily access an adequate range of healthcare facilities (eg dental surgeries and local hospital clinics).

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### **3.3 Social justice**

Social justice is achieved when everyone has the opportunity to participate in economic, social, political and cultural life. Social injustice results from many factors including unemployment, discrimination, poor skills, low income, poor housing, high crime, disability, ill-health, social isolation, rural isolation and family breakdown. Because of the generally affluent nature of the district the true extent of social exclusion in the area is often hidden and difficult to identify.

Whilst East Hampshire is generally one of the least deprived and socially excluded districts in the country, we know there are some local communities and individuals that suffer some or all of these issues in a very real way. More worryingly, it appears that these most deprived communities may be becoming more so.

#### **Priority outcomes**

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1. Increase our understanding of the true extent of social exclusion within the district to enable better targeting of resources. This includes better understanding of our more deprived communities and groups, for example by developing a comprehensive database of social indicators for the district.

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2. Reverse the increase in financial exclusion and poverty. For example, by ensuring access to independent financial advice and encouraging residents to claim the range of benefits they are entitled to.

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3. Aim to reverse the increase in rural isolation. For example, by increasing the provision of services in local rural communities, such as affordable public transport and an active voluntary sector.

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4. Increase access to services by potentially excluded groups such as people with disabilities and non English speakers. For example, for adults with disabilities or long-term conditions:

- Give people greater flexibility, increased choice & control of social care services by providing Self-Directed Support.
  - Enable community groups and resources to provide social care services in an inclusive, welcoming manner, whilst reducing their dependency upon statutory services.
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### **3.4 Children and young people**

There are approximately 25,000 children and young people (0-18 year olds) in East Hampshire.<sup>3</sup> The majority of these are healthy and achieving good results in school. We have, for several years, been engaging young people in an attempt to better understand the issues affecting them.

They tell us they can not easily access local services, because they are becoming more centralised and it is becoming more difficult to get around, as there are few or no evening

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<sup>3</sup> Hampshire children and young people's plan 2006-2009

and weekend buses. The fear of crime and increasingly hazardous roads increases this trend. This is especially true with local leisure opportunities; and, those in care, their carers and disabled young people are especially underrepresented at local leisure and recreation facilities.

Most also feel they don't have enough of a say about local decisions affecting them and they would also like to volunteer more, but find it too difficult. When it comes to finding a job, those interested in entering local trades or other vocational jobs, find it very difficult to access necessary training. For example, there are very few businesses willing to take on apprentices in the district. Many also say they have experienced bullying in schools.

### **Priority outcomes**

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1. Increase access to leisure and recreation, though more local facilities (such as informal youth drop-in facilities) and improved transport.

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2. Increase the access for disabled children, children in care and young carers to leisure activities and employment opportunities.

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3. Increase young people's involvement in democracy and local decision-making and their participation in volunteering.

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4. Increase the number of young people accessing vocational and work related training such as apprenticeships.

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5. Establish the true level of bullying in schools and reduce its occurrence.

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6. Reduce the fear of crime and the level of anti-social behaviour through increased inter-generational activities.

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### **3.5 Older people**

As mentioned above, the population is growing but with falling birth rates and people living longer, this change is leading to shift to a more elderly population. There is increasing concern about this growth in the number of pensioners, which comes as the working age population declines. The economic and social consequences of these will become more acute over the next two decades.

There is likely to be a significant increase in the demand for both services and opportunities for older people, for example getting involved in volunteering. This increase in demand is even more likely in the light of decreasing public transport and the centralisation of services such as shops and post offices in rural towns and villages.

Older people want to remain independent for longer but this will be a considerable challenge in the face of the above trends. More homes will also have to have physical and technological adaptations installed. We will also have to provide more sheltered housing, 'extra care' housing and nursing homes.

## Priority outcomes

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1. Increase the number of older people who are able to live safely, independently and with dignity. For example by:

- Ensuring existing homes are adapted to older peoples' needs and more purpose built housing (such as extra-care facilities) is provided.
  - Increasing range of respite opportunities.
  - Reducing unnecessary hospital admissions and enabling patients to safely move back to their homes or other community facilities.
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2. Enable older people to feel more included in their community by increasing the choice and awareness of local services for older people (eg by developing a directory of local community resources).

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3. Ensure older people are able to remain financially independent. For example, by ensuring they access the grants they are entitled to and promoting employment opportunities for all who want them.

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## 3.6 Recreation and leisure

Access to recreation, leisure and cultural facilities is an important aspect of quality of life for local people. They are becoming increasingly important as our lives become less physical and more sedentary.

While the area is very well supplied with green space, the open space that does exist varies in quality and much is poorly maintained. These open spaces often have play equipment and while this is generally well maintained there are many sites that are both poorly maintained and have a very limited range that only appeals to a narrow age group.

A similar story is seen with built leisure facilities such as community halls. Many have undergone recent refurbishment and investment but a substantial number are in a poor state of repair.

## Priority outcomes

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1. Increase the number of people exercising regularly.

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2. Increase the use of and access to leisure facilities; in particular for young people and by ensuring they reflect the current popular pursuits.

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3. Improve the management and maintenance of play areas.

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4. Increase access to the District's rights of way, green spaces and recreation areas and allotments.

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5. Promote arts and cultural activities and the use of libraries and discovery centres.

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### **3.7 Safer communities**

East Hampshire is the second safest district in the County and one of the safest in the England. Having said this there are still several thousand crimes committed each year 28% of people are afraid of crime when they go out in the evening. The latter is especially true for younger and older people and it can severely restrict the way people lead their daily lives. Crime and the fear of crime also tends to be concentrated in the more urban areas in the district

#### **Priority outcomes**

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1. Identify and tackle local community priorities around reducing crime and anti-social behaviour.

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2. Increase the feelings of public safety.

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3. Bring more offenders to justice.

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4. Empower local communities to increase community engagement and enable them to take more action to tackle anti-social behaviour (eg through Neighbourhood Watch schemes).

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## 4 Economy and education

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### 4.1 The local economy

The economic performance of East Hampshire is reasonably strong, with reasonably strong growth and low unemployment. A key weakness of the local economy is that there are relatively few high paid jobs available. This is mainly because of the high quality of life and excellent transport links to areas with higher paid jobs outside the district.

A number of our local business sectors are shrinking nationally. These include agriculture, manufacturing, defence and lower value financial/business services. These are still important in rural East Hampshire but we will need to encourage a change from these to other, more buoyant sectors.

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#### Priority outcomes

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1. Encourage business to stay and invest in the district by:
    - Improving the infrastructure and local services for businesses and their employees living in the district.
    - Increasing the availability and choice of modern business premises.
  2. Encourage the growth of new businesses to replace those in decline, such as agriculture, manufacturing, defence and lower value financial/business services activities.
  3. Build high quality successful communities for the benefit of businesses, residents, workers and visitors in:
    - i. Whitehill and Bordon - taking advantage of the MOD pulling out (see Area Priorities below):
      - Manage the potential down-turn up to 2011, as the population declines.
      - Maximise the up-turn from 2011 onwards as the population grows.
      - Ensure the Green Town Vision to develop the town is achieved.
    - ii. Small rural towns, ie Petersfield, Alton and Horndean.
    - iii. Smaller villages - increase support for rural village businesses and community services to stem their decline.
  4. Reduce the number of people commuting to work outside the district by:
    - Increasing the level of skills in the local work force.
    - Increasing investment by companies that provide higher paid jobs in the area.
    - Increase number of qualified people and provide routes into work - especially for young people, women and disadvantaged (eg through more placement opportunities).
  5. Tackle the issues associated with an ageing population which can lead to lower economic activity (such as more people wishing to work part-time and a slowing of small-business creation as their current owners retire).
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### 4.2 Education and life-long learning

The educational attainment of our 17,000 children of school age compares favourably with the rest of England and this has gradually been increasing over the last ten years. At the other end of the spectrum, 2% of children leave school with no qualifications. This group appears to be growing slightly. This trend is usually closely linked to other deprivation factors, often experienced by the children's parents. We also know that improved

educational attainment is the most effective way for people to move out of deprivation. The key is to raise children's aspirations to enable them to break out of the poverty trap.

When considering adult education, there is generally a very good take-up in East Hampshire but there is a slight but steady decline. This can partly be explained by a reduction in the funding for leisure learning in favour of vocational learning and that students have to pay a larger proportion of the fees.

There is also a shortage of opportunities for vocational training due to a lack of businesses willing to sponsor apprenticeships. This applies equally to those who are returning to work.

### **Priority outcomes**

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1. Improve the life chances for children by increasing their educational attainment.

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2. Reduce the number of children leaving school with poor or no qualifications.

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3. Increase opportunities for adults to learn by providing more high quality learning provision in their local communities.

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4. Increase availability and take-up of apprenticeships and work placements for school leavers and those returning to work.

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## 5 Environment, infrastructure and transport

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### 5.1 Protecting the countryside and built heritage

East Hampshire is noted for being the birth-place of natural history. It has some of the most attractive and unspoilt countryside in Hampshire. The District is second only to the New Forest, in Hampshire, in terms of its diversity of wildlife and habitats.

The district is also important for its architectural heritage with many conservation areas and listed buildings. Many people are also concerned with the impact that new development has on the character of their communities.

#### Priority outcomes

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1. Increase our understanding of the district's biodiversity and habitat so that we can better protect key sites and species.
  2. Minimise the impact new development has on wildlife and the local landscape by ensuring new development enhances our designated sites. For example, through the use of sustainable design and appropriate mitigation measures.
  3. Increase the resilience of wildlife in our remaining habitat fragments (eg to climate change) by enlarging / joining sites and increasing their connectivity with other areas.
  4. Prevent the loss of our community's distinctive character by ensuring new development takes account of the wider area, such as neighbouring buildings, townscape and landscape. For example, through the use of town and village design statements.
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### 5.2 Quality of the local environment

As well as the appearance of the wider landscape, people also value other aspects of their local environment. The amount of litter and graffiti, the state of street furniture, open space, shop fronts, industrial estates and houses all contribute to the feeling of well-being people experience when they live, work or visit an area. Other factors include the amount of pollution of the water and air (eg through noise and chemicals). East Hampshire generally has a high quality environment with low levels of litter and other forms of pollution.

Environmental quality varies markedly within the district, however, even within towns and villages. There are some distinct hot spots where the quality is low and this contributes to an increased fear of crime.

#### Priority outcomes

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1. Improve the quality of the local environment, especially in the hot spot areas.
  2. Ensure pollution is addressed quickly, eg by removing graffiti and abandoned cars.
  3. Continue to improve the quality of local rivers.
  4. Control noise to improve tranquillity across the district.
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## 5.3 Environmental sustainability, climate change and natural resources

Research now shows that climate change is a very real issue. We know we are going to have to adapt to new climatic conditions. In East Hampshire we are likely to experience more extreme weather events, such as storms and flooding. In the longer term, sea-level rise is still relevant here, as coastal communities may eventually have to relocate inland. It will also affect wildlife and agriculture and hence the appearance of our landscape.

Some research has been done on how we will need to adapt to these issues but it is still unclear exactly how badly the local farmland, economy and recreation areas will be affected. Reducing the causes of climate change is the other key aspect. This focuses on reducing the amount of carbon dioxide and methane released into the atmosphere through improved energy efficiency and waste reduction.

### Priority outcomes

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1. Increase our understanding of how the district will be affected by climate change and what we need to do to adapt to new climatic conditions.

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2. Increase energy efficiency and use of renewable and low-carbon energy in new and existing development.

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## 5.4 Transport and access

Bus passenger journeys in Hampshire have steadily declined from over 28 million journeys in 2001 to 26.5 million in 2006<sup>4</sup>. Most of this decline occurs in rural areas and the last 18 months have seen a number cuts in bus services in East Hampshire.

Most people think there needs to be a better bus service, especially to hospitals, schools and entertainment. They also say we need to improve the integration of bus and rail services.

In contrast to buses, the numbers using rail services have increased considerably. Now, over 1 million passenger journeys are made out of Petersfield.<sup>5</sup> This has brought a corresponding increase in parking issues around stations.

With our ageing population, the number of older people who are unable to drive and are dependant on others is set to increase. This is made worse as services become more centralised and move further away. This is true with others who are reliant on public transport, such as young people and those with disabilities.

### Priority outcomes

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1. Aim to improve access to facilities for those unable to drive (eg older and younger people) and deal with the reduction in mainstream bus services. For example, by increasing the provision of community transport, particularly in evenings and weekends and improving consistency across the district.

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<sup>4</sup> HCC East Hampshire Transport Review 2006

<sup>5</sup> South West Trains Passenger Data 2006

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2. Aim to reduce traffic congestion and parking problems by increasing the use of alternatives to the car, eg buses, cycling and walking.

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3. Tackle rural isolation by, for example:

- Increasing the provision of community transport eg community minibuses and taxi-share schemes.
  - Providing more services locally, eg, more local outpatient / testing clinics.
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## 5.5 Area priorities

The previous sections often highlight how quality of life varies considerably across the district. The suggested outcomes are also intended to broadly guide activity across the whole district.

Local people find it difficult to relate to East Hampshire as a single community. They tend to identify more with the town they live in or close to, for example, Alton, or 'a village near Alton'. Recognising this the District Council created four sub-district areas several years ago. These are based on the three towns: Alton, Whitehill and Bordon and Petersfield and their surrounding villages; together with the fourth, in the south, based on Horndean, Clanfield and Rowlands Castle.

Taking this approach forward, we will now develop four, more local, plans as part of the Sustainable Community Strategy. These will be prepared over the coming months and published separately. They will draw on the issues raised in the local community planning initiatives completed recently or still underway. These include town health checks and parish plans but we will also make use of a range of other detailed research.

We have chosen to single out Whitehill and Bordon, due to the major impact of the planned withdrawal of the MOD from the area.

### Whitehill and Bordon

Whitehill and Bordon is a community which has grown up largely around Bordon Garrison. The town has a population of 14,000 but has no recognisable town centre and relatively few community facilities. There is a high rate of out-commuting from the town and a lack of further education and training opportunities. The town has two of the most deprived wards in the district.

The Whitehill-Bordon Opportunity is an exciting chance to develop a sustainable settlement – a modern, 21<sup>st</sup> Century town that balances the needs of the community with the needs of the environment. The Opportunity project has come about as a result of the MOD's Defence Training Review. This will see the bulk of the MOD training activities, currently carried out at Bordon Garrison, moving to St Athan in South Wales.

As a result, we are expecting about 258 hectares of public land to become available. This is a mixture of brown-field and green-field land and comprises both MOD and County Council land. The land releases will enable the construction of up to 5,500 homes, with a mix of affordable homes, family homes and larger detached homes. We will also be able to provide what local people want, eg a new town centre, employment facilities, community facilities and better public transport.

## Priority outcomes

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1. Develop and improve the built environment in the town in a way that safeguards its superb landscape.

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2. Create an attractive built environment where people want to live, work, shop and play with good community facilities, leisure and employment opportunities an improved mix of housing types.

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3. Improve the quality of building design using innovative, modern environmentally friendly design incorporating modern eco-home methods of construction.

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4. Ensure that the town develops in a way that encourages people to live and work in ways which minimise the use of natural resources.

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5. Encourage investment by businesses and industries, which share our vision of a sustainable environmentally friendly community.

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6. Create a new town centre, employment areas, community and educational facilities, and promote the development of improved transport links (including rail) serving the town and increased use of public transport.

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## 6 Contact details

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Copies of the Strategy, our consultation paper - Quality of Life in East Hampshire 2008 and the documents referred to in both texts, can be found at:

**[www.easthants.gov.uk/communitypartnership](http://www.easthants.gov.uk/communitypartnership)**

You can also get copies from:

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