

Appendix M

Public Survey Insight Report

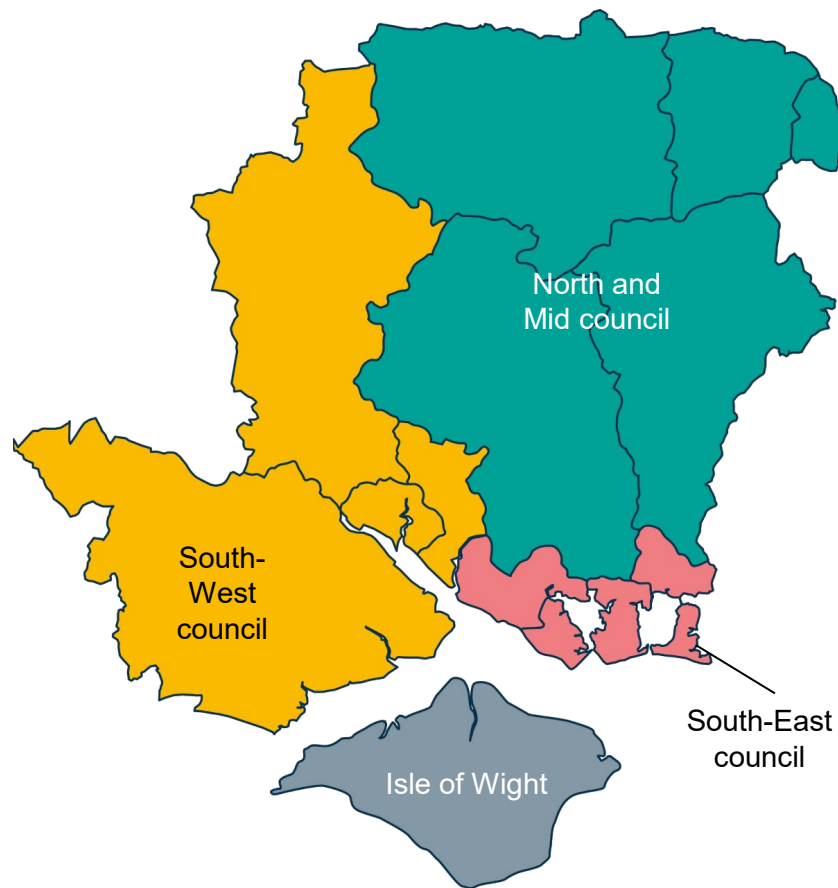
Background

In Summer 2025 Hampshire County Council undertook public and stakeholder engagement to inform proposals for Local Government Reorganisation (LGR) across Hampshire, Portsmouth, Southampton and the Isle of Wight (described as “Hampshire and the Solent” in this report).

Hampshire County Council and East Hampshire District Council have proposed that Hampshire and the Solent has four councils: three councils on the Hampshire and Solent mainland, and a standalone Isle of Wight council, as shown on the right.

As part of this engagement, a public survey sought to understand:

- Awareness of plans for LGR in the area
- Any perceived potential benefits or risks of the proposed restructure
- The importance of different criteria when designing a new council
- Views on how the new councils should be named



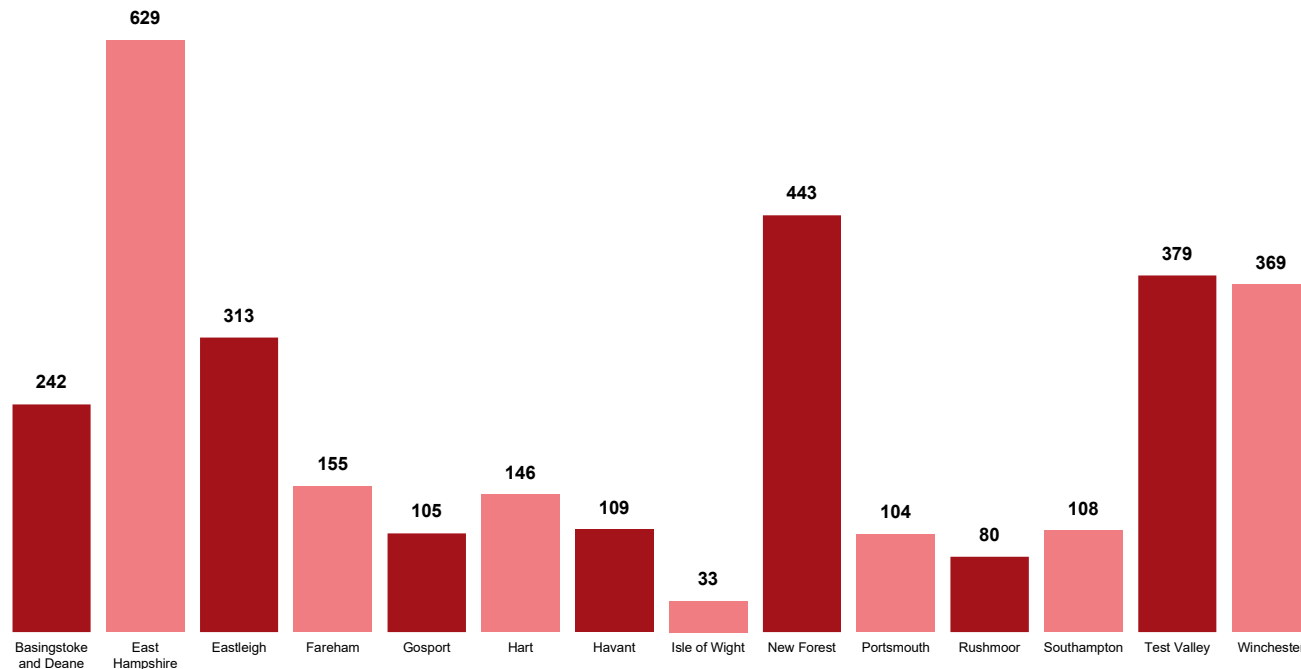
Responses

The survey ran from 21 July – 17 August 2025. Views were collected from across Hampshire and the Solent.

A total of 3492 responses were received, incorporating 3398 from individuals, 36 from groups, organisations and businesses and 58 from democratically Elected Representatives.

Additionally, 26 unstructured written responses were received via letter or email, from 14 individuals, 11 organisations, groups or businesses and 1 Elected Representative. These are reported separately in a dedicated section later in the report.

Number of responses received by area (where specified)



All questions were optional, and the base therefore changes throughout the report. Where percentages do not total to 100%, this is due to rounding or multi-code responses.

Headline findings

Respondents who took part in the public engagement were generally well informed and confident in their understanding of LGR and recognised the importance of the Government's criteria for re-organisation in guiding decisions in Hampshire and the Solent.

They noted a range of potential benefits of the proposed structure, most often relating to efficiencies and cost savings that could result from reducing 15 authorities to four. Around one in five felt that the balance of population sizes and mix of communities in each area would help to maintain or enhance local identity and improve understanding of local communities, with a similar proportion feeling that services could improve and be easier to access as a result, particularly those (like waste, highways and planning) that were currently delivered across two-tiers.

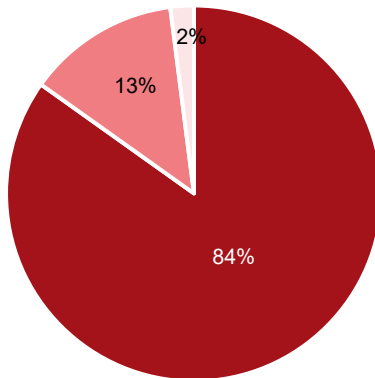
However, many also expressed notable concern, predominantly about the combination of districts within each proposed authority and the challenges of bringing together communities with very different characteristics (notably rural/urban, financial stability, levels of deprivation, infrastructure, demography and political make-up) across large geographies. It was felt that this could erode local identity and lead to diminished representation and reduced access to services and resources – particularly in smaller communities located away from the administrative core.

Reflecting some of these concerns, respondents would like to see any new authorities named (when appropriate) in a way that makes geographic sense, is relevant to all component parts, and is unique to each area – with a name relating to the authority's geography being the current recommendation.

Awareness of LGR

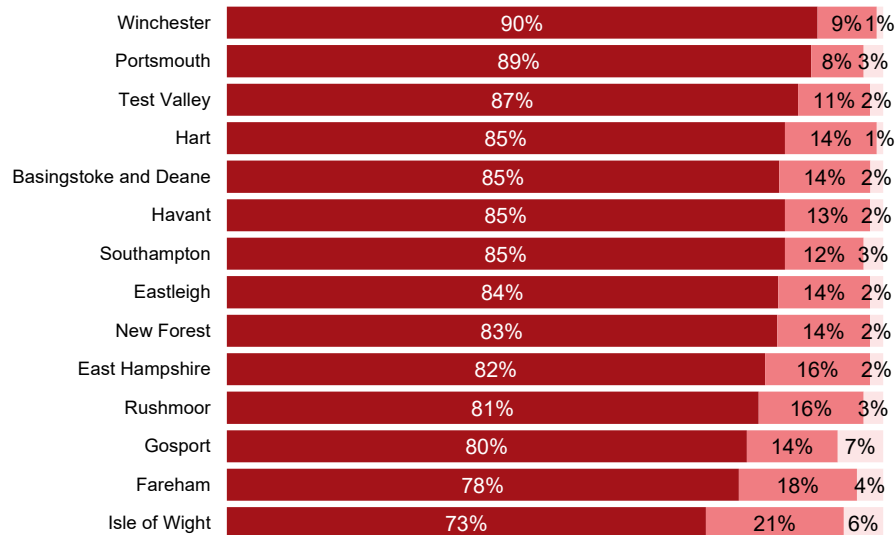
Overall, 97% of respondents were aware of the Government's plans for LGR in Hampshire and the Solent, with 84% being broadly confident in their understanding.

Before taking this survey, were you aware of plans to replace the current two-tier local government system (of counties and district councils) with new (unitary) councils which run all services?
(Base: 3434)



- Yes, I'm aware and confident I broadly understand what it's all about
- Yes, I'm aware but I don't know much about it
- No, I wasn't aware

- Confidence was higher amongst democratically Elected Representatives and organisations (both 97%) than individuals (84%)
- Males (87%) were more confident in their knowledge than females (82%)
- People with disabilities (79%), especially those that reduce their day-to-day activities (76%), were notably less confident in their knowledge
- Broadly, confidence and awareness grows as household income increases
- Confidence varied by region – being highest in Winchester and Portsmouth and lowest in Fareham and the Isle of Wight, as shown on the chart below



Criteria when designing new councils

All the Government's criteria were felt to be important, but service quality and resilience were paramount, alongside ensuring that the new councils recognise and are responsive to local needs

On a scale of 0 (not at all) to 10 (very), how important is it that your local council... (Base: 3350 to 3401, mean average score shown)

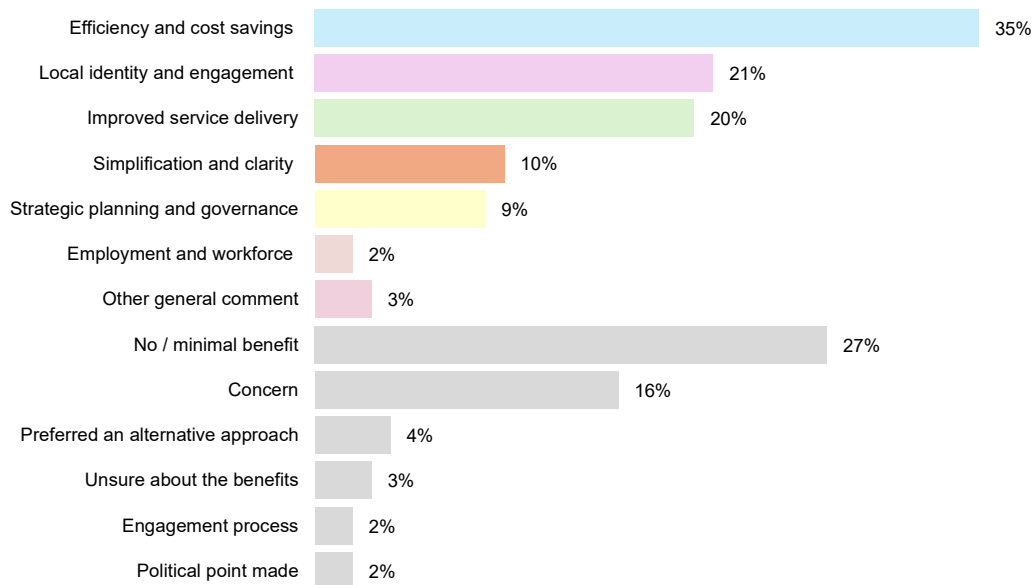


Potential benefits of the proposed structure

Predominantly related to efficiencies and savings arising from economies of scale and reduction in roles. Some felt the structure offered a good mix of communities with balanced population sizes, which would help to maintain local identities. There was also some optimism that the approach would ensure a smooth transition to joined up and cohesive services that were simpler for residents to access. However, just over a quarter felt that no benefits would arise.

What, if anything, do you see as the benefits and opportunities of this approach?

Emergent themes. . .



. . .Incorporating

Cost savings	15%
Economies of scale / efficiencies	15%
Lower administrative and management / bureaucracy	7%
Reduction in duplication of services or roles	6%
Better / fairer distribution of funding	3%
Potential for council tax savings or better value for money	2%
Resolving debt	1%
Other efficiency, cost saving or financial improvement	2%
Maintaining or enhancing local identity	9%
Balanced population sizes	7%
Good mix of communities	6%
Improved understanding / responsiveness / accountability at a local level	4%
Potential for stronger community engagement	1%
Other local identity or representation benefits	1%
More joined-up and cohesive services	9%
Smooth transition	6%
More localised services	3%
Equitable access to services or resources	2%
Other improved service delivery	3%
Easier for residents to understand who provides which services	6%
One organisation runs everything	5%
Other simplification or clarity	2%
Potential for improved strategic planning (e.g. infrastructure, transport, housing)	4%
Alignment with economic or other organisations' zones	2%
More partnership working	2%
Meets the government criteria for LGR	1%
Other strategic planning	1%
Creation of new job opportunities through restructuring	0.5%
Potential for better career progression in larger authorities	0.3%
Other employment and workforce benefits	1%

*Question asked in reference to the proposed four council structure for local Government in Hampshire and the Solent area, base 2629, multi code. The complete list of comments from all respondents has been shared with the LGR project team.

Perceived potential benefits of the proposed structure: examples of comments provided

Efficiency and cost savings

Reduced duplication, better purchasing power, more efficient

Reorganisation could reduce duplicated senior management and administrative structures, freeing budget for front-line services

Simplification and streamlining is to be applauded particularly if this also brings economies in financial terms

Aligning needs and sharing services could save tax payers money

It balances setting-up costs against the long term savings pretty well and is certainly the least disruptive option to choose

Simplification and Clarity

Less confusion over who does what would be good

Better standardisation of services such as waste & recycling

Easier for local people to communicate with relevant officers and receive answers to their queries

Local identity and engagement

This broadly makes sense in terms of characters of the areas and population sizes

Hopefully localised councils will have a better understanding of local issues and concerns etc.

4 authorities provide more opportunities for residents to reach those in power

Good to split Portsmouth and Southampton

Linking New Forest with Test Valley supports a voice for rural communities

I think IOW needs to be kept separate to protect local priorities

Strategic planning and governance

Would be much more joined up thinking for planning, roads and other infrastructure issues

A more localised strategic plan on the development and delivery of services

Simpler relationships with wider system partners such as police, fire and health

Improved service delivery

More localised service and staff with a more in depth knowledge of those areas

More local services can be more responsive to local need

More prompt delivery of improvements instead of the present slow progress due to poor collaboration between two tier councils

Opportunities to replicate good practice and closer working relationships

Standardising of processes so there is less of a postcode lottery

Employment and workforce

Some jobs will go, and some will be created- that's an evolution that needs to happen

Efficiencies and consolidation of specialist knowledge to produce best practice

More opportunities for career progression or change with larger structures and new teams

Potential benefits of proposed structure, by area

Residents in the proposed South-West council region were less likely to recognise the benefits of the proposed structure, more notably in the rural (New Forest / Test Valley) than in the urban (Eastleigh/Southampton) areas. Residents in the proposed North and Mid council region were more likely to recognise the benefits, with the more southerly parts (Winchester / East Hants) being more positive than the north (Basingstoke, Hart). Isle of Wight residents were content with the status quo

What, if anything, do you see as the benefits and opportunities of this approach? By area									
		Notably higher than average							
		Notably lower than average							
	Base	Efficiency and cost savings	Local identity and engagement	Improved service delivery	Simplification and clarity	Strategic planning and governance	Employment and workforce	Other general comment	No benefit
All responses	2629	35%	21%	20%	10%	9%	2%	3%	27%
Basingstoke and Deane residents	178	30%	13%	19%	11%	8%	1%	3%	39%
East Hampshire residents	468	43%	19%	19%	13%	8%	1%	4%	16%
Eastleigh residents	231	43%	23%	21%	16%	7%	3%	3%	19%
Fareham residents	112	44%	20%	21%	12%	18%	2%	2%	20%
Gosport residents	82	33%	21%	27%	10%	15%	2%	2%	21%
Hart residents	117	31%	15%	22%	5%	4%	2%	7%	33%
Havant residents	83	36%	30%	33%	14%	13%	0%	4%	19%
New Forest residents	331	21%	15%	10%	5%	6%	1%	1%	48%
Rushmoor residents	61	46%	11%	18%	8%	3%	3%	3%	26%
Test Valley residents	297	28%	22%	18%	9%	8%	0%	2%	38%
Winchester residents	267	45%	30%	24%	16%	9%	1%	3%	16%
Hampshire residents	2227	36%	20%	19%	11%	8%	1%	3%	28%
Portsmouth residents	76	33%	17%	22%	9%	7%	4%	1%	34%
Southampton residents	80	28%	29%	34%	6%	13%	3%	6%	13%
Isle of Wight residents	30	17%	53%	17%	7%	17%	3%	0%	20%
Proposed North and Mid Council residents	1091	40%	20%	21%	12%	7%	1%	4%	22%
Proposed South East Council residents	353	37%	22%	25%	11%	14%	2%	2%	23%
Proposed South West Council residents	939	29%	20%	17%	9%	8%	1%	2%	35%

*Question asked in reference to the proposed four council structure for local Government in Hampshire and the Solent area, multi code.

Notably denotes significance when tested at the 95% or 90% confidence interval; albeit this is not a representative sample, so used as a guide only

Other demographic observations

Generally, households with occupants aged under 25; with incomes over £60k; females; people aged under 65; and those residing in their local neighbourhood under 5 years tended to be more positive about the benefits and opportunities of LGR. Respondents aged 65+ or with a household income of up to £30,000 tended to be less positive

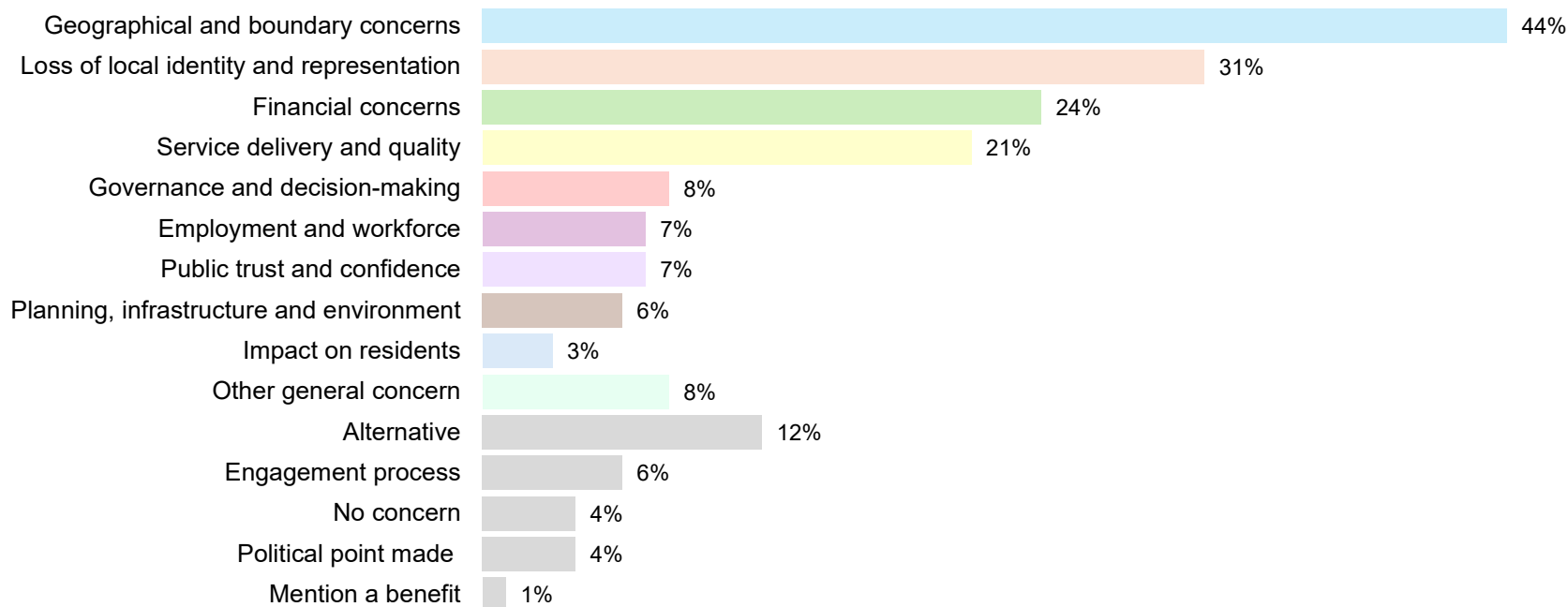
Potential benefit reported by respondents	Proportion reporting	Respondent groups notably more or less likely than average to report this*
Efficiency and cost savings	35%	More likely: Aged 35 to 64 (38%); lived in local neighbourhood under 5 years (42%). Households with occupants aged under 25 (40%) and those with an income of over £60,000 (43%). Less likely: Household income of up to £30,000 (27%); non-binary respondents (0%)
Local identity and engagement	21%	More likely: Organisations (33%), aged under 35 (32%); females (24%); Households with occupants aged under 25 (25%) and those with an income of over £30,000 (26%); lived in local neighbourhood 5-10 years. (25%) Less likely: Household income of up to £30,000 (16%); Aged 65+ (17%)
Improved service delivery	20%	More likely: Organisations (36%); aged under 35 (32%); aged 35-64 (25%); females (24%); Households with occupants aged under 25 (26%) and those with an income of £30-60,000 (23%) or over £60,000 (26%); lived in local neighbourhood under 5 years (27%) Less likely: Household income of up to £30,000 (14%); aged 65+ (13%); males (18%)
Simplification and clarity	10%	More likely: Aged 35-64 (13%); females (13%); households with occupants aged under 25 (14%); lived in local neighbourhood under 5 years (14%); lived in Hampshire and The Solent under 5 years (19%) Less likely: Aged 65+ (7%)
Strategic planning and governance	9%	More likely: Organisations (24%); Democratically Elected Representatives (18%); aged under 35 (13%); household income of over £60,000 (12%) Less likely: Aged 65 or over (7%)
Employment and workforce	2%	More likely: Organisations (9%); aged under 35 (4%); ethnic minority groups (4%) Less likely: None
No / minimal benefit*	27%	More likely: Aged 65+ (32%); non-binary respondents (100%); lived in local neighbourhood over 10 years (29%) Less likely: Aged under 35 (18%) or 35-64 (22%); females (23%); ethnic minorities (19%); households with occupants aged under 25 (20%) and under 25 with SEND (19%); household income of £30-60,000 (22%) and over £60,000 (16%); lived in local neighbourhood under 5 years (18%) or 5-10 years (22%).

What, if anything, do you see as the benefits and opportunities of this approach? (multi-code) *Notably denotes significance when tested at the 95% (black font) or 90% confidence interval (grey font); albeit this is not a representative sample and used as a guide only

Concerns about the proposed structure

Respondents expressed a range of concerns, most notably relating to the combination of districts within each proposed council and how these might affect local identity, community representation, distribution of finances and service delivery

What, if anything, concerns you about this approach? Primary themes



*Question asked in reference to the proposed four council structure for local Government in Hampshire and the Solent area, base 2861, multi code. The complete list of comments from all respondents has been shared with the LGR project team.

Concerns about proposed structure, by area

Respondents from New Forest and Test Valley had strong concerns about the rural/urban mix of the proposed South-West council and its impact on their local identity (which weren't as evident in Southampton and Eastleigh). Respondents in the north-east of the proposed 'North and Mid' council also worried about local representation. Respondents in Portsmouth, had notable concerns about finance and service delivery – the latter shared with Gosport

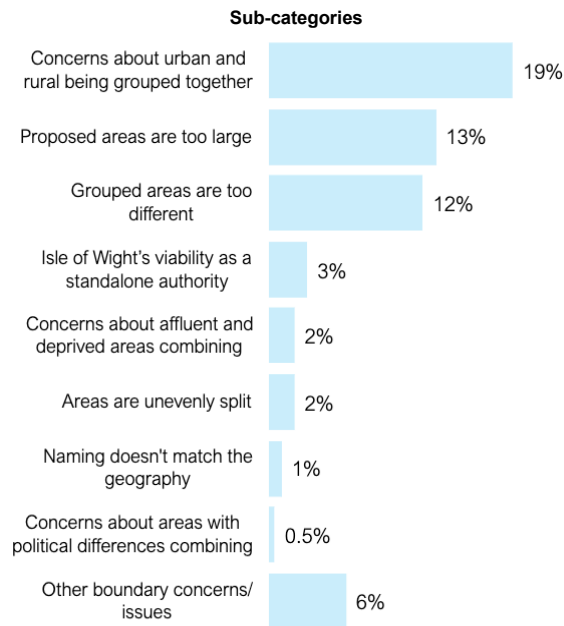
What, if anything, concerns you about this approach? By area

	Base	Geographic and boundary concerns	Loss of local identity and representation	Financial concerns	Service delivery and quality	Governance and decision-making	Employment and workforce	Public trust and confidence	Planning, housing, infrastructure and environment	Impact on residents	Other general concern	No concern
All responses	2861	44%	31%	24%	21%	8%	7%	7%	6%	3%	8%	4%
Basingstoke and Deane residents	202	43%	31%	24%	24%	12%	4%	9%	6%	1%	6%	2%
East Hampshire residents	492	35%	31%	20%	20%	9%	7%	10%	7%	3%	7%	5%
Eastleigh residents	251	40%	23%	25%	25%	6%	12%	7%	5%	3%	8%	4%
Fareham residents	123	30%	29%	26%	24%	9%	11%	2%	2%	3%	11%	4%
Gosport residents	87	24%	33%	26%	32%	8%	9%	5%	5%	8%	10%	6%
Hart residents	120	42%	39%	21%	18%	13%	5%	8%	6%	2%	8%	5%
Havant residents	86	40%	35%	21%	24%	10%	10%	5%	5%	1%	7%	5%
New Forest residents	398	60%	39%	26%	16%	5%	1%	7%	10%	3%	9%	2%
Rushmoor residents	70	33%	50%	17%	23%	11%	3%	4%	1%	1%	6%	1%
Test Valley residents	341	57%	36%	23%	16%	7%	3%	6%	7%	2%	6%	4%
Winchester residents	285	46%	21%	20%	25%	6%	4%	8%	4%	3%	8%	4%
Hampshire residents	2455	44%	32%	23%	21%	8%	6%	7%	6%	3%	8%	4%
Portsmouth residents	83	30%	24%	46%	31%	7%	14%	10%	2%	2%	5%	1%
Southampton residents	77	35%	21%	23%	17%	10%	13%	8%	0%	4%	10%	8%
Isle of Wight residents	25	24%	4%	24%	12%	8%	0%	4%	8%	8%	16%	0%
Proposed North and Mid Council residents	1169	40%	30%	21%	22%	9%	5%	9%	6%	2%	7%	4%
Proposed South East Council residents	379	31%	30%	29%	27%	9%	11%	5%	3%	4%	8%	4%
Proposed South West Council residents	1067	52%	33%	24%	18%	6%	5%	7%	7%	3%	8%	3%

*Question asked in reference to the proposed four council structure for local Government in Hampshire and the Solent area, multi code.
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Geographical and boundary concerns

These related to how districts with such different identities and demographics could come together into a coherent organisation that could cater for all equitably. Most often, respondents commented on the mix of rural and urban areas, but the concern also extended to any form of dominance of one area to the detriment of another, as well as the impact of being distanced from the administrative centre



Illustrative comments

They could be seen as too large, and therefore remote from the people they will serve

Demographics are varied within some of these areas e.g. deprivation pockets and low family incomes with more financially secure over 65s - can the needs of both be addressed?

I do not think that having councils to administer to both urban and rural districts will provide the best outcome for either

Areas grouped together are very different

The IOW should be with Portsmouth or Southampton. It is not sustainable

I'm afraid the cities will prove stronger and that the natural beauty, rurality and finances of the districts will suffer as a result

The concentration of wealth and income generation appears uneven with the proposal

Impacts

Some respondent groups were notably* more or less likely than average to report a geographical or boundary concern (compared to 44% overall) :

More likely:

- Democratically Elected Representatives (65%)
- Those aged under 35 (54%)
- Those from rural areas (50%)

Less likely:

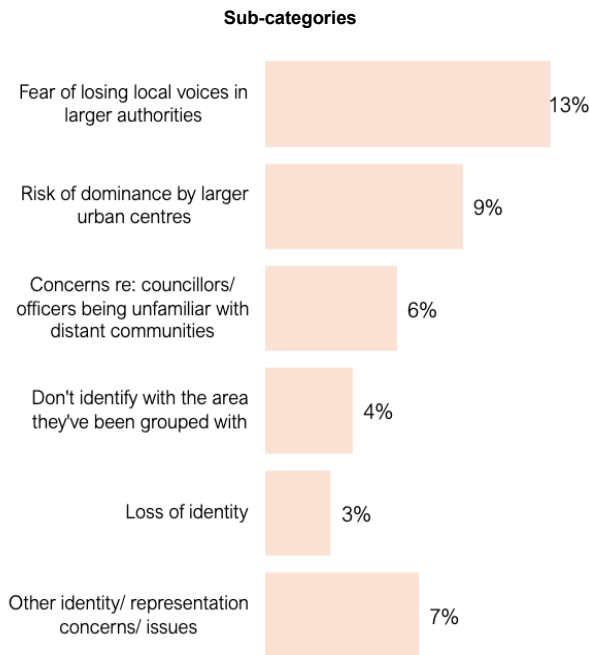
- Those with household incomes under £30,001 (36%)
- Those from urban areas (39%)
- *Respondents disabled as defined by Equality Act 2010 (39%)*

Subcategory percentages shown as a proportion of the total 'concerns' comments received (base 2861, multi code))

*Notably denotes significance when tested at the 95% (black font) or 90% confidence interval (italics font); albeit this is not a representative sample and used as a guide only

Loss of local identity and representation

There were particular concerns that the new authorities, being larger than the current districts, would lack a local connection, leading to reduced engagement, representation and understanding of local need and circumstance. Comments again reflected fears that larger and urban areas would overshadow smaller and rural communities



Illustrative comments

My new council 'North and Mid' will be very large and will inevitably be dominated by the larger population centres in Basingstoke, Hart and Rushmoor, such that the interests of smaller settlements like where I live will be ignored or overridden

No local councillors/representatives who are in constant contact with local people. Our councillors know the area and are readily available to help with local issues and concerns. This vital link between council tax payers and the local authority will be lost

There is not enough 'connection' between the areas within the maps

It's too big an area, Gosport will get lost in the requirements of Portsmouth, so will Fareham and Havant

Decisions being made by representatives that do not necessarily know the whole area, losing local identity through planning that is agreed outside of the local area

Impacts

Some respondent groups were notably* more likely than average to report a concern about loss of local identity and representation (compared to 31% overall) :

More likely:

- Organisations, businesses and groups (61%)

Less likely:

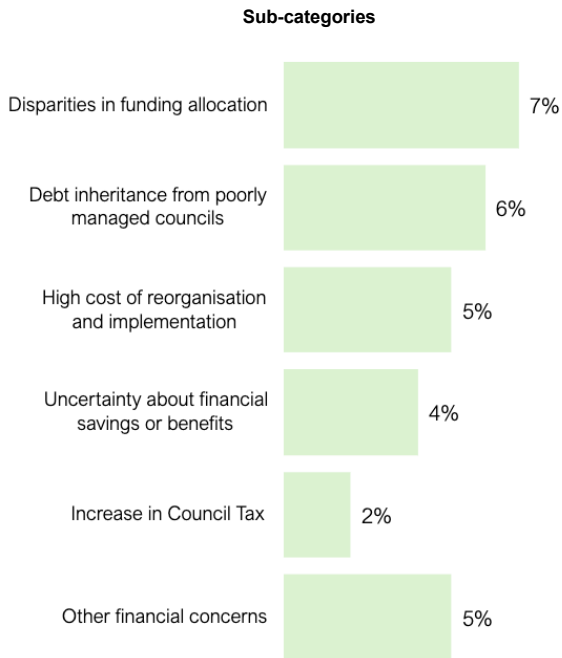
- Respondents disabled as defined by Equality Act 2010 (27%)*

Subcategory percentages shown as a proportion of the total 'concerns' comments received (base 2861, multi code)

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Financial concerns

Again, these related in part to the proposed combination of districts – both in terms of ensuring equitable funding / resourcing and that financial surplus in some areas would not be used to manage debt in others. There were also concerns about the cost of the reorganisation and whether it would ultimately lead to any financial benefits



Illustrative comments

The huge cost of a reorganisation which may not actually result in any tangible benefits

Potential for significant upheaval and expenditure in short to medium term. Getting it wrong could have negative impact on services

Councils with debts appear to be being bailed out by councils who have managed financial matters better

That smaller towns would lose their voice and not get their fair share of resources. Loss of local focus

Council tax harmonisation resulting in increased council tax

That this will not fix the lack of funding from central government and that residents will end up bearing the brunt of the costs

It will essentially mean those people who have chosen and paid to live in an area with financial stability will be requested to pay additional tax for those who live in areas with poor financial stability

Impacts

Some respondent groups were notably* more or less likely than average to report financial concerns (compared to 24% overall):

More likely:

- Organisations, businesses and groups (33%)

Less likely:

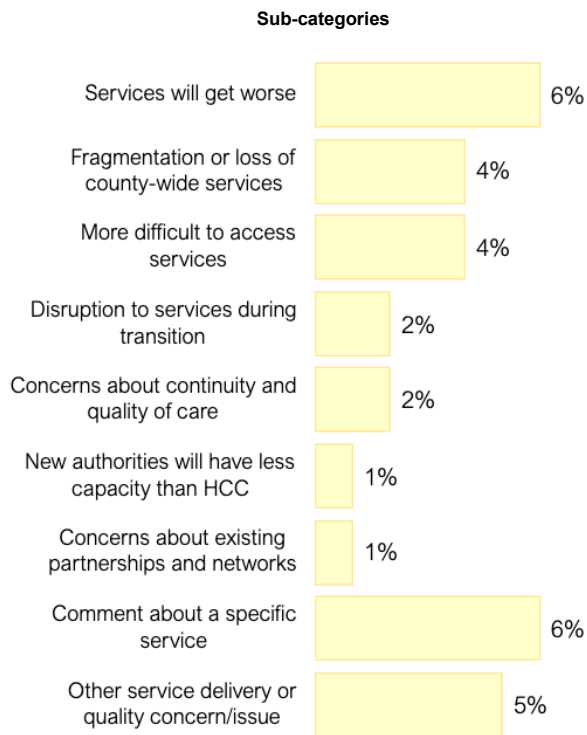
- Those aged 65 or over (20%)
- *Respondents from rural areas (20%)*

Subcategory percentages shown as a proportion of the total 'concerns' comments received (base 2861, multi code)

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Service delivery and quality

Concerns in this area related to both transitional and ongoing service delivery. As well as concerns about distance and access, respondents currently feel unclear about how services would be re-organised and resourced, leading to fears about disruption and fragmentation of provision



Illustrative comments

Breaking up a system that already works for many areas especially social care and education. And the cost of implementing new systems when there are systems already in place that aren't broken

Disruption of services to the most vulnerable, lack of quality of service and lack of improvements during transition period

How are the centralised services going to be split?

Reorganisation could disrupt long-standing local partnerships and referral networks, including those with the voluntary and community sector

Loss of local services and less of our council tax spent on us

Loss of local knowledge and accountability. Inability to access council offices in person. Difficulty of contacting and remoteness of Councillors and Officers

Distance from central offices could leave outlying areas marginalised

Impacts

Some respondent groups were notably* more or less likely than average to report a concern about service delivery and quality (compared to 21% overall):

More likely:

- Organisations, businesses and groups (39%)
- Those from households with occupants under 25 (28%, increasing to 33% for those with occupants aged under 25 with SEND)
- Those aged 35 to 64 (26%)
- Female respondents (25%)

Less likely:

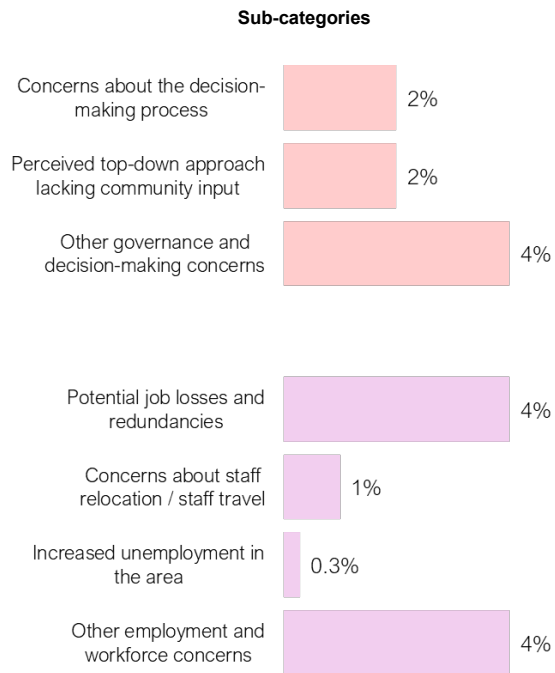
- Those aged 65 or over (15%)
- Male respondents (17%)
- *Respondents from rural areas (18%)*

Subcategory percentages shown as a proportion of the total 'concerns' comments received (base 2861, multi code)

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Governance and employment

Both staff and service users expressed concern about the current workforce and what the reduction in the number of councils would mean for their future roles. Some respondents were also unclear about how decisions would be made, by whom and how much these would be influenced by residents in future



Illustrative comments - Governance

Any increase in coverage will inevitably lead to a distancing of the decision making from the local community

Loss of power of rural voices in Hampshire

You have no mandate from the electorate to make these changes

Illustrative comments - Employment

Staff being made to work over huge distances which has personal and environmental concerns

There will be a loss of jobs across the regions and, accordingly, a loss of local knowledge and expertise

Will there be a good retention of key and long-serving staff to ensure effective knowledge transfer to the new UAs?

How will staff be paid as there is a disparity between the pay scales of different authorities

Impacts

Some respondent groups were notably* more or less likely than average to report a concern about governance and decision making (compared to 8% overall):

More likely:

- Organisations, businesses and groups (15%)
- Democratically Elected Representatives (13%)

Impacts

Some respondent groups were notably more or less likely than average to report a concern about employment and workforce (compared to 7% overall):

More likely:

- Those aged under 35 (14%)
- Female respondents (10%)
- *Under 5 years' residence in Hampshire and the Solent (12%), or their local neighbourhood (11%)*
- *Those aged under 35 to 64 (8%)*

Less likely:

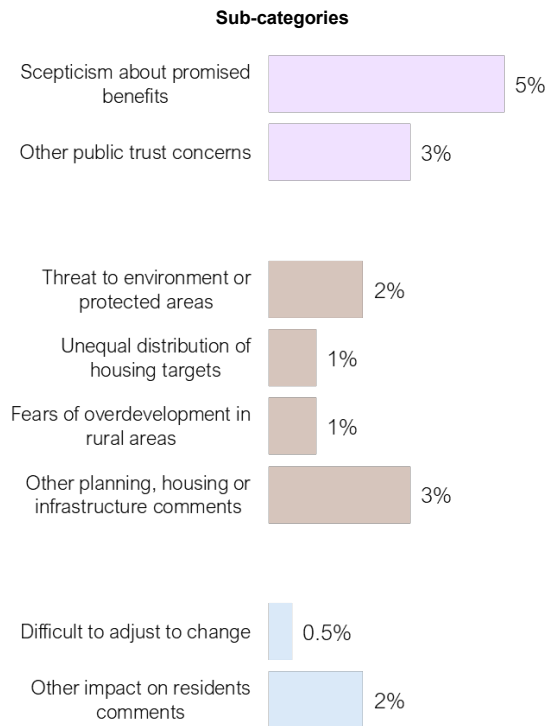
- Those aged 65 or over (3%)
- *5 to 10 years in Hampshire and the Solent (3%)*
- Those living in rural areas (4%)
- Male respondents (4%)
- *Over 10 years residence in their local neighbourhood (5%)*

Subcategory percentages shown as a proportion of the total 'concerns' comments received (base 2861, multi code)

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Public trust, infrastructure and impact on residents

These three themes included scepticism about whether LGR would achieve its goals, concern about the potential for development and housing targets to encroach on rural areas, and an acknowledgement that everyone would need time and support to adapt to the inevitable changes that were coming



Subcategory percentages shown as a proportion of the total 'concerns' comments received (base 2861, multi code)

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Illustrative comments - Trust

Another money saving exercise The new councils would have interests too broad to effectively represent local issues/matters

The cost/benefit of the re-organisation - i don't think public will see benefits of a re-org for many, many years

Illustrative comments - Infrastructure

If Test Valley is combined with Southampton, Eastleigh and New Forest then it will have to take all of the housing requirement because there is no space/environmental designations everywhere else

Urban sprawl seems more likely with this option, which could damage the rural environment

The intricate understand of environmental and ecological factors will be lacking in urban decision makers

Illustrative comments - Residents

There will be initial confusion - the signposting and communication will need to be very clear

How long before all the changes will 'settle' down and actually be working

Impacts

Some respondent groups were notably* more or less likely than average to report a public trust concern (compared to 7% overall):

More likely:

- Democratically Elected Representatives (13%)

Less likely:

- Those with household incomes of £30,001 to £60,000 (5%)
- Those aged 35 to 64 (6%)

Impacts

Some respondent groups were notably more or less likely than average to report a concern about planning, infrastructure or environment (compared to 6% overall):

More likely:

- Democratically Elected Representatives (11%)
- Those aged under 35 (10%)

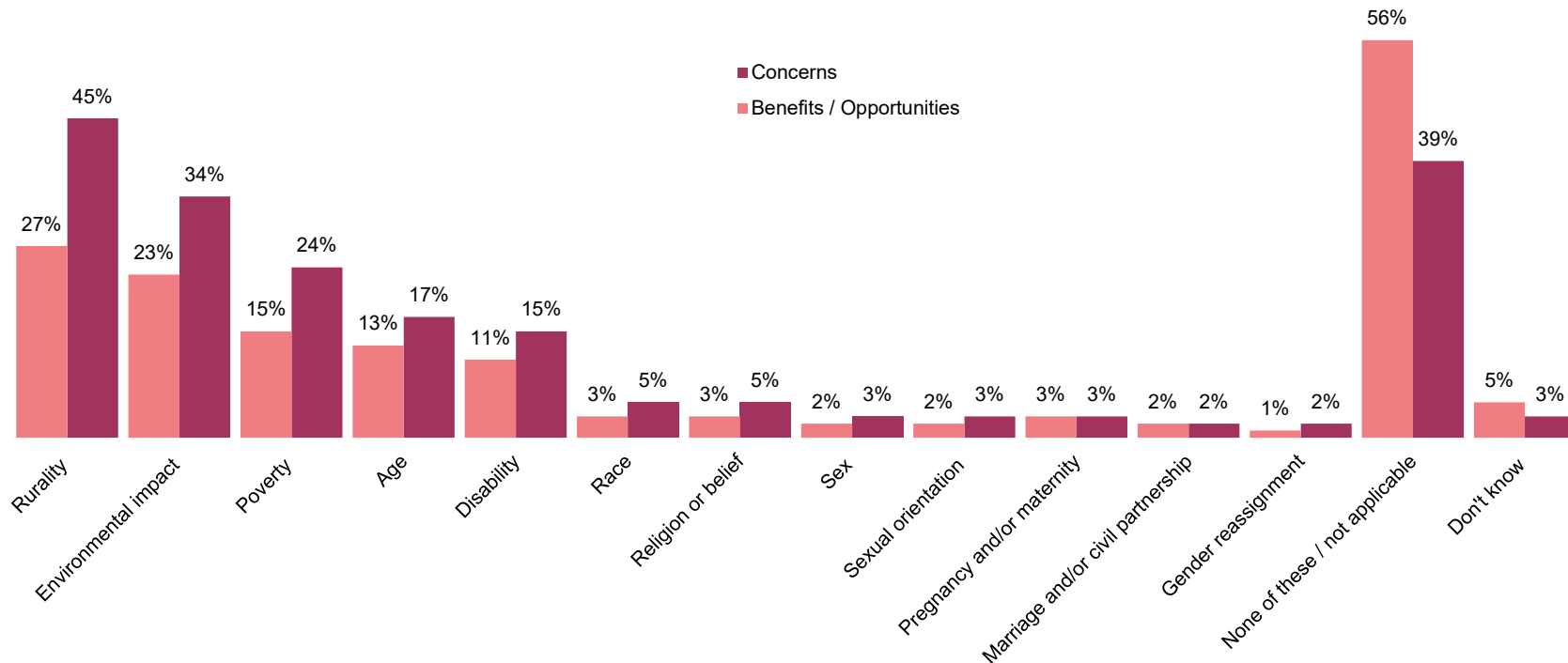
Impacts

No notable differences between respondent groups

Equalities factors

The identified concerns and benefits were both most likely to be linked to the characteristics of rurality, poverty, age and disability, although impacts were identified across all characteristics. Respondents also highlighted potential environmental impacts

Factors identified by respondents in relation to the perceived opportunities, benefits and concerns that they mentioned
(base: 2138, 2488 multi code)

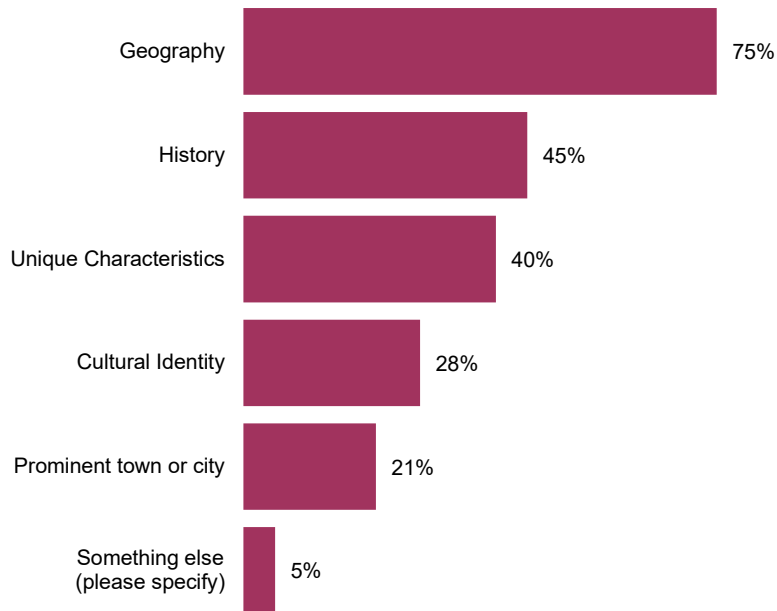


Naming new councils

Naming the new councils after a recognisable geography was the preference of most respondents – across all core demographics and areas

Following the reorganisation there would be new councils covering Hampshire and the Solent. The new Councils should have names with which the local area can identify.

Do you think that an area's name should reflect its... (Base: 3117, multi code)



Generally, there was little variance in the type of name preferred across the various parts of Hampshire and The Solent. Looking at the top 3 options overall:

- Geography was top for all areas
- History was the second preference for everyone except the New Forest (unique characteristics) and Portsmouth (major city)
- Unique characteristics was third for all except Portsmouth (history) and Southampton (major city)

Other observations suggest that names need to:

- **Make geographic sense** (e.g. South-West appears to run from the north-west to the south-west and North and Mid only covers part of the middle of Hampshire and stretches towards the south in some areas)
- **Be relevant to all component parts** to help unify and prevent areas feeling forgotten or marginalised
- **Reflect the creation of a new authorities**, rather than suggesting an expansion of existing areas or cities
- **Unique to each area**, so it's clear where it is and can be understood within the wider UK context

Some respondents felt that the proposed areas are too disparate for a single name to work for everyone. Concerns were also raised about the cost of rebranding

Names suggested for each area

(By respondents who live in the area). Suggestions predominantly reflected the preference for a name that relates to the area's geography

Names suggested for the proposed North and Mid area by North and Mid residents	Count
North And Mid Hampshire	80
North Hampshire	46
East Hampshire	31
North East Hampshire	21
Hampshire	12
Wessex	12
Central Hampshire	11
Hampshire Downs	8
Heart Of Hampshire	7
Mid Hampshire	7
Winchester	7
South Downs	6
Basingstoke And North Hampshire	5
North And East Hampshire	5
Winchester And North Hampshire	5
Hampshire North	4
Winchester And Basingstoke	4
Austen	3

Names suggested for the proposed North and Mid area by North and Mid residents	Count
Hampshire East	3
Mid Wessex	3
North Mid Hampshire	3
North Wessex	3
Basingstoke And Winchester	2
Camelot	2
East Wessex	2
Eastern Hampshire	2
Hampshire Central	2
Hampshire Heartlands	2
Hampshire Heritage	2
North And Central Hampshire	2
North And Mid Hampshire	2
North East And Mid Hampshire	2
Northern Hampshire	2
Rural Hampshire	2
Wessex Downs	2
Wessex North	2

The above shows names suggested more than once. Comments that did not include a name, and names that were offensive, derogatory or comedic were removed from consideration. A complete list of suggestions from all respondents (regardless of area of residency or relevance of content) have been shared with the LGR project team.

Names suggested for each area

(By respondents who live in the area). Suggestions predominantly reflected the preference for a name that relates to the area's geography

Names suggested for the proposed South East area by South East residents	Count
Solent	24
South East Hampshire	19
Portsmouth	15
East Solent	12
Greater Portsmouth	10
South Hampshire	7
Portsmouth And Solent	4
Solent East	4
South East Solent	4
Portsmouth And South East Hampshire	3
The Solent	3
Eastern Solent Authority	2
Fareham	2
FGHP	2
Maritime	2
Portsmouth Area	2
Solent City	2
Solent Coastal	2
Something Naval	2
South East And Solent	2

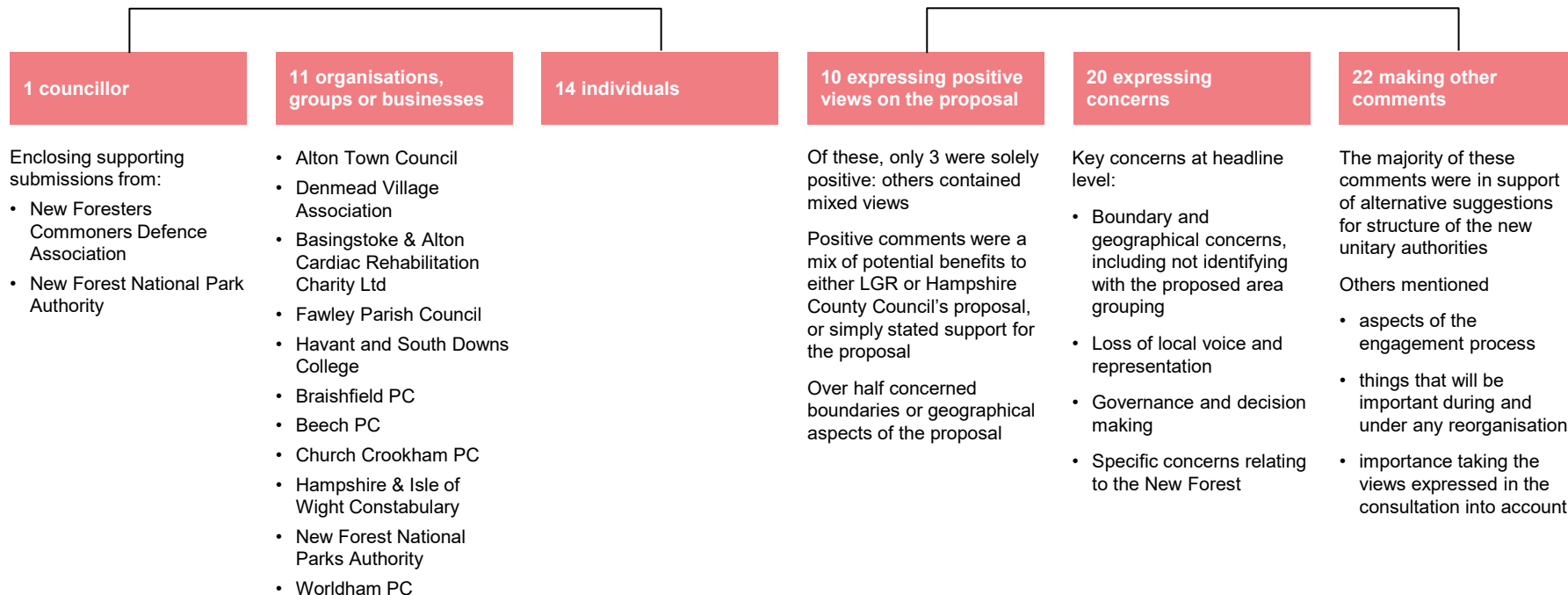
Names suggested for the proposed South West area by South West residents	Count
South West Hampshire	62
West Hampshire	26
New Forest	15
South West Hampshire And Solent	11
Solent West	10
Southampton	8
Southampton And New Forest	8
West Solent	8
Greater Southampton	7
South West	7
Solent	5
Southampton And West Hampshire	5
New Forest Should Be Included In The Name	4
Solent And Forest	4
New Forest And Test Valley	3
Solent Forest	3
South Hampshire	3

Names suggested for the proposed South West area by South West residents	Count
Southampton And South West Hampshire	3
West Hampshire And Solent	3
Clausentum	2
Forest And Solent	2
Hampshire West	2
New Forest District	2
New Forest Test Valley And Solent	2
North West Hampshire And Solent Area	2
Rural Hampshire	2
Solent And New Forest	2
Solent And West Hampshire	2
South And West Hampshire	2
Southampton And The New Forest	2
Southamptonshire	2
Three Rivers	2
Wessex	2
Western Solent	2

The above shows names suggested more than once. Comments that did not include a name, and names that were offensive, derogatory or comedic were removed from consideration. A complete list of suggestions from all respondents (regardless of area of residency or relevance of content) have been shared with the LGR project team.

Unstructured responses received: in summary

In addition to the responses received to the online survey, 26 unstructured responses to Hampshire County Council's proposals for Local Government Reorganisation were received via letter or email



Positive views

(By respondents who live in the area). Suggestions predominantly reflected the preference for a name that relates to the area's geography

Positive comments on boundaries or other geographical aspects (6)	Better services - e.g. more joined up, opportunity for other improvements (2)	Cost savings, efficiencies or economies of scale (2)	Other positive comments (4)
<p>Responses were varied:</p> <ul style="list-style-type: none"> Two gave some support (although also raised challenges) for the combination of the New Forest with Test Valley in order to retain landscape, ecological and cultural heritage links. One supported a 4-authority model, saying their own similar model works well, and supporting keeping the Isle of Wight separate, as well as splitting up the key urban areas. One highlighted potential for the proposed geography to align post-16 education with local economic priorities. One simply agreed with the proposal for South West, with another saying that area felt logical (albeit with many challenges). 	<ul style="list-style-type: none"> One response stated that the proposal could facilitate stronger system leadership across education and public services Another reflected on the fact that a similar 4-unitary authority model has been shown to have benefits around delivering better policing. 	<ul style="list-style-type: none"> One response reflected that the overall LGR initiative would save money overall (although the response went on to challenge Hampshire County Council's specific proposal). Another spoke about the efficiencies that could be gained from a 4-authority model. 	<p>The other positive comments did not fall into any clear grouping, but included:</p> <ul style="list-style-type: none"> General support for HCC's proposal "North and mid Hants" being seen as a good name for their particular area Potential for stronger community engagement Potential for improved strategic planning More partnership working

Concerns

The 20 submissions including concerns incorporated seven broad areas, with geographical concerns and fears about loss of local identity / local representation being the most commonly mentioned

Geography and boundary concerns (14)	Local identity and representation (13)	Governance and decision making (7)	Service delivery (6)	Financial concerns (5)	New Forest specific (5)	General or other concerns (7)
<ul style="list-style-type: none"> Concerns about urban and rural areas being grouped together – around half of which mention the New Forest specifically. (9) Proposed areas are too large (4) Areas unevenly split. (2) Other boundary or geography concerns. (3) 	<ul style="list-style-type: none"> Fear of losing local voices - e.g. in larger authorities. (9) Concerns about councillors / officers being unfamiliar with distant communities. (5) Don't identify with the areas they've been grouped with. (5) Fear of loss of local identity. (4) Risk of dominance by larger centres (e.g. urban). (2) 	<ul style="list-style-type: none"> Typically fears of reduction in locally elected councillors, reduced democratic representation, fears of reduced democracy in decision making, and government being more remote. Concerns about the location of council offices, with one concern about subsequent impact on journeys and ability to recruit councillors (2). 	<ul style="list-style-type: none"> Service delivery concerns, but mentioning different areas (e.g. impact on the police force, risks to services in rural areas, impact to general services such as roads, recycling centres and access to healthcare) (3) Loss of local council offices / face to face access to local councillors for local people (3) 	<ul style="list-style-type: none"> General financial concerns – including fear of disproportionate investment in larger cities, scepticism of any overall financial savings, and lack of funding for partner organisations to align with new structures. (4) High cost of reorganisation / implementation. (2) Fear of inherited debt. (1) 	<ul style="list-style-type: none"> All mentioned fear of grouping the New Forest with more urban areas. Concerns are founded in the need to preserve what makes the area, its culture, heritage and its practices important and unique; the legal obligation of parties to 'further the purposes' of the of National Parks; and recognition of New Forest Commoners as a national minority in order to afford their ways of life protection. 	<p>A number were simply general opposition to the proposal. (5)</p> <p>Other comments were more varied, often featuring in just one response:</p> <ul style="list-style-type: none"> Threat to environment or protected areas Employment / business / workforce concerns Unequal distribution of housing targets

Other comments

Most of the 22 responses including more general comments included support for an alternative option. Further comments related to principles and ways of working that were seen to be going forward, and comments on the engagement process itself

Mention or support of alternative proposals (16)	Mention of things that will be important under LGR (7)	Comments on the engagement process (6)	Importance of views being taken into account (3)	Other general comment (5)
<p>A mix of feedback:</p> <ul style="list-style-type: none"> Support for either Option 1 or Option 2 from the proposals developed independently by the 9 district councils and three unitaries (4) Combining New Forest with Test Valley, Winchester and East Hampshire (2) Support for an authority combining Basingstoke and Deane with Hart and Rushmoor (2) Support for a different number of unitary authorities (3) Further responses with insufficient detail or commonality to group (5) 	<ul style="list-style-type: none"> Most detailed ways of working that are important – these were mixed, but included clear communication channels, giving local areas meaningful decision-making powers, ring-fencing budgets for smaller areas, retaining relationships with partners (e.g. police, voluntary / community sectors, education). A few responses also elaborated principles related specifically to the importance and uniqueness of the New Forest that they would like to see respected in decisions-making (2). 	<ul style="list-style-type: none"> Mostly challenges on not being given sufficient information, not being given the opportunity to challenge the proposal or to comment on other options, or concern that the decision has already been made. Challenges around the survey not be accessible, or not accessible for all (2). Mention of the parish briefings carried out as part of the consultation engagement (1). 	<ul style="list-style-type: none"> Expressions around the need for decision making to be done with the views of local communities in mind (3). 	<p>A mix of remaining comments that did not group naturally with others:</p> <ul style="list-style-type: none"> Comments regarding potential names for one or more of the new authorities (2) Request to work with us going forward on LGR (1) Cynicism on the need for restructure (1) Supporting rationale for the scores given in the survey around importance of Government criteria for LGR (1) A breakdown of views on other HCC and District proposals for LGR (1)