

**East Hampshire District Council
Community Buildings Assessment
Final Report April 2026**



Document Control

Report Version and Date	Content	Distribution
East Hampshire District Council: Community Buildings Assessment 2025 – Full Draft Report 02-12-25	Full Draft report and Appendices for Client Feedback and sign off	Heather Stevens, Principal Planner Planning Policy, EHDC Chris Paterson, Community & Engagement Manager EHDC Alison Mills, Community Infrastructure Team Leader, EHDC Guy Thomas, Community Development Officer EHDC
East Hampshire District Council: Community Buildings Assessment – Final Draft Report February 2026 20-02-26	All comments on Client feedback form addressed and amendments made	Heather Stevens, Principal Planner Planning Policy, EHDC Chris Paterson, Community & Engagement Manager EHDC Alison Mills, Community Infrastructure Team Leader, EHDC Guy Thomas, Community Development Officer EHDC
East Hampshire District Council: Community Buildings Assessment – Final Report April 2026 21-04-26	Final Client feedback addressed and amendments made and report finalised.	Heather Stevens, Principal Planner Planning Policy, EHDC Chris Paterson, Community & Engagement Manager EHDC Alison Mills, Community Infrastructure Team Leader, EHDC Guy Thomas, Community Development Officer EHDC

Contents

Section 1: Introduction and Purpose of Report	4-7
Section 2: Context, Approach and Methodology	8-12
Section 3: Audit of Current Provision	13-32
Section 4: Cultural Infrastructure Overview	33-40
Section 5: Securing Appropriate Contributions through the Planning System and EHDC Development Planning Direction	41-48
Section 6: Population Growth: Meeting Needs and Aspirations	49-66
Section 7: Summary and Key Recommendations	67-69
APPENDICES:	
Appendix 1: Future Improvement Projects Identified by Community Building Operators and SWOT Analysis	
Appendix 2: EHDC Cultural Demand and Infrastructure Review Full Analysis	

Section 1: Introduction and Purpose of the Report

1.1 Introduction and Purpose of Report

East Hampshire District Council (EHDC) is preparing a new Local Plan. The plan is at Regulation 18 stage, having undertaken consultation between 2019 and 2024, the last consultation on a draft Local Plan 2021-2040 was in early 2024. The next step the Council is embarking on is to move to pre-submission (Regulation 19) stage. Up to date and robust evidence across all EHDC's service areas is critical to support the Local Plan, in particular the Infrastructure Plan, ensuring the infrastructure that is needed to support the planned growth is identified, costed and deliverable.

The Council is in the process of ensuring its evidence base is up to date and as robust as possible as it continues to work towards improving the quality, quantity and accessibility of services for all its residents. Community facilities provide vital spaces that deliver a host of services and activities for EHDC residents. The Council has an existing Community Facilities Study (2024) which created an initial directory of community facilities. This assessment report provides a more detailed analysis building on this initial directory looking in more detail at the quality, capacity, use, need and demands over the local plan period.

EHDC is committed to prioritising the provision of infrastructure to support community development, and ensuring development funding, via s106 and / or CIL is directed where it can provide best value, meet identified needs and have the most positive impact. The purpose of this report is to not only assess the current and future community facility needs, but to also provide a clear rationale for development funding arising from proposed growth in the EHDC area, and for it to be channelled towards these vital community building projects.

With Local Government Reorganisation being planned, it is important that all local authorities have an up-to-date evidence base for their services, so that within any potential future mergers with neighbouring Councils, the local needs and priorities of the Council's residents are retained, valued and continue to be planned for and delivered.

1.2 National and Local Policy Context

Paragraph 98a of the 2024 National Planning Policy Framework (NPPF) sets out that a key role of the planning system is to “*plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments*”.

Within the current Core Strategy for EHDC, the Council has set out a number of leading policies that highlight the importance of community facilities within the planning process, not only to protect these spaces and acknowledge their importance to the overall offer for residents, but also to ensure that increases in population and housing are accounted for in the future provision of sufficient and suitable spaces, whether this is new facilities or the enhancement of current facilities.

The Spatial Strategy (Policy CP2) sets out the basis to provide the necessary facilities, including community facilities across the district based on the projected growth in housing and population. These standards and provisions are reviewed within this updated assessment and will be included within the new Local Plan.

Further to the general spatial policy, policy CP16 The Protection and Provision of Social Infrastructure – states that “*Development proposing the change of use or loss of premises or land*

currently or last used for community facilities, public services, leisure and cultural uses will only be permitted where both the following criteria are met: a) the facility is no longer required and alternative facilities are easily accessible for the community they are intended to serve; and b) it can be demonstrated through a rigorous marketing exercise that the use is no longer viable, that all reasonable efforts have been made to retain it, and that there is no alternative use that would provide a beneficial facility to the local community”.

Specifically, to areas of identified growth in East Hampshire, further policies such as WB3 under Whitehill & Bordon include community facilities as part of the aim “*To provide an attractive and thriving town centre with a mix of uses including community facilities*”. Whitehill and Bordon as a leading area of potential growth in EHDC is considered later in this report alongside other leading areas of potential growth.

A final policy consideration is that East Hampshire includes two planning authority areas, the South Downs National Park Authority (SDNPA), and EHDC. EHDC is only responsible for plan making in East Hampshire (outside the SDNP). The SDNPA is its own planning authority, and as such is responsible for plan making for its areas. EHDC as the commissioner of this work, would only be concerned with the area within East Hampshire (outside the SDNP) for plan making. However, people living in East Hampshire planning area may use community buildings in those surrounding areas within the SDNPA and vice versa. Therefore, relevant issues related to the SDNP (and the community facilities within the boundary) are made within this report which will require further discussion and agreement between EHDC and SDNPA. This would need to take place as part of on-going and future delivery and coordination for community facilities and services for all residents in East Hampshire.

1.3 Community Buildings Study 2024

Prior to this full study the Council undertook an initial audit and review of the provision of Community Facilities in the district which provided a baseline list of venues to be assessed, for the area of East Hampshire, outside of the South Downs National Park. The 2024 study did not consult with providers and venues and did not undertake any detailed spatial or catchment analysis (as has been done within this study). However, it did collect information on sites and known potential improvements and needs, which have been incorporated into this updated study. The 2024 study concluded that the district is generally well supported by the community facilities, but identified a number of improvements, and it highlighted the value of the sites to the communities within East Hampshire.

1.4 The Need for the updated Community Buildings Assessment to Inform the Local Plan

Building on the previous 2024 study, East Hampshire is currently served by 157 community buildings which fall within the definition set out below. These community buildings facilitate thousands of visits per year by members of the East Hampshire community alongside thousands of hours of volunteering engagement recorded from this study’s survey which has an estimated economic value of £3.2 million for the district. Therefore, alongside the need to ensure that the findings from this study are incorporated into the new Local Plan process (for planning policy as well as securing future developer contributions), it also highlights the significant potential for the community building ‘estate’ to positively influence the lives of a significant number of residents from across all communities in the district.

1.5 Definition of Community Buildings

Community buildings provide a range of locally based social, recreational, cultural and educational activities such as:

- Community meetings and events
- Youth clubs and organised youth groups
- Older people's clubs / activities
- Adult and community learning
- Social gatherings such as coffee mornings
- Cultural events and performances
- Provision for special interest and faith groups; and
- Informal indoor recreational activities.

Community buildings can provide spaces for residents who have particular needs and interests, and provide opportunities for volunteering, both through involvement in running community buildings and in supporting the diverse range of activities provided from them. The interpretation of the term 'community buildings' can be wide, for example, it can be interpreted as buildings with an element of public access or buildings in private ownership which are occasionally used for community events. To provide a focus, this strategy is concerned solely with buildings which fall within the following definition:

Definition of a Community Building

A community building is a building that is open to the whole community, run for public benefit, is a focus for neighbourhood activity and involvement and hosts a range of locally based social, recreational, cultural and educational activities and volunteering opportunities.

The Council's Local Plan and planning decisions work on the basis that the planning policy definition of community facilities includes the following;

- Health infrastructure
- Education infrastructure (including libraries)
- Cultural infrastructure/buildings
- Local shops (has a local link in terms of what it is selling, or a community enterprise)
- Meeting places
- Sports venues/clubs
- Public houses (pubs)
- Places of worship
- Music venues

This assessment however focuses on the following;

- Libraries
- Cultural infrastructure/buildings and music venues
- Meeting places
- Places of worship
- Public houses (pubs)
- Schools (with community facilities and hireable indoor spaces)

It should be noted that Pubs, whilst recognised as a community asset by NPPF, for this assessment with these facilities operating as commercially focused facilities, are not considered in detail at the individual level as the other community facilities are – rather an overview is provided as part of the community infrastructure and facilities within EHDC.

With regard to places of worship, whilst the full number of places of worship are summarised within EHDC, this strategy does not seek to review or specifically address the provision of religious meeting places or faith needs within EHDC, and the assessment of community venues considers only the community halls that are part of churches and places of worship that are accessible to the public. This is explained further in the methodology in Section 2.

This Community Buildings Assessment does not consider sport and leisure facilities or pavilions used solely for sports use, since these are considered in the **East Hampshire playing pitch and sport facilities strategy 2024-2040**.

An overview of cultural venues is considered within the main study but a separate outline review of the cultural venue infrastructure for EHDC is provided within Appendix 2, having been developed in-parallel with this study.

A final consideration for the Council is Local Government Reorganisation (LGR) and its influence on the future of EHDC and neighbouring local authorities. Additional pressure is likely to be placed on the Communities Development Team to support these vital facilities and services once LGR is completed. This report and its outcomes aim to provide a clear and uniform approach to identifying priorities and focusing future investment and decision-making for planning applications and developer contributions that will influence the on-going provision and future enhancement of community buildings within East Hampshire.

1.6 Report Content

The report has seven sections. Section 2 sets out the method and approach to the audit and analysis for the full study. Section 3 provides the results of the audit and survey of community buildings and user groups within EHDC. Section 4 sets out an overview of the cultural infrastructure review. Section 5 sets out the Council's policy and implementation for future Community Building funding and developer contributions. Section 6 sets out how EHDC can plan for projected population growth, and changes for Community Buildings and their services, including emerging needs and potential community building projects for EHDC. Section 7 provides a summary, recommendations and next steps.

Appendices supporting the report include:

- Future Improvement Projects Identified by Community Building Operators and SWOT Analysis
- Full EHDC Cultural Infrastructure Review

1.7 Contributions and Acknowledgements

Contributions are acknowledged from all Community Building Managers and Staff across EHDC who have responded to the survey and consultation, and who continue to provide these vital spaces for community services. The study is based on a very positive response rate of 76% of community venues in EHDC. It also acknowledges the huge contribution of volunteers across EHDC who support the management and activities within EHDC community buildings. A total of 1,636 volunteers were recorded in the survey which is likely to be a low estimate of the total supporting the communities in East Hampshire. There were also responses from 195 user groups who are regular hirers of facilities, representing an estimated 3,000 residents of East Hampshire.

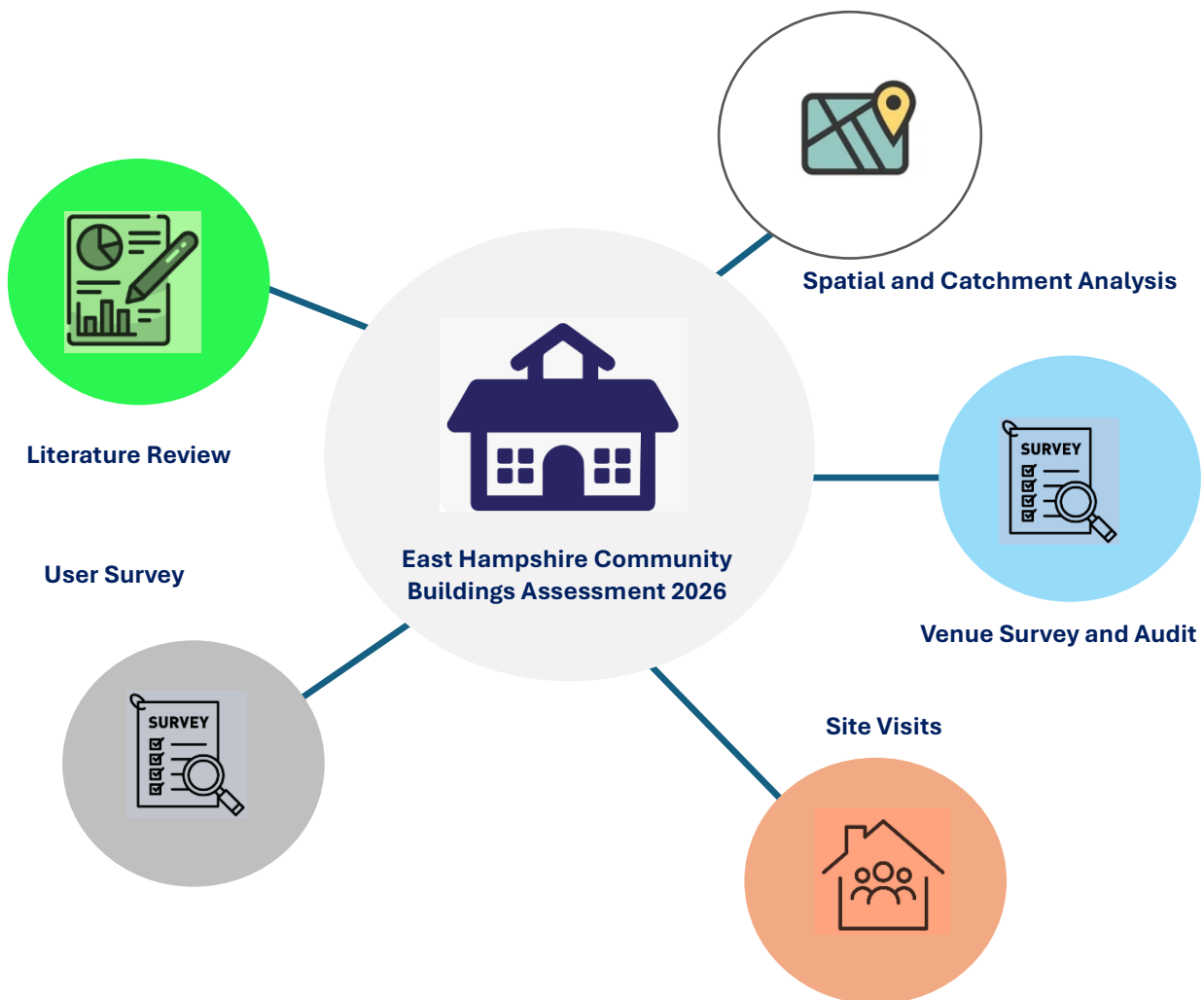
Finally, the Community Development and Planning Teams from EHDC who are committed to maintaining and improving these important services for EHDC residents and are working towards providing a fair and transparent process for future funding and support amidst on-going turbulent times for public services and local government.

Section 2: Context, Approach and Methodology

2.1 Project Methodology Overview

The preparation of the assessment involved different elements of research and analysis which is summarised in Figure 2.1 below and detailed further within this section of the report.

Figure 2.1: Project Methodology



2.2 Desk Based Evidence Gathering and Literature Review

A number of documents were provided by EHDC at the initiation of this project. These included a list of the community buildings in the district with their addresses, their primary function and outline management information. This information formed the starting point for this project taken from the previous desk-based audit work of EHDC in 2023.

In addition to the information provided by the council, we undertook desk-based research of key plans and documents such as local plans, population statistics and other relevant information. Housing projections and population data were also provided from Icenl and JCG (via EHDC) who are providing external capacity support on population and housing modelling for the new Local Plan.

2.3 Community Buildings Managers / Trustees Survey

In order to obtain valuable data about community buildings in EHDC such as whether they can accommodate demand, whether there are any maintenance issues, financial matters and proposals for expansion and improvement, a survey was undertaken of those who are responsible for the management and running of community buildings.

The surveys were created online on with ArcGIS software which provided a summary and analysis of the data. Alongside this, paper copies were produced for those who could not access the survey online, the responses to the paper copies were then uploaded by EHDC Officers.

All the managers and trustees of community buildings in East Hampshire were informed of the survey by council officers who sent out an email. In addition, each community facility was telephoned by Continuum and EHDC Community Development Officers (CDO) to help illicit a response.

The survey allowed the venue managers to complete questions on the use, need, demand, and quality, and to provide photos and information related to their building. The survey ran from April 2025 to August 2025 and was extended to ensure as complete a response as possible from the venues.

2.4 Community Buildings Users Survey

To obtain information from the users of community buildings, a user survey was also undertaken. This was also hosted on the ArcGIS platform. This survey was targeted at anyone who uses community facilities, including those who book the space and host activities (for activities not run by the building itself) and those who take part in the activities / meeting at the buildings.

This was a useful way to corroborate the managers / trustees survey and gain helpful insight into the community perception of community buildings in East Hampshire, as well as what the additional need and demand is for community buildings and activities.

The survey consisted of two parts:

Part 1 allowed respondents to provide answers in relation to a specific community building.

Part 2 asked general questions about community buildings and needs across East Hampshire.

The survey was made available via the venue management teams sending a link to via email to their regular hirers and users. To capture as many other members of the public as possible, the surveys were also promoted with a QR code on posters at community venues.

2.5 Site Visits

Whilst the venue survey was the main source of audit data, where there were gaps in data and responses, a series of site visits were undertaken between Continuum and EHDC staff members. Similar to the venue survey, the site visits assessed the capacity, quality, facility needs, sizes, ancillary facilities, and car parking, and in consultation with the venue managers, discussed the usage and demand for facilities. These findings were fed into the venue surveys to ensure consistency of data capture and approach.

2.6 Cultural Demand and Infrastructure Review

The Cultural Demand and Infrastructure Review is an essential part of this wider Community Buildings Assessment for EHDC. The full report is presented in Appendix 2 as a stand-alone report, but the outline findings are summarised in Section 4.

This report was researched and presented with two interlinked sections:

- The cultural demand review analyses national cultural participation data and industry-standard cultural segmentation profiles to provide a snapshot of the resident population in terms of likely cultural demand and behaviours.
- The cultural infrastructure review serves to highlight gaps for cultural infrastructure in the district and highlight development work that might be undertaken to make better use of existing cultural facilities.

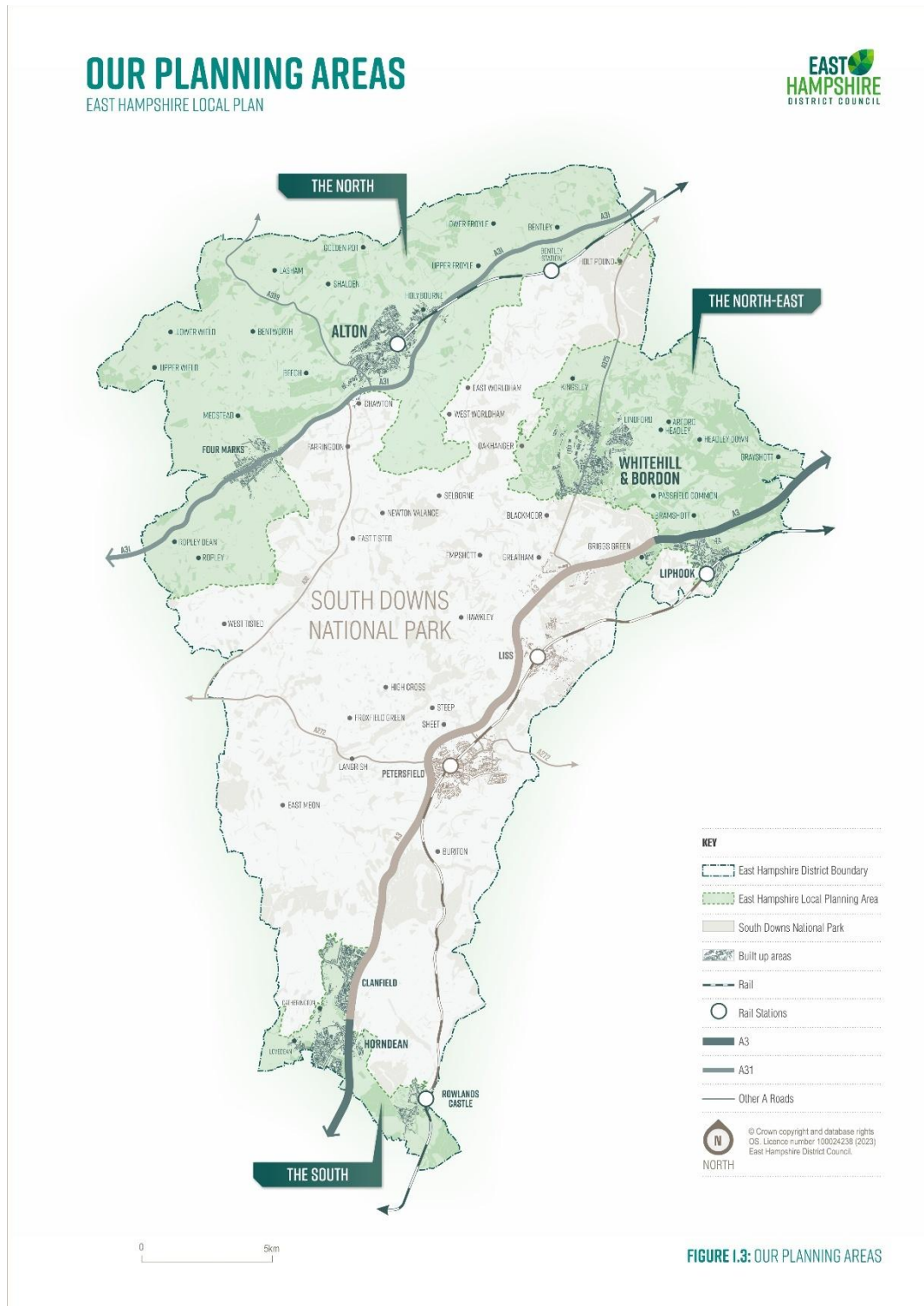
2.7 Stakeholder Consultation

Consultation with key departments in EHDC including Planning, Leisure and Community Development were also undertaken, covering population and housing, sites and venues data, and survey analysis to inform the recommendations and conclusions of this study. South Downs National Park Authority however, they were not involved in this assessment. Whilst facilities within the SDNP planning boundary were assessed and reviewed (as part of the coverage of the whole of East Hampshire) the recommendations from this report relate to those facilities within the planning boundary of EHDC as the planning authority and the sponsor of this Community Buildings Assessment. The future decisions and funding associated related to the venues that are within the SDNP will require further input and review from SDNPA outside of this assessment and report.

2.8 EHDC Area Analysis

As taken from the EHDC Client brief that informed this work, the district of East Hampshire covers approximately 514km² of the eastern part of the county of Hampshire. There are 127,285 people living in the district, part of which (57%) is in the South Downs National Park. The geographical areas of the district are categorised by the Central, North East, the North and the South. The Central area is entirely within the SDNP as detailed in figure 2.2 below.

Figure 2.2 EHDC Planning Areas



2.9 Spatial Analysis

Finally, where venues had not responded to the survey, to ensure full coverage of community venues in East Hampshire, a desk-based assessment of the size and capacity of venues was undertaken using the venues own websites, booking data and GIS mapping software to provide data on venue sizes for all community venues.

Section 3: Audit of Current Provision

3.1 Overview of the Current Provision in East Hampshire

This study of community facilities in East Hampshire primarily focussed on the following categories of community buildings:

- Community / Village Halls
- Libraries
- Places of worship with a separate or well utilised hall or communal area
- Cultural Venues
- Schools with dedicated community halls which provide community opportunities outside of sport

There are an additional 71 places of worship across East Hampshire that form an important part of the communities across the district, however as they do not have significant hireable spaces they have not been included in this analysis.

The provision and distribution of pubs across East Hampshire was also reviewed and consultation was undertaken with the British Beer and Pubs Association (BBPA). Pubs are a valuable community asset, and this review highlights the geographical spread and type of pubs within the district.

Whilst there are additional building types across the Local Authority which provide community benefit, such as healthcare centres and sports facilities, these are either assessed through separate strategies (such as the Playing Pitch and Sports Facilities Strategy 2024) or not included in this assessment as their primary role is not the provision of community activities.

In total, 157 community buildings were assessed based on the categories defined above. The breakdown of the number of each building type is presented in figure 3.1 below.

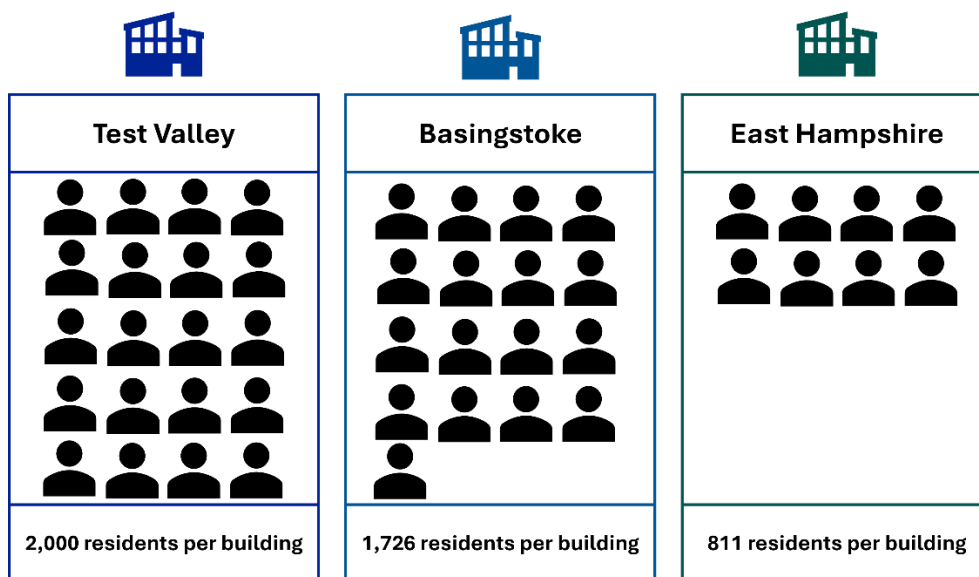
Figure 3.1 Community building types

Building Category	Count	% of Total
Community / Village Halls	104	66%
Places of Worship*	22	14%
Cultural Venues	18	11%
Schools*	9	6%
Libraries	4	3%

**With a separate or well utilised hall for community activities outside of sporting provision*

With a total of 157 community buildings and a current population of 127,285 residents in East Hampshire, there are 811 residents per community building. In comparison to neighbouring authorities who have undertaken similar analysis, this figure is significantly lower than both Test Valley (2,000 residents per building) and Basingstoke (1,726 residents per building) (figure 3.2). This level of community building provision in relation to current population highlights that residents of East Hampshire are well served by the quantity of community buildings. However, further analysis below will explore further the spatial distribution, hireable floor space, and quality of community buildings in East Hampshire.

Figure 3.2 Representation of the residents per community building in East Hampshire and neighbouring authorities



3.2 Site Survey Findings Overview

To ensure the current provision and needs of community buildings across the district are captured in this report, a site survey was distributed to the operators of all 157 community buildings in East Hampshire. This section reviews the findings of this survey and presents leading themes of the community buildings stock across the district.

3.2.1 Site Survey Response Rates

Of the 157 community buildings included in this study, 119 (76%) provided a response to the venue survey or were visited in person on a site visit. The breakdown of response rates is provided in figure 3.3 below.

Figure 3.3 Breakdown of site consultation response rates

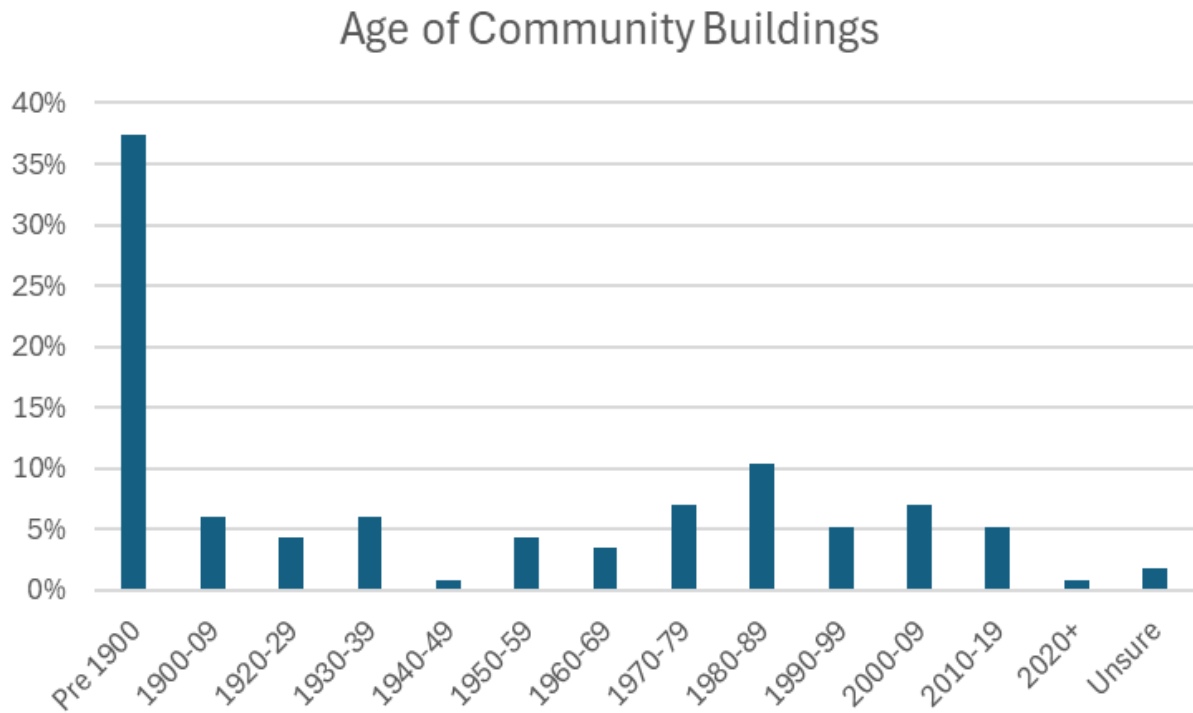
Site Category	Total Number of Sites	Site Consultation Responses	Response Rate
Meeting Places / Community Halls*	134	102	76%
Cultural and Music Venues	19	13	68%
Libraries	4	4	100%
Total	157	119	76%

*Including schools and places of worship with community halls.

3.2.2 Site Survey Response Rates

Over a third (37%) of community buildings in East Hampshire were built pre-1900 and nearly half (48%) are over 100 years old at the time of reporting (figure 3.4 below). This supports the need for modernisation and refurbishment which has been highlighted by many sites across the area (explored further in section 5 later in this report). Only 13% of the community buildings have been developed since 2000, which may contribute towards 41% of operators reporting plans to improve the accessibility of their building, as outlined in section 3.2.7 below.

Figure 3.4 Age of community buildings in East Hampshire

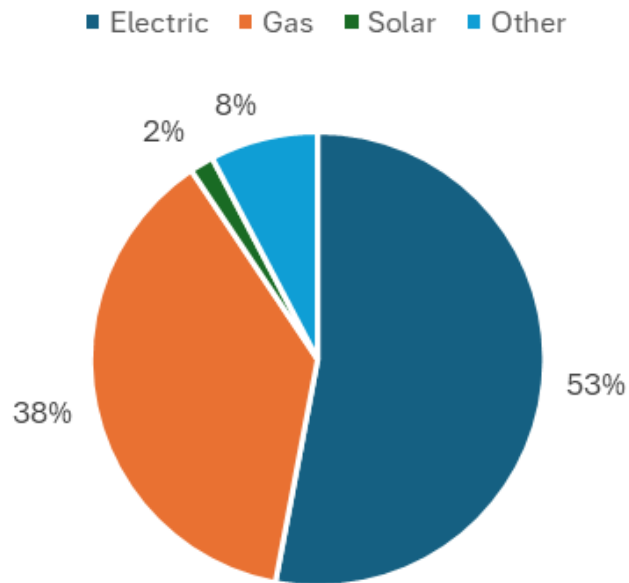


3.2.3 Community Building Energy Sources

The predominant primary energy source at community buildings is electric, with 53% of sites reporting that their primary energy source is electric. The next most common energy source is gas, with 38% of sites using gas as their main energy source (figure 3.5). Of the sites using gas, 52% reported ambitions to change their primary energy source, and 25% specifically referenced ambitions to develop solar panels and move towards more environmentally friendly energy sources. With only two sites currently having solar panels, opportunities to support sites that have ambitions to move towards more sustainable energy sources should be explored.

Figure 3.5 Primary energy source of community buildings in East Hampshire

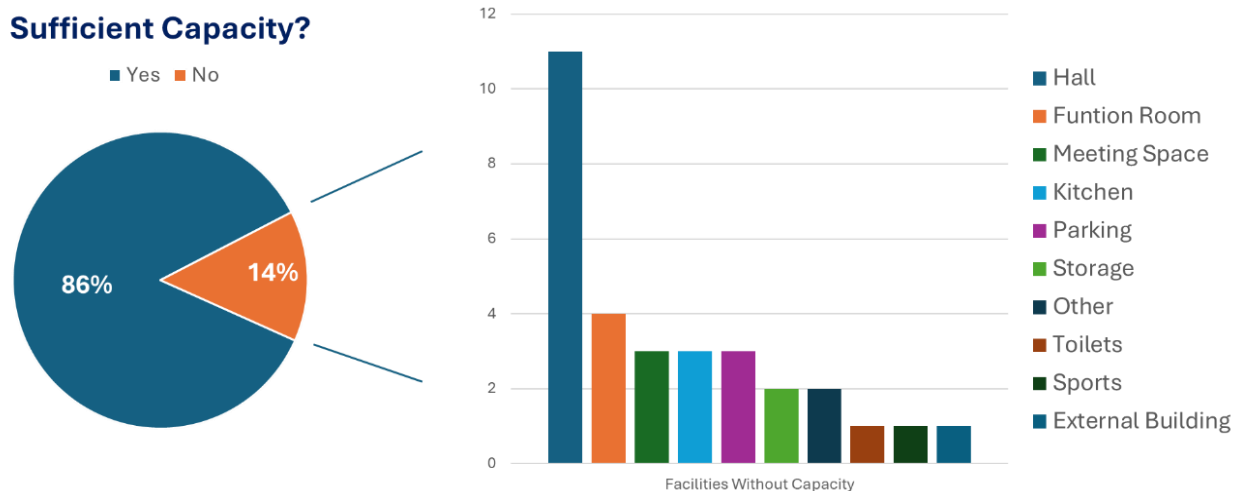
Primary Energy Source of Community Buildings



3.2.4 Site Current Capacity

Across the 119 sites which responded to consultation requests, 86% of hireable facilities had sufficient capacity to meet levels of demand from user groups. Of the hireable facilities that do not have sufficient capacity, main halls and function rooms were the most common facility that could not meet the level of demand (figure 3.6), with 50% of these sites stating that there is excess demand for community activities. When considering the non-hireable facilities at community buildings, parking and storage were the most common areas that were operating at full capacity.

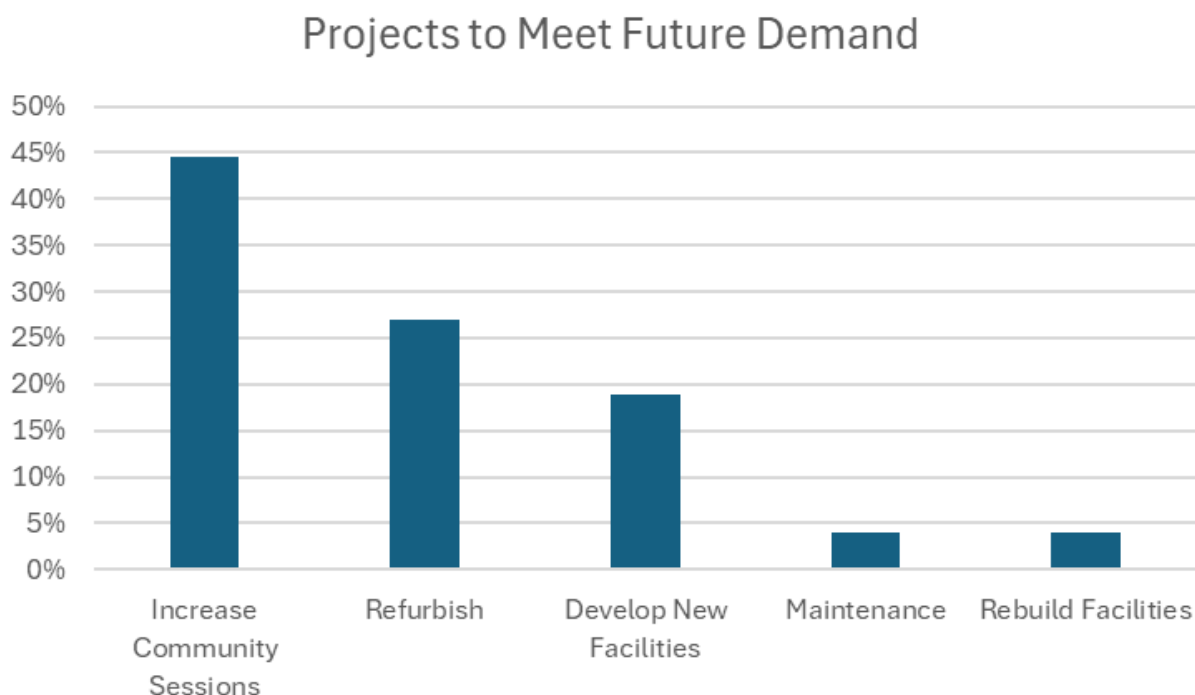
Figure 3.6 Excess demand for hireable facilities in East Hampshire



3.2.5 Future Growth Projects and Needs

When considering the future growth in demand based on housing growth within East Hampshire, 48% of operators suggested that they had no active plans to deal with any increases in demand with most stating that they had spare capacity to take on additional user groups or participants if required. Of the sites that identified potential projects to meet future demand, 45% stated that they would aim to increase the number of community sessions or hours of availability to accommodate additional demand. 27% would require refurbishment of facilities to increase capacity and 20% would need to develop new facilities (figure 3.7 below). The prioritisation of these projects is discussed in more detail in sections 5 and 6, and detail of these projects is presented in the Future Improvement Projects Identified by Community Building Operators in Appendix 1.

Figure 3.7 Projects identified by community buildings to manage future demand



3.2.6 Self Rated Facility Quality

Facilities were asked to self-rate the quality of their building, 79% of facilities were rated as either good or standard quality by the site operators, with only 21% rated as poor. Of the facilities rated as poor, the most common were toilets, parking, and the kitchen/servery area. Site operators predominately stated that the projects required to improve the quality of these facilities were refurbishments rather than requiring new facilities or replacing existing facilities (figure 3.8).

Figure 3.8 Self rated quality of facilities and projects identified to improve poor facilities

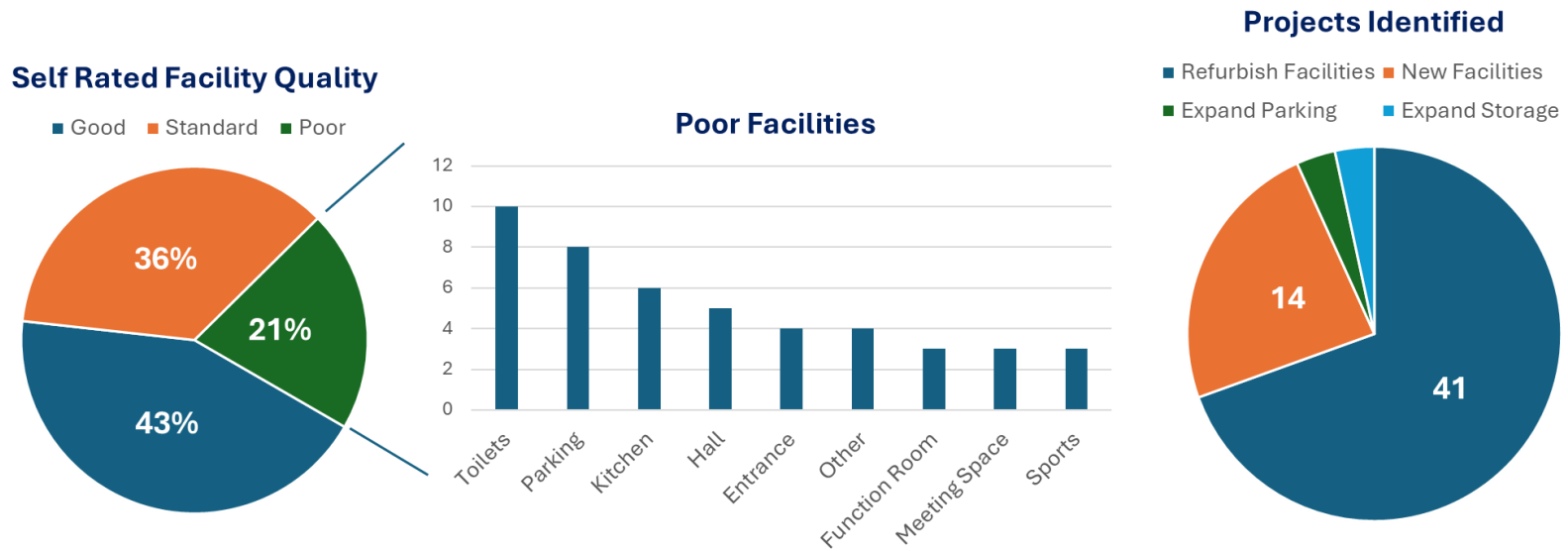
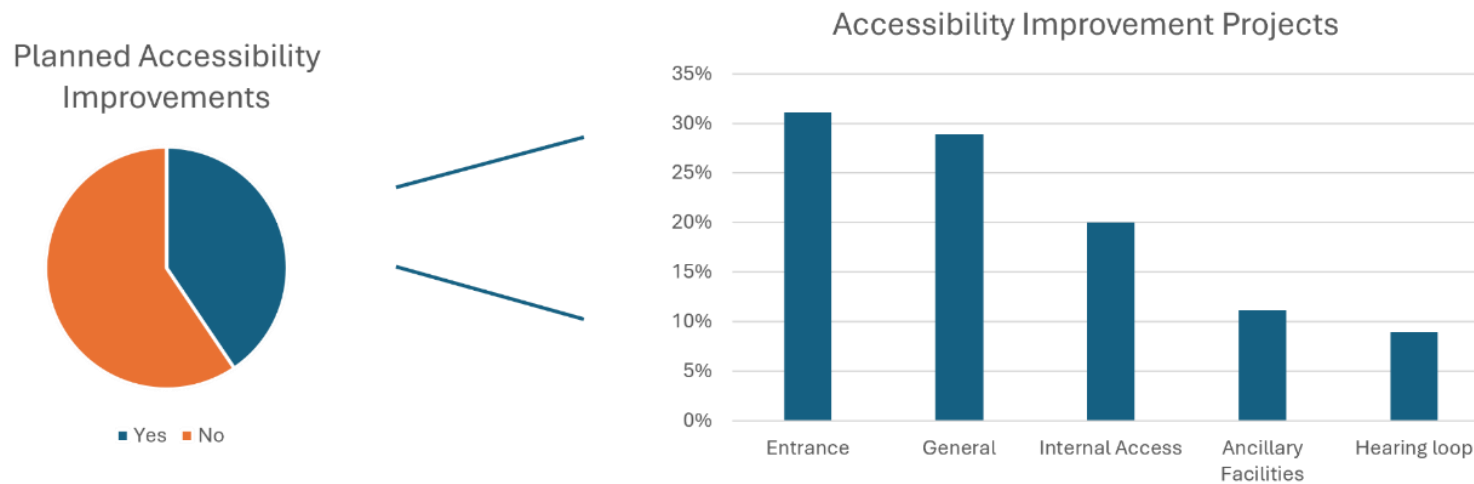


Figure 3.9 Accessibility projects identified by community building operators



3.2.7 Site Accessibility

Whilst many sites already have a range of accessibility measures in their building, 41% identified additional projects required to improve the accessibility of their site. Of this 41%, 31% identified projects associated with improving accessibility to the building’s entrance, either by redeveloping the entrance or providing disability ramps or stair lifts. 29% identified general projects including wider refurbishments or multiple projects required to make the site more accessible. 20% highlighted projects to improve the internal accessibility, 11% have plans to improve the accessibility of the ancillary facilities (i.e. toilets or kitchen), and 9% highlighted a need for hearing loops (figure 3.9 on the previous page).

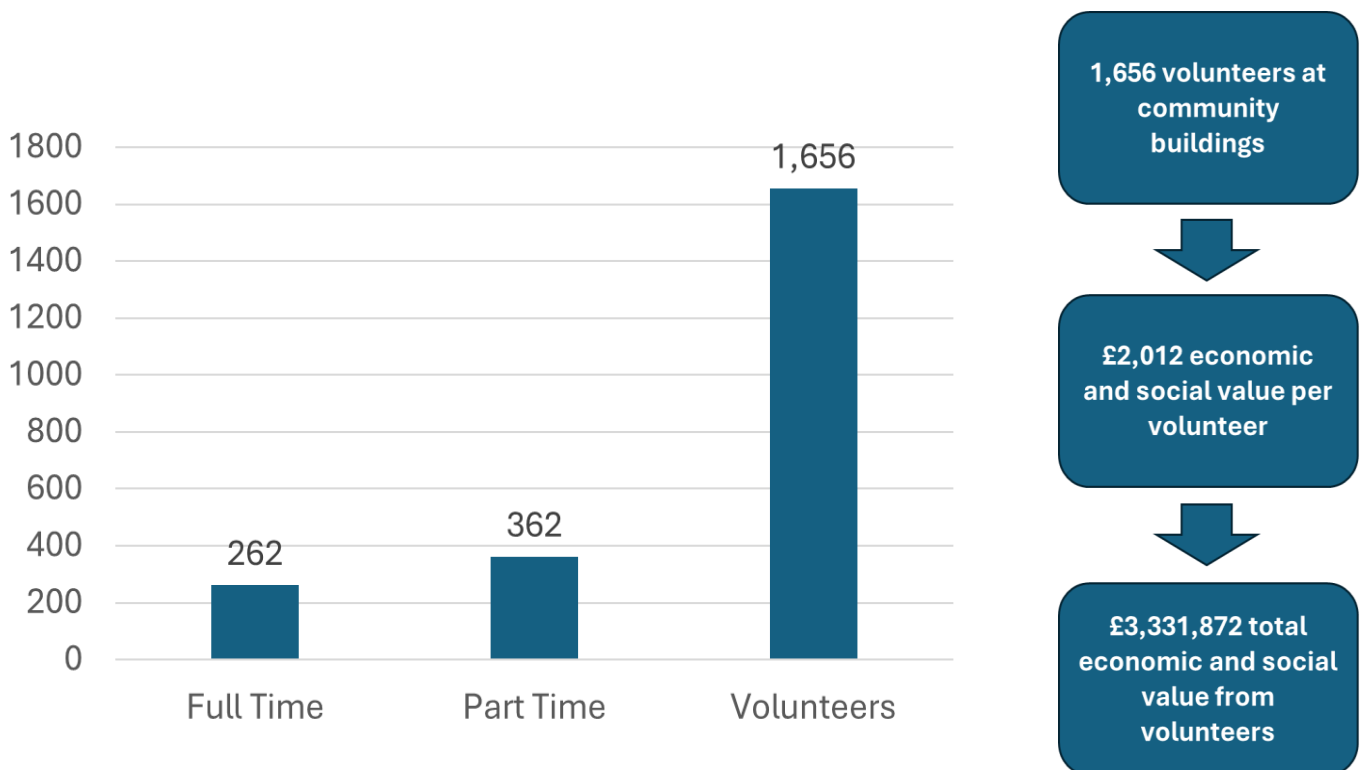
3.2.8 Staffing

In total, the 119 sites employ 2,280 staff, of which 1,656 work on a volunteer basis. Research and analysis undertaken by London Economics in 2025 into the economic and social value of volunteering assessed based on the following five strands of value:

- The value of the cost of replacing volunteers with paid staff.
- The wellbeing benefits to volunteers as a result of volunteering.
- The effect of volunteering on employment outcomes.
- The effect of volunteering on the number of healthcare appointments (GP, outpatient and inpatient) of volunteers.
- The effect of volunteering on social outcomes, such as isolation, loneliness, and belonging to a neighbourhood.

This research concluded that in 2021/22 the average economic impact per volunteer was £2,012. Based on a minimum of 1,656 volunteers working at community buildings in East Hampshire, this delivers a minimum economic benefit to the local community of approximately £3,331,872 (figure 3.10).

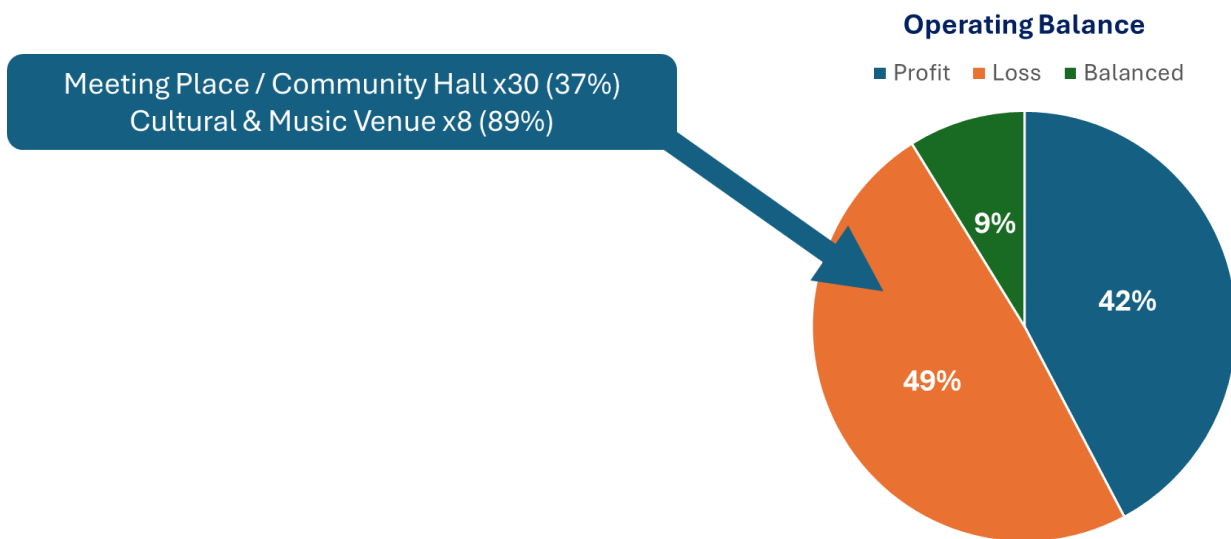
Figure 3.10 Staffing and economic and social value of volunteering



3.2.9 Site Operating Balance

49% of sites that provided financial information reported that they are operating at a loss (figure 3.11). Critically, 89% of all cultural venues reported operating at a loss compared to 37% of meeting places and community halls. The most common difference between facilities making a loss and those with financial sustainability is the presence of a main community hall or function room. 100% of sites operating sustainably providing at least a hall or function room, whereas 20% operating at a loss have neither. Of the sites operating at a loss, 33% are supplemented by their Parish Council through grants to ensure they can continue operating.

Figure 3.11 Operating balance of community buildings in East Hampshire



3.2.10 Site Survey Summary

With a 76% response rate, the analysis presented as part of this assessment provides a clear indication of the leading themes and issues present in the current stock of community buildings across the district.

There is a largely positive view of the quality and provision of community facilities in the district with 86% of sites stating that they have sufficient capacity to meet the needs of their local community, and 79% of facilities being rated as standard or good quality. Whilst these are positive figures and indicate a good stock of community buildings across the district, there were clear challenges identified through the survey.

Of the 14% of sites that reported insufficient capacity to meet current demands, the majority identified that their halls or function rooms were at full capacity which was restricting their ability to deliver community activities. In terms of quality, 21% of facilities were rated as poor quality with the most common facilities requiring improvements to supporting facilities such as toilets, parking, and kitchens.

Most staff working at community buildings work on a volunteer basis (73% of all staff), which provides a significant social and economic benefit to the district. Based on research conducted by London Economic in 2025, the 1,656 volunteers at community buildings in East Hampshire provide an estimated social and economic benefit of £3,331,872.

An area of concern is that 49% of community buildings in the district are operating at a financial loss annually. Of these sites, 89% of the cultural and music sites that provided financial information were operating at a loss, compared to 37% of community halls. The most common difference between facilities operating at a profit and those operating at a loss was the provision of at least one hall or function room which can be hired by a range of different groups. This forms part of the rationale presented in Section 5 as to the emerging need to prioritise investment into existing community buildings rather than developing new community buildings to help support the existing sites achieve financial sustainability.

3.3 User Survey

To support findings from the site survey presented in section 3.2 above, a user survey was distributed via site operators to their user groups to ascertain their views and needs and ensure that the identified themes and projects aligned with the needs of users, not just the site operators. The findings from this survey are presented in the following section.

In total, 195 responses were received from the user group survey. These responses came from user groups based in the following parish areas (figure 3.12 below).

Figure 3.12 User survey responses by Parish area (parishes with same number of responses are grouped together)

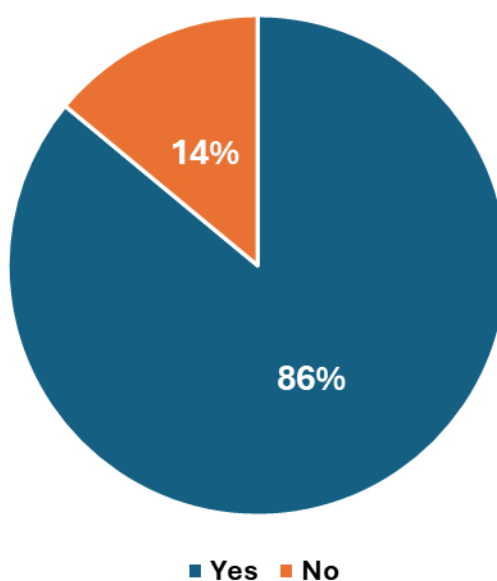
Parish Areas	Responses
Alton	58
Petersfield	16
Grayshott	13
Horndean	11
Rowlands Castle, Bramshott and Liphook	8
Clanfield, Bentley	6
Four Marks, Whitehill, Froyle	5
Stroud, Buriton, Medstead, East Meon	4
Sheet, Liss, Headley, Wield	3
Lasham, Steep, Chawton, Lindford	2
Shalden, Kingsley	1

3.3.1 Capacity of Sites

Most user groups (86%) stated that there are sufficient space and facilities available for hire to allow them to deliver their community activities (figure 3.13). This aligns with the findings of the site survey, which highlighted that 86% of operators state that their site has sufficient capacity to meet the needs of the community. These findings suggest that there would appear to be sufficient capacity in community buildings across the district, and that potential projects to improve the quality, viability and extend the capacity of the existing stock should be considered ahead of developing new buildings.

Figure 3.13 Percentage of sites with sufficient capacity to support the needs of user groups

Site Has Sufficient Facilities to Deliver Offer



3.3.2 Facility Quality

88% of groups stated that the facilities available at their main site are good or excellent quality, with only 3 user groups stating that the facilities at their site are poor quality. This is significantly lower than the 21% of facilities rated as poor quality by site operators, however the site survey found that the poor quality facilities highlighted in the majority of survey responses related to the supporting facilities such as parking and toilets, which form an important part of the positive experience of user groups at all community buildings.

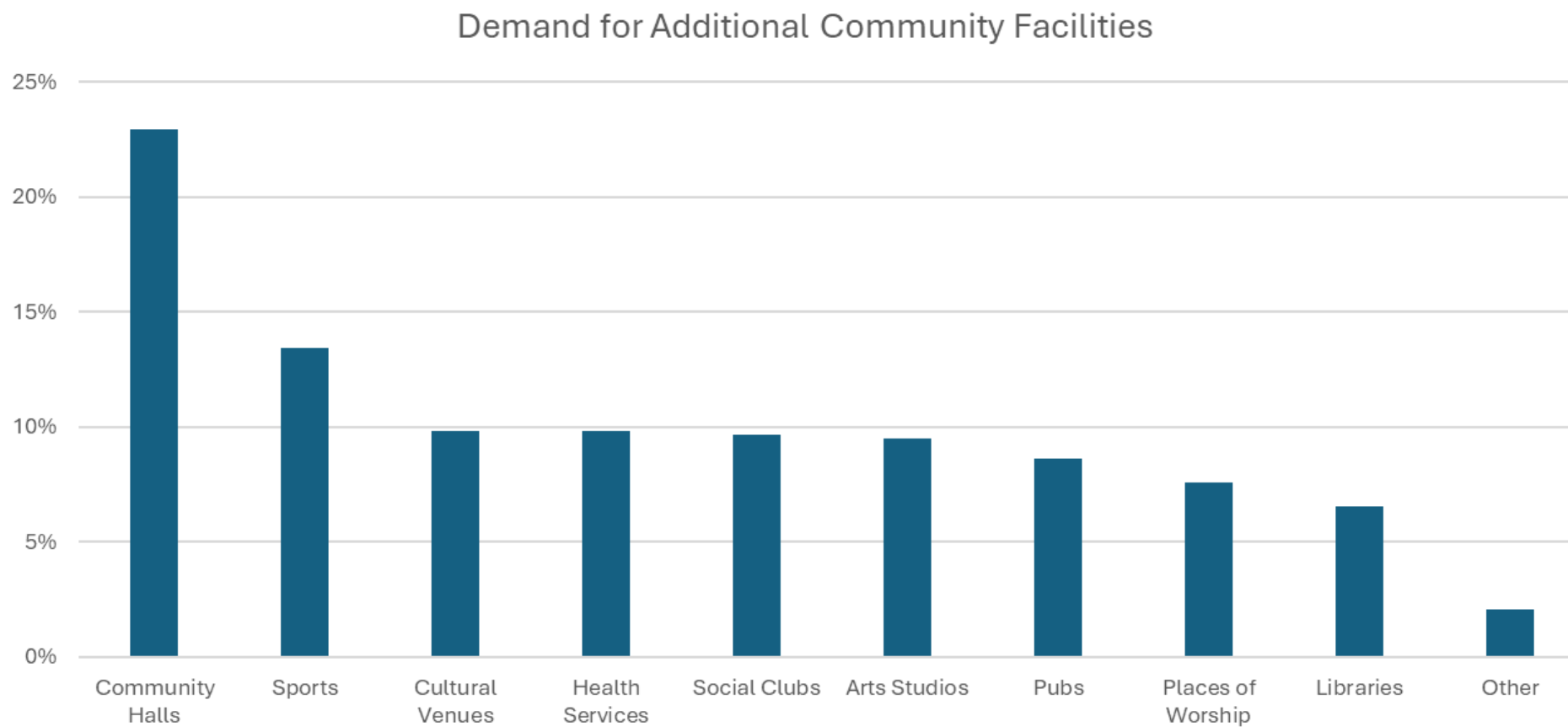
Figure 3.14 User group ratings of facility quality at community buildings



3.3.3 Additional Community Need

When asked if user groups thought there was a need for any additional facilities, or additional capacity of existing facilities in their local area, 23% of responses stated there was a need for more community halls, 13% for additional sports facilities, and 10% for cultural venues, health services, and social clubs (figure 3.15 below). When looking at these findings on a local level, it was clear that whilst additional community hall access was the most common identified community need, the 2nd and 3rd ranked facility needs differed between parish areas.

Figure 3.15 Demand for additional access to community facilities identified by user groups

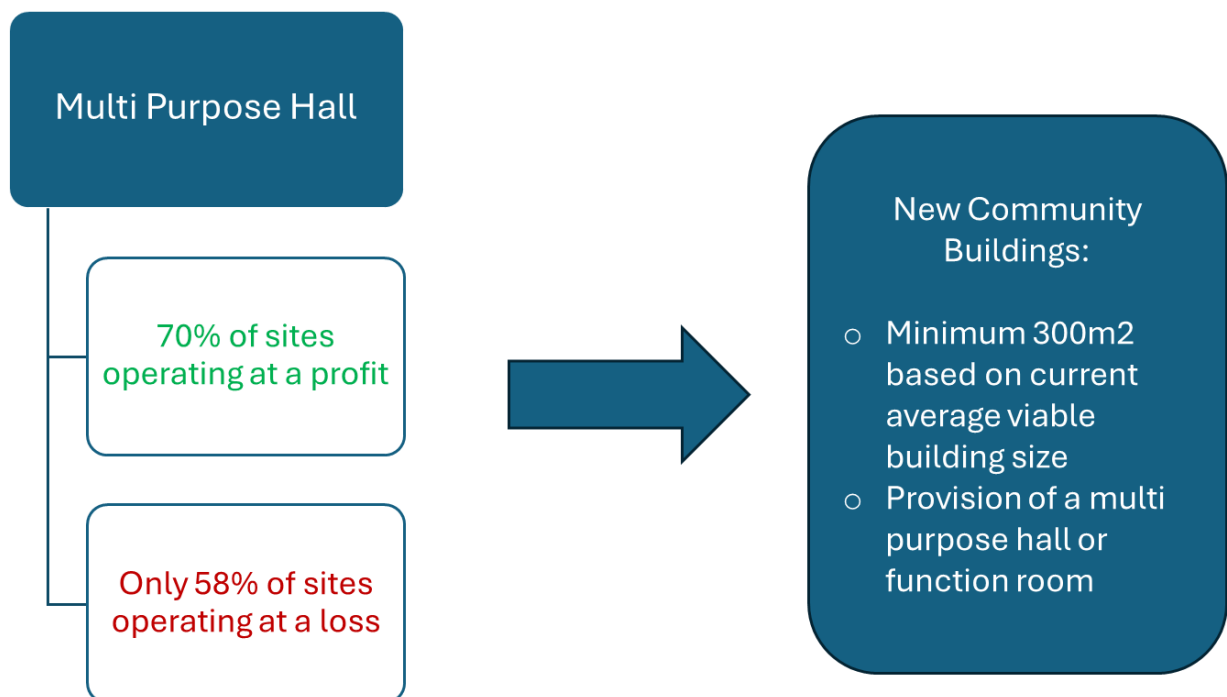


3.4 Standards and Building Viability

Through the survey and analysis, and accounting for the total hireable / community space of each building, there is a total of 45,343m² of community building space across the district: equivalent to 0.356m² per population, or 356m² per 1,000 population. As with the comparison of population per community building with neighbouring authorities, this is significantly greater than the 203m² per 1,000 population recorded in Basingstoke (the report for Test Valley did not include a m² per 1,000 population figure).

Analysis of sites that reported being financially sustainable (making a profit or operating at a balance) found that the average hireable space was 283m². The greatest difference between sites operating at a loss against those that were financially sustainable was the ability to offer multi-purpose areas which could be hired by a range of different groups. As outlined in section 3.2.9 above, 70% of financially sustainable sites could offer a larger multi-purpose hall, compared with only 58% of sites operating at a loss. It is therefore essential for the future viability of any newly developed community building that the development is a minimum of 300m² (rounded from 283m²) of community hireable space, with a multi-purpose hall or function room which is suitable to meet the needs of a range of community organisations.

Figure 3.16 Viable community building rationale



As set out in section 3.1 above, there are currently 811 residents per community building in East Hampshire. Based on the viable size of community buildings in the district, 300m² (rounded from 282m²), the standard to maintain the current level of provision and ensure sites remain viable is 0.37m² per resident or 370m² per 1,000 residents (300m² / 811 residents per building). This standard is used throughout this report to ensure the current provision of community building is maintained over the plan period and any newly developed buildings are built to the minimum viable size.

Based on the minimum projected housing growth of 16,524 by 2043 (Aecom 2025, Applying the Standard Method to the SDNP and overlapping Local Authorities), the population in East Hampshire is estimated to increase by a minimum of 28,090 additional residents. This will result in additional demand for community buildings and require the capacity of existing buildings to be

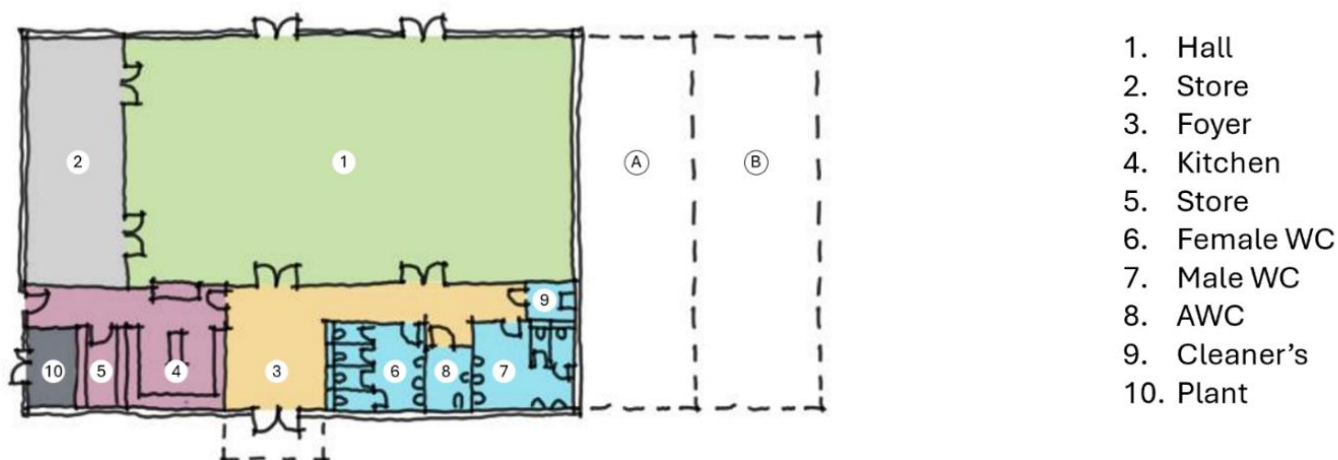
increased and new community buildings be developed (the decision-making process for improvement vs new build is outlined in Section 5 later in this report). This projected population increase would reduce the current standard of 370m² per 1,000 population to 298m² per 1,000 population and put increased strain on both operators and user groups as demand increases but hireable space stays the same.

Without any action to increase the provision or capacity of community buildings, the projected population growth would increase the residents per community building from 811 to 990 and reduce the community floor space from 363m² per 1,000 residents to 292m² per 1,000.

Emerging Sport England guidance for the development of Village and community hubs recommended a minimum main hall size of 18x10m with 6.1m minimum clear height to accommodate a range of physical activities and non-sporting community activities. The typical small community building layout proposed by Sport England is 330m² with key features including:

- Easy to navigate layout with compact form
- Accessible and inclusive layout
- Multi-purpose hall
- Entrance foyer
- Toilets
- Kitchen
-

Figure 3.17 Emerging Sport England Guidance on the layout of a small community building



1. Hall
2. Store
3. Foyer
4. Kitchen
5. Store
6. Female WC
7. Male WC
8. AWC
9. Cleaner's
10. Plant

Notes:

- A – Possible extension to include fixed stage and changing room
- B – Possible extension to include small hall and meeting room(s)

This guidance is in line with the recommended minimum building size of 300m² including the inclusion of a multi-purpose hall as a priority facility based on consultation with the existing community buildings in East Hampshire.

3.5 Spatial Distribution of Community Buildings

In order to assess the distribution of community buildings within the district and match potential projects to areas of potential growth (discussed further in section 6 later in this report), distribution maps were developed for each building type to illustrate spread of current provision across the district. In addition, travel catchment maps were produced to identify sites within a

10-minute walking catchment and 15-minute driving catchment of areas of potential growth (areas of high projected population growth).

When considering access to community buildings, it is important to factor in the rural or urban nature of the surrounding area. Many of the larger settlements in East Hampshire share more characteristics with an urban area, with public transport links, active travel routes, higher population density, and more abundant community infrastructure. In these settlements, it is more realistic to assume users of community buildings are more likely to walk 10 minutes each way to take part in community activities. The 10-minute walking catchment of sites within settlements is later prioritised when looking at which community buildings to allocate developer contributions to improve the quality and capacity of local community infrastructure.

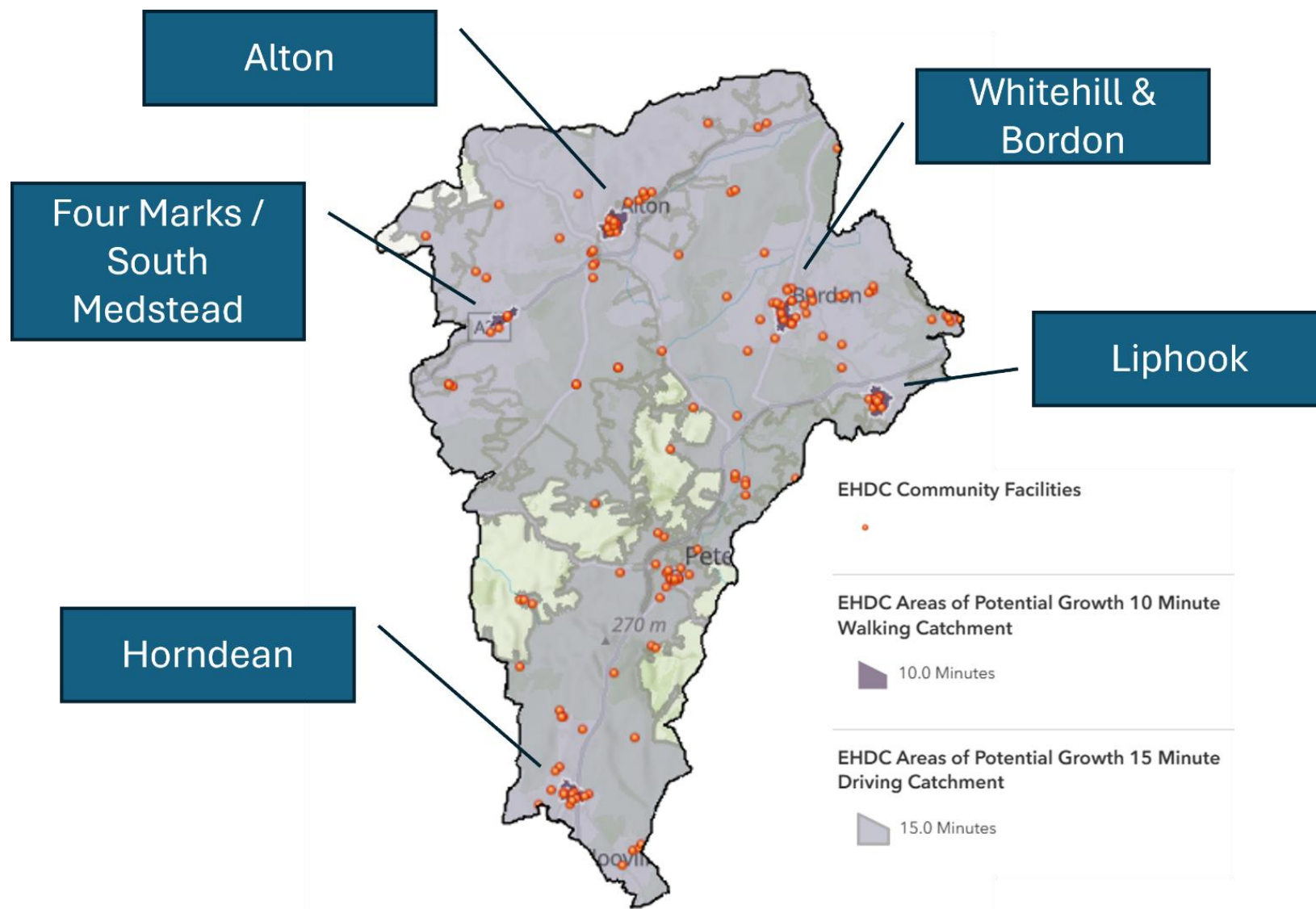
It is also important to consider that East Hampshire as a district is largely rural in nature, particularly as a significant portion of the district falls within the South Downs National Park. A 15-minute driving catchment from areas of potential growth has been generated to encompass the sites which are accessible to residents of rural areas. The combined 15-minute driving catchment from each priority area provides coverage of all identified community buildings.

The areas of potential growth identified within the EHDC planning area are based on the existing population, population density, future housing projections, and future population growth. These areas, and analysis of projects within catchment of each area, are discussed in more detail in Section 6 of this report. The areas of potential growth identified are:

- Alton
- Whitehill & Bordon
- Four Marks / South Medstead
- Horndean
- Liphook

Figure 3.18 below shows the 15-minute driving and 10-minute walking catchments from the areas of potential growth and the coverage of all community buildings within these catchments. This map shows that the whilst the 10-minute walking catchment covers only the town or village centre of the areas of potential growth, the majority of the district and all community buildings fall under a 15-minute driving catchment of at least one of the areas of potential growth identified by EHDC, with residents of more rural areas of the district being within reasonable driving catchment of these areas. The only areas of the district which are not within a 15-minute driving catchment are rural areas with poor access. The implications of catchment areas on the prioritisation of developer contributions are outlined in Section 5.

Figure 3.18 Walking and driving catchments from areas of potential growth in East Hampshire

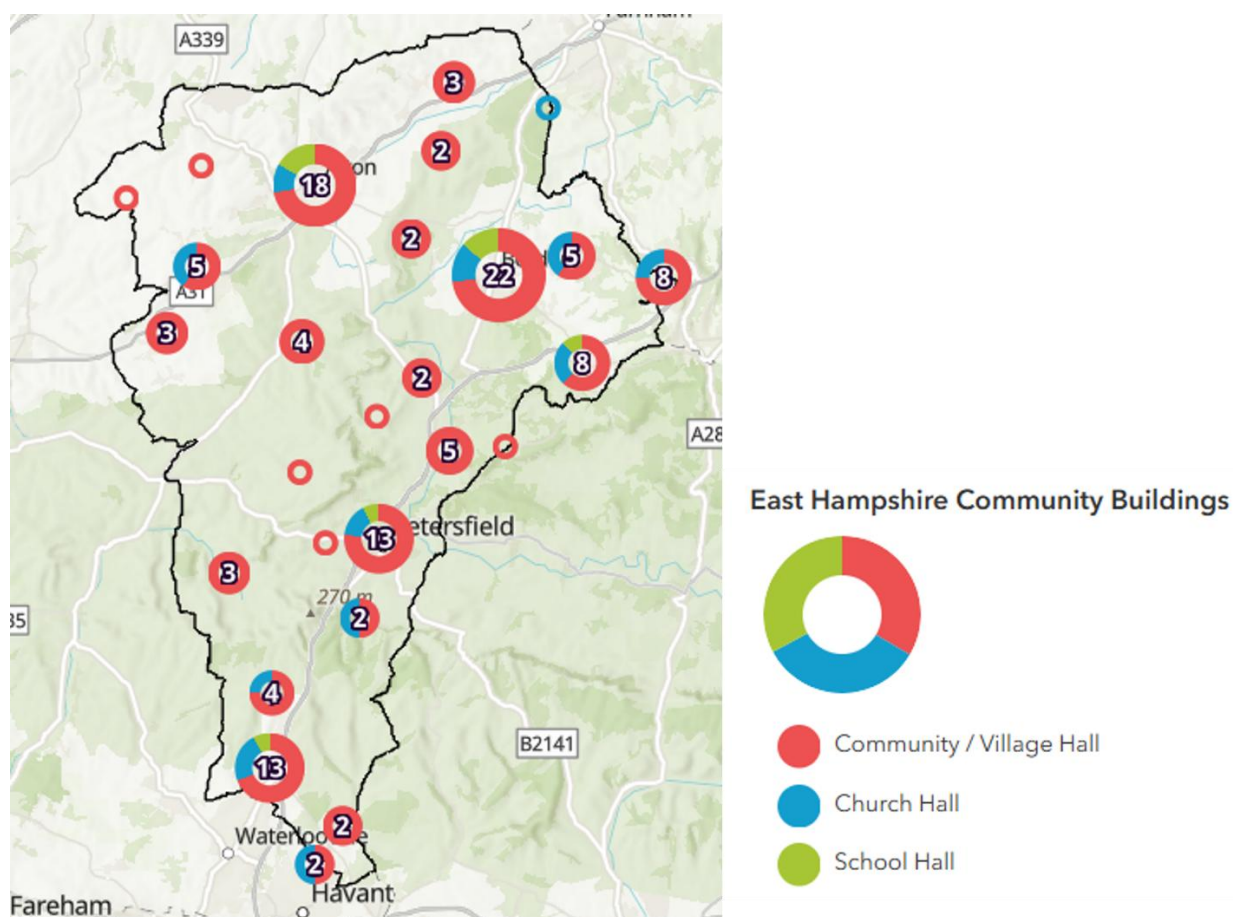


3.5.1 Community / Village Halls

There is a total of 135 community / village halls in East Hampshire, of which 9 are education sites and 22 are part of places of worship. The map in Figure 3.19 below shows the distribution of community halls across East Hampshire.

As shown in figure 3.19 below, the provision of community halls is well spread across East Hampshire, with concentrations of facilities around areas of more dense population such as Whitehill & Bordon (16 sites), Petersfield (10 sites), Alton (17 sites), and Horndean (12 sites). There are noticeably fewer sites in the centre of the district, however this area is primarily rural in nature, with a significantly lower population density than the North and South of the district.

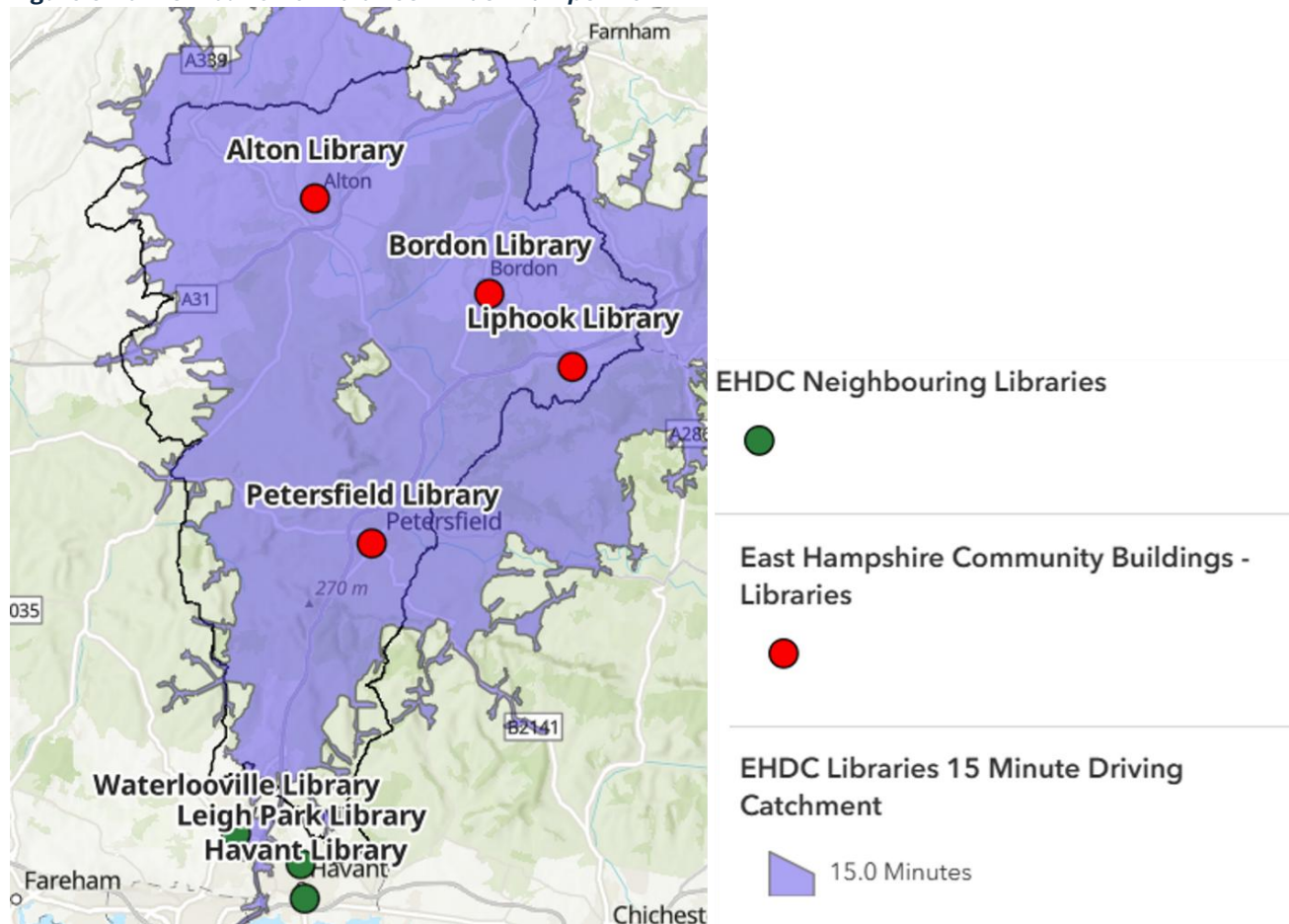
Figure 3.19 Distribution of community and village halls in East Hampshire (number of features refers to the number of sites within the grouping)



3.5.2 Libraries

There are four libraries in East Hampshire, all operated by Hampshire County Council. The libraries are each located in areas of high population, primarily in the north of the district (figure 3.20). The 15-minute driving catchments shown in figure 3.20 below indicate that although there is a gap in provision in the south of East Hampshire, most residents are still within only a 15-minute drive to Petersfield Library. There are also three libraries located south of the district boundary in Havant including Havant Library, Waterlooville Library, and Leigh Park Library, which can be accessed by residents in the south of East Hampshire. This shows that most residents across the district are within a reasonable driving catchment of a library within East Hampshire or alternative nearby provision outside of the local authority boundary.

Figure 3.20 Distribution of libraries in East Hampshire



3.5.3 Cultural and Music Venues

The cultural infrastructure venues review that was undertaken as part of the community buildings assessment (see Section 4 and Appendix 2), identified 28 sites with a cultural or music aspect (this includes 10 community halls which have a cultural or music element to the site) in East Hampshire. Key findings include:

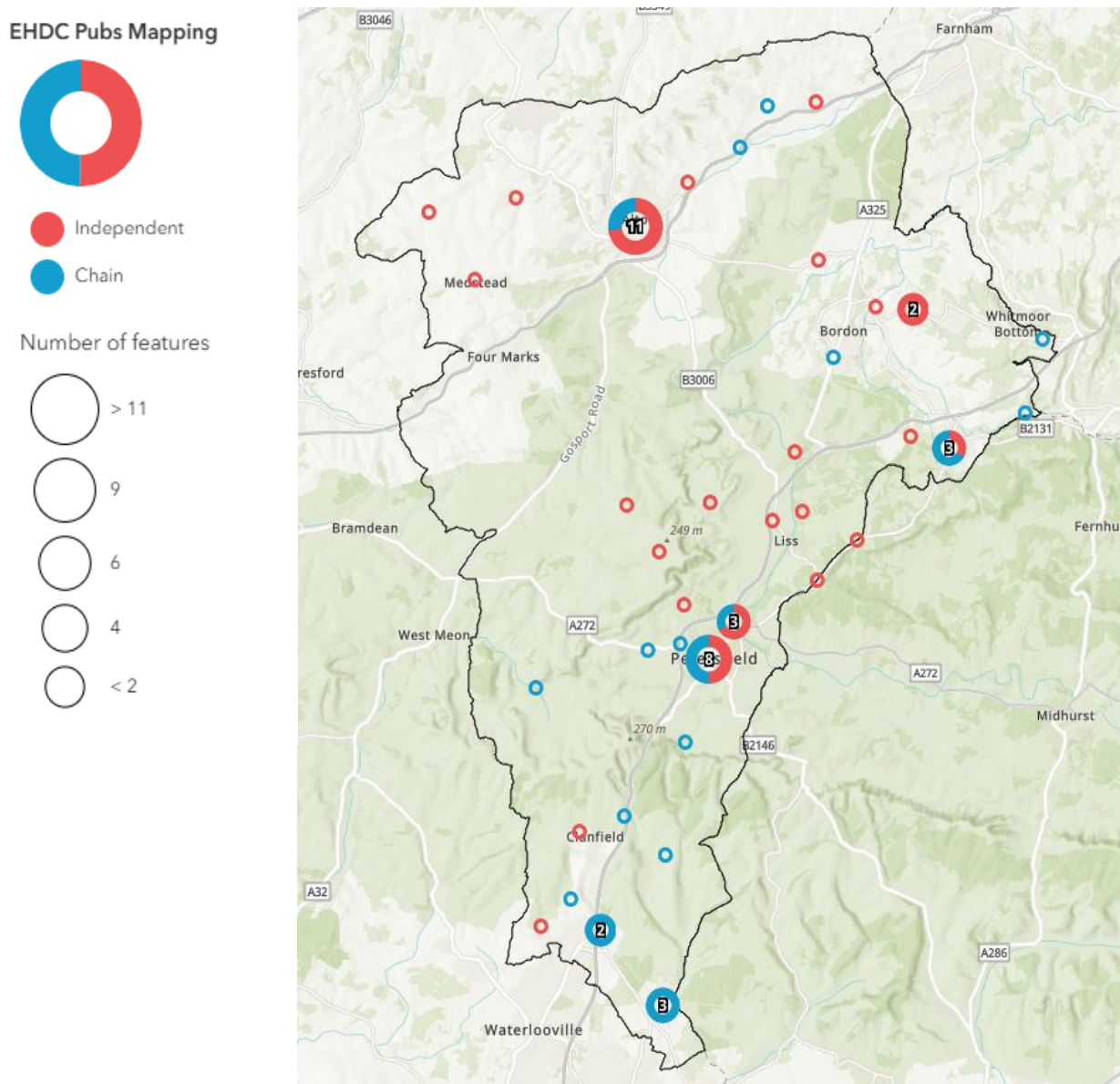
- Three small-scale and two mid-scale professional theatres are based in East Hampshire. The largest and most accessible is Petersfield Festival Hall (400 seats).
- Heritage venues dominate the local offer, especially in Petersfield, Alton and Whitehill & Bordon.
- No large-scale professional theatres exist in the district, but seven are accessible within a reasonable travel time. These include The Mayflower (Southampton), Chichester Festival Theatre, and G Live (Guildford).
- The relatively fewer venues in the southern parishes in comparison to the northern parishes may reflect a lack of online presence promoting their cultural and music offer (e.g. Barton Hall, Merchistoun Hall) or that the cultural and music offer at these sites are a less significant part of their community offer.

Section 4 provides further information on the distribution of cultural venues across East Hampshire and neighbouring authorities.

3.5.4 Pubs

The distribution of pubs across East Hampshire was reviewed as they are noted as valuable community assets within the district and within NPPF. Across East Hampshire, there are 63 pubs, of which 27 are chain pubs (such as Greene King or Wetherspoons) and 36 are independently managed. Figure 3.21 below shows that the distribution of these management type differs between the north and south of the district, with a greater share of independent pubs in the north of the district, and significantly more chain pubs in the south. There are clear concentrations of pubs around the higher population areas of the district including Alton, Horndean, Whitehill & Bordon, and Petersfield, with fewer in the central rural areas and the west of the district where population density is lower.

Figure 3.21 Distribution of pubs in East Hampshire (number of features refers to the number of sites within the grouping)



To support the desk-based analysis, consultation with the British Beer and Pubs Association (BBPA) was undertaken to understand the national picture for pubs and highlight any risks associated with both chain and independent pubs. The key outcomes from this consultation are:

- Nationally, there is a permanent net loss of 300-500 pubs per year.
- The factors contributing to the rate of closures include, higher business rates, increasing staff costs, and trends in consumer behaviour.
- There is not inherently a greater risk associated with independent pubs than chain pubs, with the BBPA is not seeing a higher rate of closure for either management type.
- Successful, sustainable pubs are seen by the BBPA as vital to the creation of new neighbourhoods.

An additional key outcome from consultation was the issue of existing pubs remaining viable when new housing developments are built in the immediate area around the pub. The BBPA highlighted a recurring theme of existing pubs receiving noise complaints from the new housing development and having to reduce their operating hours in the evenings, reducing their viability and leading to financial issues and closure. The BBPA recommend that new housing developments should consider the proximity and location of pubs in relation to the new development, with the ideal solution being to have the existing pub form part of a town/neighbourhood square so they can benefit from footfall to other infrastructure and be located outside of the earshot of houses.

Local pubs undertook research, supported by the BBPA, into the socio-economic value and potential of pubs. It is estimated 140,000 – 160,000 jobs are supported by the beer and pub sector in the Southeast of England with approximately £1.2 billion in direct Gross Value Added. Pub is The Hub, working with the Social Value Engine, estimate that across the projects supported by Pub is The Hub an investment of £1 has returned up to £8.28 in additional social benefits based on the following social value proxies:

- Improved wellbeing of rural residents
- Increase in feeling you belong in your neighbourhood/community
- Improved community cohesion
- Improved access to local services
- Increased access to cultural events locally
- Increased skills and knowledge as result of participation in training
- Increased employment/job security
- Increased social action
- More resilient rural communities

3.6 Spatial Distribution and Standards Summary

The spatial distribution analysis performed for each facility category highlights that there are concentrations of each facility type (community halls, libraries, cultural and music venues, and pubs) around the highest population towns and villages, such as Alton, Petersfield, Horndean and Whitehill & Bordon. This results in many of the facilities within town and village centres being accessible within the 10-minute walking catchment outlined in section 3.5. There are considerably fewer facilities across the more rural areas of the district due to the lower population density.

Regarding the 15-minute driving catchment, most of the district and all the community buildings in this study are within a 15-minute drive of at least one of the areas of potential growth identified by EHDC. This distribution of existing community buildings forms part of the rationale for prioritising improving the quality and capacity of the current stock of facilities rather than developing new sites, to ensure the current standard of 380m² per 1,000 residents is maintained, as outlined in Section 5. The prioritisation and identification of projects to improve the quality and capacity of sites is discussed in more detail in Section 6.

Section 4: Cultural Infrastructure Overview

4.1 Introduction

An important function within many of the community buildings across the district is the hosting of cultural activities such as performances, music, exhibitions, art and workshops as well as the ability of community buildings to allow residents to express themselves and celebrate inclusion and diversity. A key part of the overall assessment of community buildings in East Hampshire has been an outline review of the current and future needs for cultural activities in these important community spaces, and this section provides an overview of that process and the leading outcomes identified from this assessment.

4.2 Approach

This section of the report has two sub-sections covering the following:

- A cultural demand review that analyses national cultural participation data and industry-standard cultural segmentation profiles to provide a snapshot of the resident population in terms of likely cultural demand and behaviours.
- A cultural infrastructure review which serves to highlight gaps for cultural infrastructure in the district and highlight development work that might to be undertaken to make better use of existing cultural facilities.

This section should be read in conjunction with the full analysis provided in Appendix 2 which also contains two high level case studies, aligned to the principal recommendations emerging from the data.

4.3 Cultural Demand Review

The Cultural Demand Review provides a snapshot of audiences in East Hampshire, using three main national industry sources:

- DCMS Cultural Participation 2023–24 – measuring cultural attendance and participation at the local authority level.
- Audience Spectrum – profiling cultural behaviours and attitudes via national survey and box office data.
- Mosaic Spectrum - classifying UK households by lifestyle, income, and social patterns.

The full review of these national comparators is provided in Appendix 2 with a brief summary provided below.

4.3.1 DCMS Cultural Participation – Implications

Engagement figures support the assumption that there is an engaged resident population for live performance, and space to grow to match higher-performing neighbouring areas. As highlighted later, given the lack of such venues in East Hampshire it is assumed this population are travelling to take part in these experiences. There is space to increase engagement with cinema and festivals, the latter has the potential to place an emphasis on outdoor programming or pop-up formats to better serve rural communities. The high levels of creative participation in music making and crafts might also provide an opportunity for venue or festival programmers.

4.3.2 Audience Spectrum – Implications

This data shows that audiences in East Hampshire would benefit from a two-pronged approach: targeted investment in a high-quality cultural offer to retain spend in the district, paired with the development of smaller-scale local activity. This reflects the distinct needs of two key resident

groups. **Commuterland Culturebuffs**, who are culturally engaged and financially equipped, are currently likely travelling outside the district for quality cultural experiences due to limited local options. Enhancing existing local theatres with well-curated, traditional, high-quality programming could capture this audience, encouraging repeat attendance and long-term support—not only as attendees, but also as creative participants, volunteers, trustees, or funders. Meanwhile, **Dormitory Dependables** favour accessible, familiar content in welcoming, easy-to-reach venues. They are drawn to inclusive programming and enjoy connecting with others in sociable settings, suggesting a strong case for adaptable local spaces that host both cultural and social events, with features like daytime access and family-friendly environments and outdoor festivals.

4.3.3 Mosaic Spectrum - Implications

Country Living and Rural Reality suggest a large base of residents in village or countryside settings with a strong local identity and values placed on tradition and community events. Prestige Positions reflects wealthier, culturally engaged individuals and families who have disposable income and interest in high-quality social cultural experiences. This combination of wealth, status and disposable income implies a strong cultural engagement base with the means to travel to access desirable cultural experiences.

Prestige Positions seek enriching, aspirational cultural experiences and are likely to seek out and support high-quality cultural product, flagship events and touring or presentation links with major cultural institutions. Alpha Families will be seeking aspirational creative engagement opportunities for their children. Country Living and Rural Reality implies there is potential for community-based cultural provision making use of local village halls, heritage venues and community centres. Increasing accessible opportunities for local creative participation and cultural engagement may be especially important given the ageing population. Venues and activity which celebrates the countryside and rural heritage/ culture are also likely to be popular amongst these groups.

4.4. Cultural Infrastructure Review

4.4.1 Overview

In addition to the outline demand overview, the review also looked at current provision of cultural venues. The report does not account for cultural activity and festivals. Research was undertaken to ‘map and gap’ the cultural venues in East Hampshire as well as those within a 45-minute drive time of Petersfield as a key leading cultural location and venue in the district.

For the purpose of the review, the Consultant Team categorised the venues as follows:

- Large-scale Professional Theatre - A venue managed by paid staff, with theatre facilities including professional staging, lighting and sound. Seating capacity >800. This is the accepted threshold for a commercially run venue.
- Mid-scale Professional Theatre - A venue managed by paid staff, with theatre facilities including professional staging, lighting and sound. Seating capacity 350-800. Both mid- and small- scale theatres may be run by a local authority, an arts trust or a commercial entity under a management arrangement.
- Small-scale Professional Theatre - A venue managed by paid staff, with theatre facilities including professional staging, lighting and sound. Seating capacity <350.
- Mid-scale Professional Venue - A music venue managed by paid staff, but with no theatre facilities. Seating capacity 350-800.

- Heritage- Museums, galleries and other venues that focus specifically on history and tradition.
- Gallery* - A venue used only for exhibiting arts and crafts.
- Cultural Cinema* - An independent cinema showing a curated programming of film.
- Bar with events* - A bar, pub or club with occasional live music.
- Community Centre* - A local venue managed by volunteers. Used for a variety of community events, with no professional theatre facilities.
- Community Theatre* -A volunteer run theatre space.

*The review did not map venue types with an asterisk beyond East Hampshire.

4.4.2 Findings

The dataset includes 59 cultural venues including venues within East Hampshire and those within a 45-minute drive time from Petersfield, recognising the town as a key cultural hub in the district.

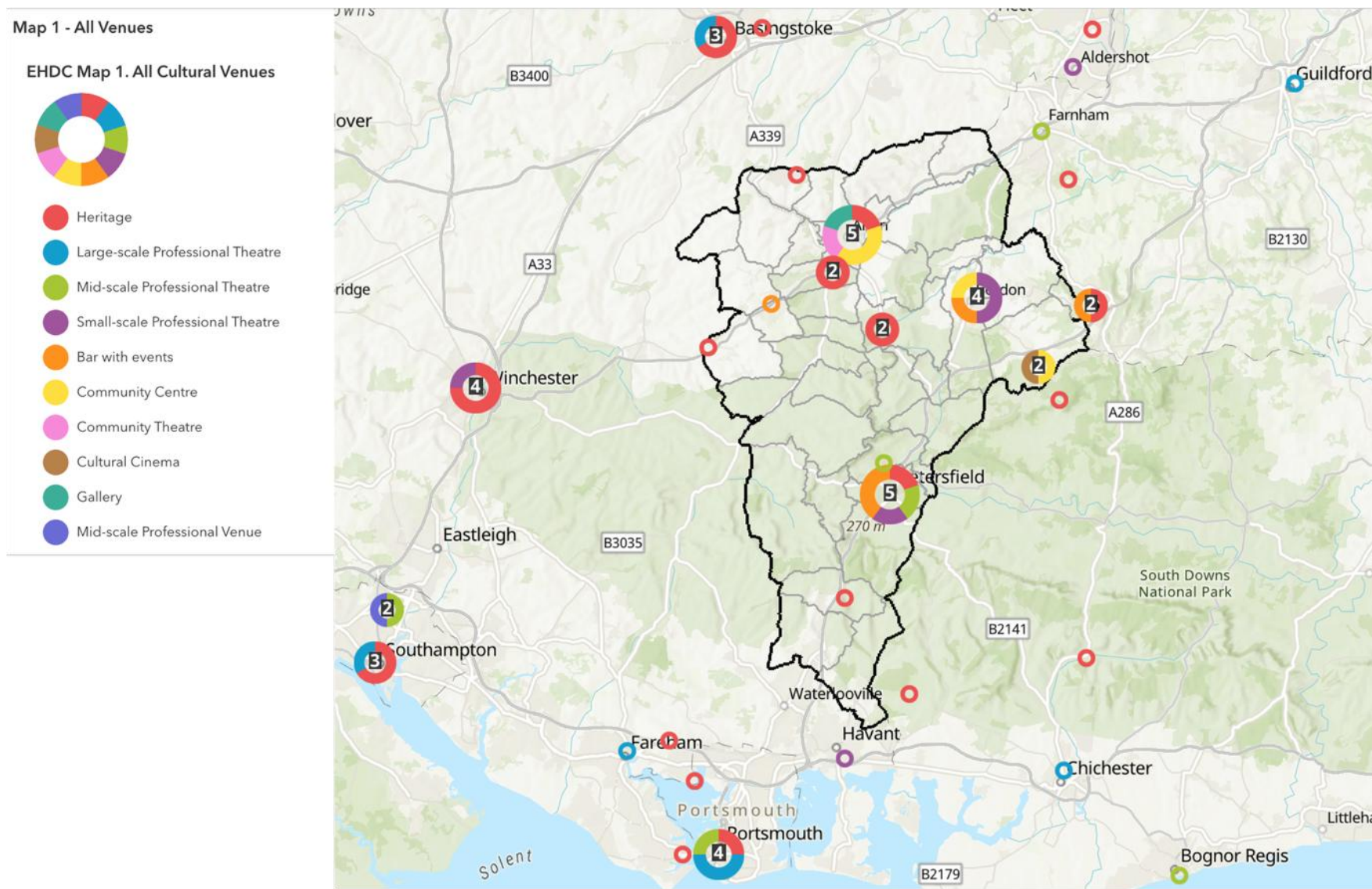
Figure 4.1 Cultural Venues and Categories

Type	East Hampshire	45 mins from Petersfield
Heritage	11	16
Large-scale Professional Theatre	0	7
Mid-scale Professional Theatre	2	4
Mid-scale Professional Venue	0	1
Small-scale Professional Venue	3	3
Bar with events*	5	-
Community Centre*	4	-
Community Theatre*	1	-
Gallery*	1	-
Cultural Cinema*	1	-
	28	31

East Hampshire has three distinctive clusters

Heritage venues are the best represented in both East Hampshire (39%) and beyond (52%). There are distinctive clusters of cultural infrastructure in Petersfield, Bordon and Alton. There appears to be less identifiable venues in the southwest corner of the district. Figure 4.2 below shows all venues mapped within and outside the district.

Figure 4.2 All Cultural Venues Map

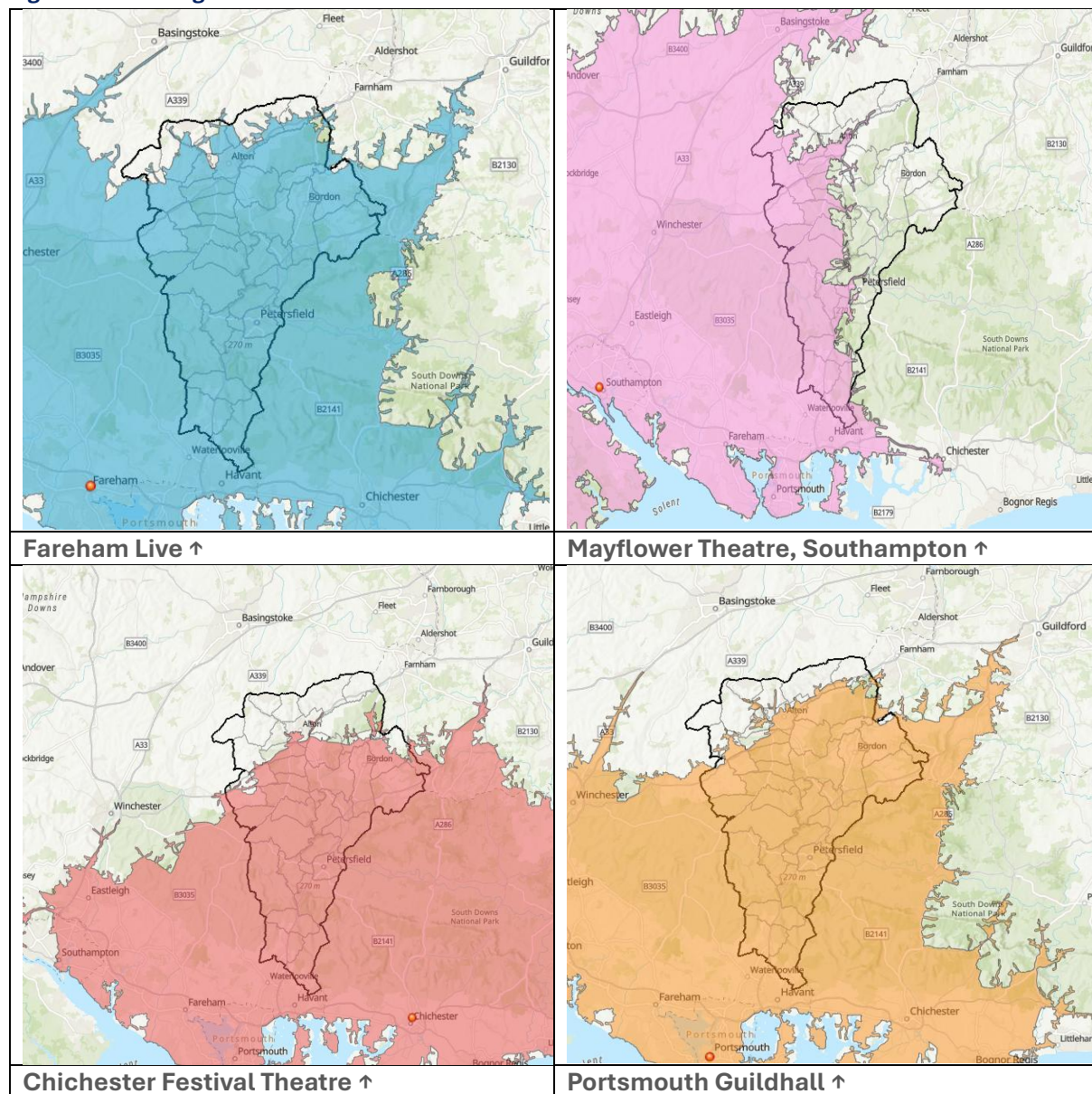


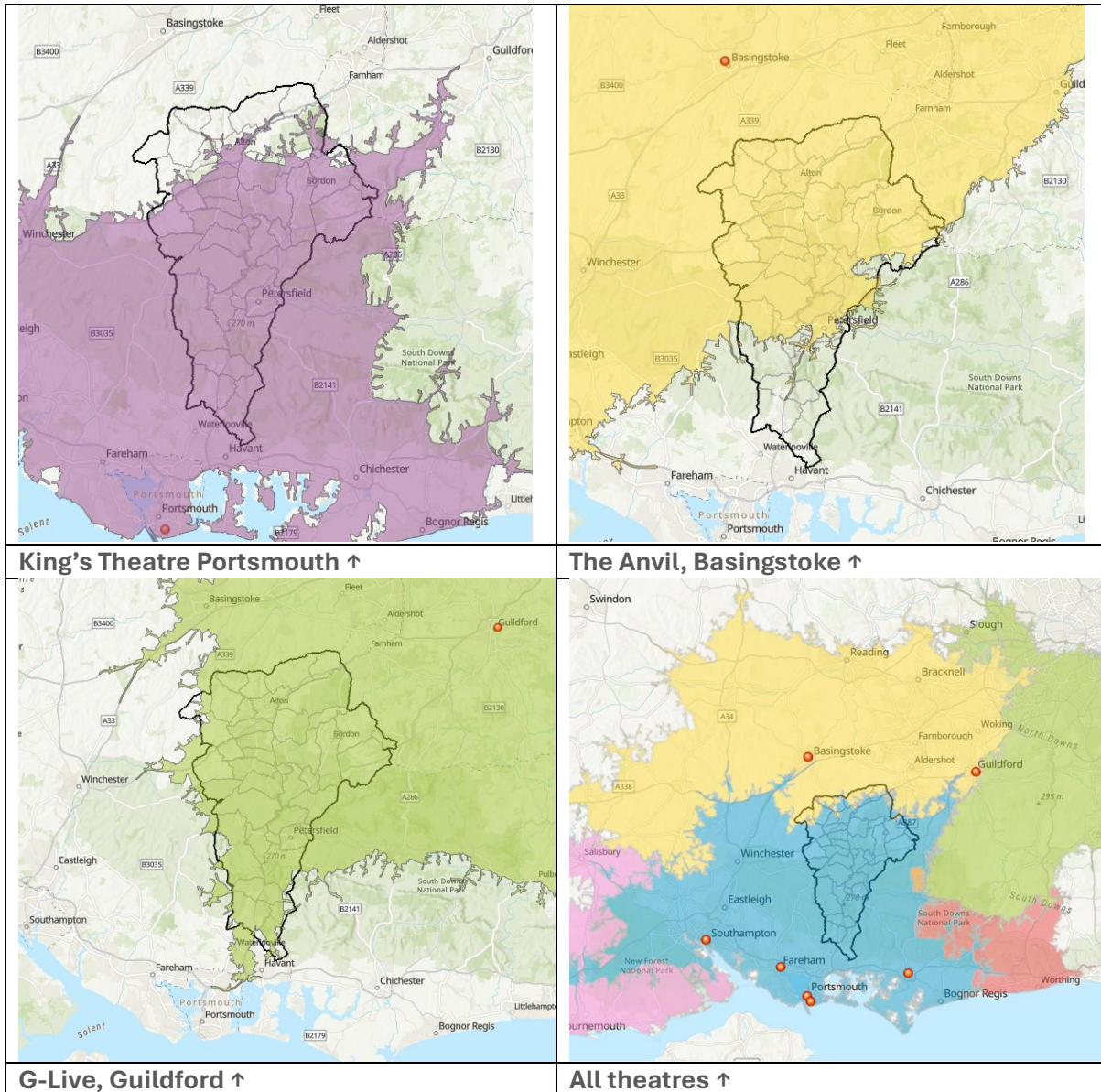
The East Hampshire audience is well served by theatres outside the district

There are 5 professionally run theatres in East Hampshire including 2 Mid-scale (350-800 seats) and 3 Small-scale (<350 seats). Although there are no Large-scale Professional Theatres in East Hampshire, there are 7 within a 45 min drive time of Petersfield: The Mayflower (Southampton), Chichester Festival Theatre, G Live (Guildford), The Anvil (Basingstoke), Portsmouth Guildhall, King’s Theatre (Southsea) and Fareham Live. A number of these theatres are likely to be in receipt of some form of subsidy from the local authority in which they are based.

The population of the southwest of the district where local infrastructure appears to be less evident, is particularly well served by the theatres as demonstrated in the maps in Figure 4.3 below which show 45-minute drive time from each venue.

Figure 4.3 Leading Cultural Venues and 45-minute drivetime catchments

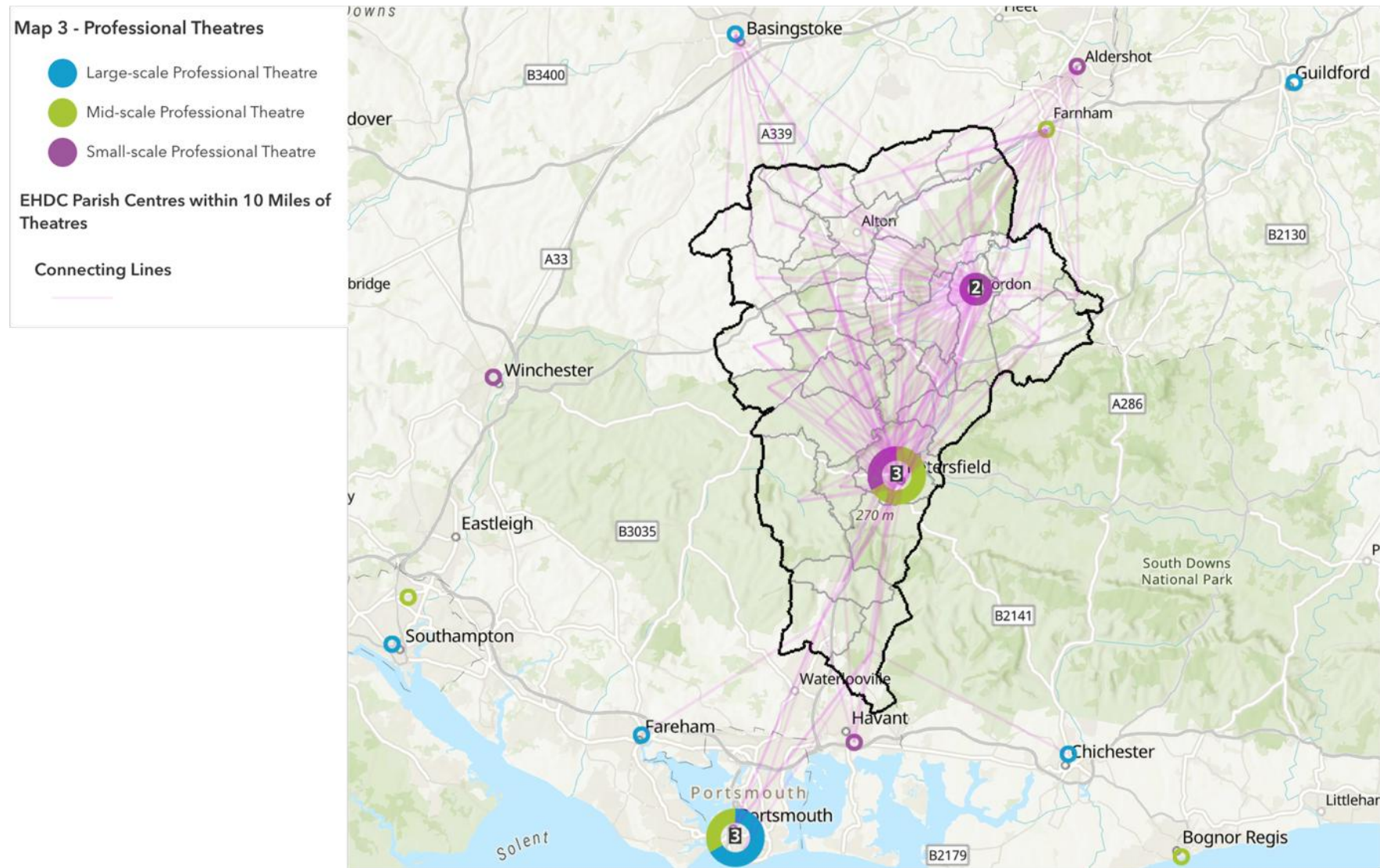




In terms of enhancing existing theatre infrastructure Petersfield Festival Hall has the most potential within the district

Petersfield Festival Hall is located in the heart of Petersfield, with good road and rail links making it easily accessible for visitors and residents. An analysis of parish areas within a 10-mile radius of all venues confirms that 28 parishes are within easy reach, including the south west of the district as seen in Figure 4.4 below.

Figure 4.4 EHDC Cultural Venues



4.5 Conclusion

East Hampshire benefits from a **highly engaged and culturally inclined population**, particularly among **Commuterland Culturebuffs** and **Dormitory Dependables** - demographics that are known for strong attendance at theatre, music, museums, and heritage venues. National participation data and segmentation tools show that cultural demand in the district is robust. This is an audience inclined to be cultural producers as well as consumers and there may be untapped potential in encouraging and enabling active volunteering and homegrown community cultural activity.

The data suggests East Hampshire has a strong cultural foundation, but the next phase of any further strategy and planning for culture in East Hampshire might also consider who is being left behind, and how local infrastructure can respond.

The infrastructure review indicates a professional cultural venue shortfall in East Hampshire, particularly in larger-scale, professionally operated facilities. However, seven large-scale professional theatres are within a 45-minute drive of Petersfield which presents a huge range of high-quality professional theatre, music and performance.

The match between the offer of these theatres and the cultural profile of East Hampshire residents implies that there is a leakage of cultural expenditure outside of the district. However, these venues will undoubtedly be receiving significant support from the local authorities in which they are based, providing a benefit to residents without the corresponding cost. Given current pressures on local government finances, and the potential high level of subsidy typically required to sustain large-scale cultural venues, it is not considered to be viable or strategic for EHDC to attempt to replicate these offers within the district.

Instead, the following parallel options are recommended:

1. Revitalising Petersfield Festival Hall into a mid-scale, professionally curated cultural venue which would retain more cultural spend locally and serve the district's most culturally engaged audiences. This would, however, require capital investment and subject to the business case, may require potential ongoing subsidy and support.
2. Developing a community-based model that supports smaller-scale, flexible and locally driven cultural activity in community centres, village halls and outdoor settings. This approach would increase access for currently underserved groups and align with EHDC's aim to make cultural opportunities more inclusive. The potential facility requirements and opportunities are highlighted later in this report, based on the returns to the survey and audit however understanding further gaps, barriers, need and ambition may require a wider cultural strategic consultation process.

Section 5: Securing Appropriate Contributions through the Planning System and EHDC Development Planning Direction

5.1 Introduction

As referenced at the start of this study, East Hampshire is planning for notable housing and population growth and the pressure on current services and facilities across all areas that the Council provide directly, or facilitate/support, will be felt as this growth continues. A key outcome of the Local Plan process is to not only identify and plan for this growth, but also to ensure that the Council is in the best position to work with developers and partners who will be leading these infrastructure changes, to ensure appropriate contributions are secured to support the services and facilities required.

These contributions are sought through the planning obligations set out by EHDC which come in the form of legal agreements between the developer and the local planning authority (s106). They usually involve financial payments from development or a requirement to provide an element of infrastructure (such as a new community building), as well as defining other matters as to how a development will be undertaken. They are a key tool for mitigating the impact of development to ensure an overall benefit to the current and new community and residents within the local authority.

Regulation 122 of the CIL Regulations, states that planning obligations must be:

- (a) necessary to make the development acceptable in planning terms
- (b) directly related to the development; and
- (c) fairly and reasonably related in scale and kind to the development.

Any new residential development will place demands on services provided by nearby community buildings. If this demand is not met by increasing the provision of community buildings within the district, this would lead to a shortage of opportunities for residents to access key community services and facilities. It is considered that all new residential developments over 10 homes should contribute towards community buildings to avoid this shortfall.

Although improvements to existing community buildings can be funded through CIL, there are examples where developer contributions through s106 have been collected for the expansion of community buildings in East Hampshire and the use of s106 is recommended as it is a much clearer and reliable source of developer contribution. Noting that development of nine or fewer homes are not liable to planning obligations, CIL funds could be used from these developments instead.

In some cases where planning officers / elected members consider that development viability is at risk for individual development applications, contributions towards infrastructure, including community buildings, may be reduced or not taken at all. This may include schemes involving a significant amount of urban regeneration. In these cases, CIL payments from these schemes (or rather their equivalent value) should also be considered for community buildings.

To set out where contributions from residential development are appropriate, a recommended framework to assist in the decision-making for planning applications has been prepared and detailed in this section (see Figure 5.1). This sets out a framework and approach to those involved in the determination of planning applications as to how any new development can contribute towards ensuring the correct level of provision for community buildings.

The following sections explain the key elements of the recommended approach, including how various thresholds have been derived. It is also important to note that continued work by central government for a new infrastructure levy to replace s106 and CIL is still under review and may have implications for the collection and expenditure of developer contributions.

5.2 Ensuring that Residents of New Developments can Access Community Buildings

As set out elsewhere in this report, the following catchment areas are appropriate in East Hampshire:

- 10-minute walk within settlement areas (a 20-minute round trip, as part of the 20-minute neighbourhood principles advocated in the East Hampshire Living Locally Accessibility Study)
- 15-minute drive within rural areas.

It is appropriate that new development is served by community facilities within these catchment distances, to help ensure that there is adequate ease of access for the population. These catchment distances are also relevant because it is necessary to ensure that a planning obligation is directly related to the development (see the legal requirements set out above). Where contributions are used at a location within the relevant catchment area of a new development, residents will benefit from the developer contributions made, thereby being ‘directly related’.

When reviewing a planning application for residential development, a material consideration is the sustainability of the location of development, of which a consideration is that residents who are to occupy the proposed homes are within the appropriate catchment of a community building with sufficient capacity to accommodate the new residents. If they are outside this, then all efforts should be made to provide a community building to serve this new population. However, it is recognised that this will not always be possible due to several reasons, such as the development is not in itself of a sufficient scale to support a new community building. In these cases, it may be most appropriate to collect developer contributions towards either new or, as a focus of this study and approach by EHDC, enhancement of current community buildings that can serve these residents.

5.3 Expansion / Enhancement of Existing or New Provision?

New community buildings involve a significant amount of set-up resources including land, funding for construction, staffing to ensure proper management and operation and income generation for ongoing maintenance and various activities or initiatives undertaken at the building. For this reason, expansion or other improvement of existing community buildings is more efficient and the preferred option for future investment and contributions within EHDC. The exception to this is where new development levels are so significant that the existing community building or buildings would not be able to expand sufficiently due to, for example, land constraints or operational reasons. In these cases, provision of new buildings should be sought. This, and the overall developer contributions process, is considered later in this section (see 5.6).

To help ensure operational viability, it is important that new community buildings are large enough and include a variety of spaces to help meet the widest needs of the community and generate sufficient revenue to meet maintenance needs and to support activities and programmes run by the building. For this reason, the size of a community building is important, and should be considered when specifying the needs of new community facility.

Recommendations on floorspace have been developed as part of this report and are set out in the following section. If a development cannot support the provision of a new community

building which is likely to be viable then this should be recognised. In such cases, an integration of new community spaces (rather than a separate building in itself) with other public facilities such as sports or healthcare should be considered – this provides the opportunity for residents to access community space but with potential lower overall operating and maintenance costs. In these instances, it should be investigated as to whether existing community buildings in the vicinity are willing to take on the operation of any proposed enhanced space, or whether it can be managed by the organisation of the larger building (e.g. sports or health facility), which could generate efficiencies for setup and operational costs.

5.4 Temporary or ‘Meanwhile’ Provision

As discussed within the report, there are areas of potential growth identified within East Hampshire over the next few years, and over the course of the local plan period. Within these areas, it is expected that new provision for community buildings may well need to be made, sized appropriately for the final level of population in the area.

Community buildings play a significant role in creating a sense of community in an area as they provide a space for people to socialise, interact and develop activities together. This can be particularly important in new areas of development.

In some cases, it may be the case that community buildings cannot be provided in their final location during the early stages of a development, for example if the most appropriate location for the community building in the long term is not near the initial development phase, which will usually be based on where site access can be gained. In such cases, temporary provision to serve the early stages of development should be secured through developer contributions. This could take the form of modular buildings or the use of a building which will eventually have a different use, such as a retail unit. Portacabins and shipping containers have also been used for this purpose, although it will be necessary to ensure that these are suitable in terms of the general character of the area.

5.5 Floorspace Calculation for New Provision

To help inform how large new community buildings should be, an assessment was made in relation to general financial viability and the size of community buildings across East Hampshire. The venues survey and site consultation undertaken requested information on whether community buildings generally, year on year, make a financial surplus, loss or where this varies from year to year. The survey also required information about the size of facilities. Of the facilities that provided information, the size of facility and whether this is likely to affect viability was considered. For the buildings that reported that their income is either loss-making or varies between surplus and loss, the average size of these buildings was 226m².

For community buildings which reported consistently making a surplus, the average size of building was 283m². Although there were buildings of varying size, this demonstrates that generally, as expected, smaller facilities find it more challenging to be financially viable. There will of course always be exceptions to this, for example, where smaller facilities are very well run and are supported by the community, they may be financially viable but as a general principle the evidence suggests that larger buildings are more likely to be operationally viable.

The most common facility that was present in the community buildings which were financially viable was a larger main hall for hire which had the flexibility for multi-purpose use. Therefore, in order to provide a facility that is suitably equipped to be able to provide long term revenue generation it is considered that all new community buildings will need to provide, as a minimum, the following:

- A main hall;
- Meeting rooms;
- Drink and snack making facilities for staff and volunteers; and
- Storage space.

(It is assumed that all community accessible facilities will have access to toilet facilities for visitors)

Clearly the size and final area given to these individual spaces should be suited to the final design of the building but based on the average sizes of these areas in the existing community centre buildings, a minimum floorspace provision of 300m² would be appropriate for a standalone building providing the facilities listed in paragraph above. This could be reduced if the community building were provided as part of a larger public building (such as a school or sports facility) by, for example, combining staff facilities.

As set out previously in this report, there is currently one community building per 811 persons. Working towards this level of provision creates a floorspace requirement in new community buildings of 0.37m² per person. 300m², the minimum floorspace required for a community building, divided by 811 residents results in a standard of 0.37m² per person and to inform planning applications this is applied as 370m² per 1,000 residents. This standard of 0.37m² per resident of East Hampshire is slightly higher than the basic m² per population summarised in Section 3, as it sets a more robust aim to have financially viable community facilities and should be considered the minimum standard for provision in East Hampshire.

Where a development is within a 10-minute walk to catchment of an existing community building, or buildings (as the first decision making recommendation), this standard can inform how much the existing community building(s) should be expanded to accommodate the new residents. Although, it should be noted that other enhancements which do not involve providing more floorspace can also increase the capability of a community building to accommodate more activities / people (such as removal or reconfiguration of staging, internal modifications or sound insulation).

Setting a floorspace requirement per person also enables an assessment of when a development site is likely to be able to support a new standalone community building that provides all the features needed to help ensure ongoing viability (as set out above). Development sites that are of sufficient scale to justify a new standalone facility will be in the region of 500 dwellings, calculated as follows:

**300 square metres (the size of a viable community building as per earlier assessment)
Divided by 0.37 (square metre per person) = 811 persons**

The figure of 1.7 persons per household is being used within the emerging Local Plan. This can be used to calculate the number of dwellings a site would need to provide to be able to support a standalone facility, as follows:

811 persons divided by 1.7 = 477 which for planning purposes is rounded to 500 dwellings.

Although the equation result is 477, the threshold of ‘approximately’ 500 is a more appropriate and straightforward figure to use for the purposes of an approach to development contributions. Providing community buildings to serve a development of this scale should help to ensure that

new community buildings are viable in the long- term, as informed by the context of the current community buildings in the district. For smaller development sites, consideration should be given to providing community spaces integrated with other public facilities such as sports or healthcare facilities. It should also be considered whether there is potential for a development area to expand in future, in which case providing a community building and associated outdoor space, including parking, may be appropriate even if a site is below this threshold.

The provision standard of one community building to approximately 500 dwellings should not be applied to existing settlements with community buildings as an indicator of viability, as this will depend instead on the individual characteristics of the building and settlement in question.

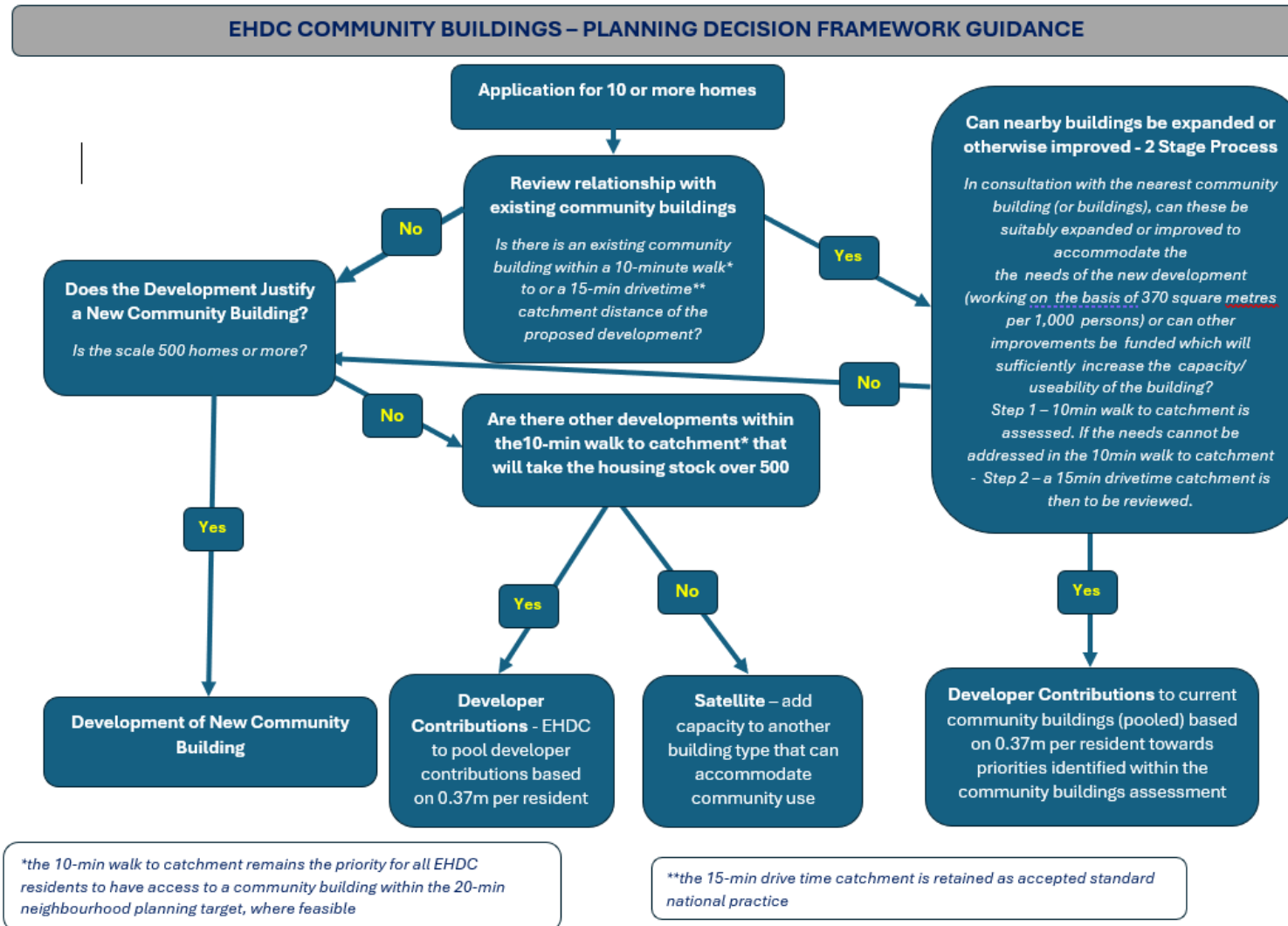
5.6 Planning Framework to inform Decision Making for New Development and Community Building Developer Contributions.

Figure 5.1 that follows, sets out the proposed framework to inform decision making process for EHDC planning team when considering a new planning application of 10 homes or more. The process ensures that consideration is given in the first instance to investment into the current stock of community buildings within the identified catchment (initially from the walk to and then the drivetime catchment) to meet the demand associated with any increased population. This is supported by the clear rationale that with over 50% of buildings surveyed stating that they struggle to make their facilities operationally viable. Investment into increasing the capacity, viability and quality of the current stock of community buildings which can then meet the needs (both the current and the increased population) is recommended as the leading priority for the Council.

The flowchart and process also allow the Council to consider the pooling of developer contributions related to sites that would not meet the threshold of 500 homes for a new community building initially but are adjacent to known developments which would meet that threshold within the catchment.

The flowchart and framework for decision making process will assist East Hampshire Planning and Community Development Teams to work together to identify the most appropriate use of potential developer contributions whilst also ensuring that the community buildings themselves present the most viable projects and those which will have the most positive impact on the residents and communities within East Hampshire.

Figure 5.1 Planning Decision Framework Guidance



This framework for EHDC's decision making process and standard approach is applicable for East Hampshire District Council planning authority areas. Given that East Hampshire residents' access and use community buildings within the South Downs National Park planning authority area, it is recommended that the SDNPA considers this approach. Any improvements to community facilities located within the SDNPA should be predominantly funded by contributions collected by the SDNPA.

5.7 Design of New Community Buildings

Whilst the focus of the Council's developer contributions and future investment sits very much within the current stock of community buildings, there will be a need in the future to develop new community facilities. Building new community spaces provides a key opportunity to create new, purpose-built and high-quality community spaces which address local needs. In addition, providing buildings within new developments also provides opportunities to design out any negative amenity impacts that can occur, such as the parking effects of visitors on the immediate surrounding area, noise and proximity to residential properties.

The running costs for public buildings can be significant. As such, it is vital that new buildings are designed to reduce maintenance costs, be energy efficient and to ensure that there are flexible spaces that can generate income for the future. See any relevant Design Guidance from Sport England for new community buildings. It is also fundamental that there is involvement with the existing and emerging communities about the design and offer of new community buildings.

Several leading issues for the delivery of new community buildings (applicable also as part of prioritising investment into current community buildings) are considered below.

- All community buildings should be designed with the involvement of the community, allowing people within East Hampshire the opportunity to set out their needs for community buildings in terms of the physical design of inside and outside spaces and activities to be undertaken (as these may have design implications).
- Opportunities for co-location of community facilities with other public facilities such as sports or healthcare centres should be considered, in order to provide efficiencies in terms of maintenance, cleaning and operation and connectivity with other agencies to foster partnership working – this must however be balanced with potential for user/ activity conflicts and safety.
- New community buildings should be in locations where there is a high level of accessibility using sustainable travel options (walking, cycling, public transport).
- New community buildings should be designed in a manner that facilitates generation of funding such as flexible hall space, café facilities or other such uses can include nursery, preschool or other childcare arrangements or flexible-working spaces.
- Ideally, new community buildings should be adjacent to public open spaces (to enable them to utilise this space for activities such as exercise classes or fundraising activities).
- The building and space should be designed to be flexible, multifunctional and provide for a range of uses occurring simultaneously, a key requirement to enable this is sufficient soundproofing within the building.
- Community buildings should be designed to facilitate internal changes at a later date, for example using appropriate structural design to avoid the need for load bearing walls or pillars which may limit future reconfiguration opportunities.
- Storage space is important, and community buildings should be designed with appropriate storage facilities for their scale and to accommodate the needs of a wide range of activities and user groups.

- Community buildings should be built to very high levels of water and energy efficiency.
- All community buildings should be built to facilitate access by users with a wide range of access needs.

5.8 Developer Contribution Requirements

It is important to note that the provision of a new community building involves several key elements, not just solely the cost per square metre of the required additional floorspace and/or additional capacity identified earlier in this section. Where a new community building, or enhanced space as part of a current community building is being considered, the following matters (which is not an exhaustive list) will need to be assessed:

- Serviced land to be transferred to the owners of the new building.
- Costs to cover the construction of the building including construction and finishing of access and services (e.g. water, electric, broadband etc).
- Costs to cover the fit out of the building and provision of equipment (IT, kitchen, etc).
- Costs to cover the initial period of maintenance of the building (for example the first ten years).
- Costs to cover initial staffing of the building to ensure it becomes a success.
- Additional measures should also be considered to help secure the long-term viability and operation of the building, such as putting in place a trust or other ownership model and provision of other assets or financial bonds to help generate funding in the long term. Generally, it should be anticipated that the council will not be the long-term managers of new community buildings.

Appropriate developer contributions should be sought and provided to cover these requirements as necessary. **It should be noted that staffing costs cannot generally be covered by developer contributions.** When located within a development allocation, the provision of community buildings should be provided within the early phase of that development and if this is not possible, temporary provision should be made if needed. New community buildings should be funded in line with the costs set out in the relevant part of the Royal Institute of Chartered Surveyors Building Cost Information Service (BCIS) (i.e. locally specific to East Hampshire) for masonry construction.

5.9 Responding to All Development Applications

The report so far includes assessment related to areas of potential growth for East Hampshire. There will however likely be some windfall developments that come forward. In accordance with the section above, if planning applications come forward within the relevant catchment area of community buildings, then the developer should liaise with the community building and ascertain the level of impact and provide an appropriate contribution to allow for extension / remodelling or other improvement so as to increase the useability to accommodate residents of the new development (based on the decision-making framework set out in this section of the report).

To inform this discussion, the community buildings venue survey requested ideas about how each community building could be expanded / remodelled or otherwise improved to accommodate the needs of new development. The answers include amendments such as sound insulation, which can allow more activities to occur simultaneously, increased storage to allow a greater range of activities to take place, and removal of stages or reconfiguration of floorspace within the existing building envelope to allow for more efficient use. The range of projects are considered further in Section 6 and the Future Improvement Projects Identified by Community Building Operators in Appendix 1.

Section 6: Population Growth: Meeting Needs and Aspirations

6.1 Introduction

A significant factor to consider the need for investment into existing and (where appropriate) new community facilities is the increasing demand brought about by population increases over the Local Plan period to 2043. With a current standard recommended for EHDC of 370m² per 1,000 residents, any growth in population without an equivalent increase in hireable space or capacity of existing facilities would result in a reduction in this standard and impact upon the ability of the existing community building stock to meet community needs.

This section of the report reviews the minimum anticipated housing growth across East Hampshire and subsequent population increases across the areas of potential growth within the district and the implications of the projected population growth on the existing community infrastructure. Alongside this, from the venue survey and spatial analysis, reference is made to the current stock of community buildings and potential sites and projects within the catchment of these areas of potential growth.

6.2 Housing Growth

From the data shared by EHDC and their work on housing and population projections (at the time of this report's publication), the minimum expected dwellings developed per annum (dpa) within the East Hampshire planning area is 828 dpa, which over the plan period from 2025 to 2043 equates to a minimum development of 14,904 additional homes across the EHDC planning area. Within the areas of the district covered by the SDNPA, the minimum expected dpa is 90, considerably less than the EHDC planning area due to its rural nature and planning restrictions. Over the plan period, this suggests a minimum of 1,620 additional dwelling developed in the parts of East Hampshire covered by the SDNPA. In total, the minimum expected housing growth across the whole district over the plan period is 16,524.

6.3 Population Growth

Analysis undertaken for EHDC resulted in a projected population increase of 1.7 population per dwelling (ppd). Whilst the national average for population per dwelling is 2.2, the figure of 1.7 ppd for East Hampshire takes into consideration the declining average household size in the district linked to a growing older population living in smaller households.

Based on the projected 1.7 ppd figure within the district and minimum housing growth of 16,524 dwellings over the plan period to 2043, the minimum estimate population growth across the whole district is 28,090 additional residents.

6.4 Implications of Population Growth

A minimum increase of over 28,000 residents by 2043 will produce significant additional demand for community facilities across the district. Figure 6.1 below shows the impact of this level of population growth on some of the key figures highlighted earlier in this report, if the current level community building provision remained the same.

Figure 6.1 Population projections and impact on current floorspace for community buildings

Key Measure	2025 Provision	2043 Projected Figure
Population	127,285	155,375
Residents per community building	811	990
Hireable space per 1,000 population	356m ²	292m ²

Although the site survey and users survey indicate that 86% of sites have sufficient capacity to meet the existing need of the community, if the capacity of existing buildings is not increased to match the future population growth and maintain the existing standard, there will be a significant reduction in supply relative to demand, rendering the current stock of buildings unable to meet community demand.

6.5 Areas of Potential Growth

As part of the overall development of East Hampshire, it is important to consider how this population growth may be distributed to ensure that the local needs of residents can be met and developer contributions are directed effectively to community buildings which will meet the needs of any local increase in population, within the identified catchment. Within the EHDC planning area, areas of potential growth have been identified based on existing population density and projected housing growth. These areas are:

- Alton
- Whitehill & Bordon
- Four Marks / South Medstead
- Horndean
- Liphook

Whilst it is important to understand the local needs of all areas of the district, the overview provided in this section of the report primarily focuses on these areas due to the potential projected population growth in these areas. It should be noted that Petersfield is another key settlement within East Hampshire District, however, this falls under the SDNPA and will therefore likely have a lower rate of housing development, and population growth. It is recommended that the planning decision framework that is outlined in Section 5 is advocated for all areas of East Hampshire and **for the SDNPA to consider its use**. This would be subject to further engagement with SDNPA by EHDC officers following this study.

The following sections provide a breakdown of population and housing growth as well as potential projects identified through consultation with sites on an area-by-area bases, covering the areas of potential growth identified by EHDC, which could contribute towards increasing capacity and meeting future demand for community facilities. For the overview and analysis, it has been assumed that the current share of housing for each of these areas of potential growth will remain for the period of the local plan.

Projects have been identified within a joint 10-minute walking catchment of all community buildings within the relevant strategic area to align with the accessibility guideline set out in the 2024 EHDC Living Locally Accessibility Study and the proposed planning decision-making framework outlined in Section 5 above. This section is not to be viewed as a definitive guide as to where potential developer contributions and investment should be focused, it is provided to show the range of opportunities sites for community building improvements and identified projects from the research and consultation for this study that are within the catchment area of the areas of potential growth in the EHDC planning area.

Projects have been classified as below (Figure 6.2).

It should be noted that the size classification serves to show the range of project opportunities within the catchment of the areas of potential growth as set out in this section. Each of these projects is detailed further in the Future Improvement Projects Identified by Community Building Operators in Appendix 1 which provides an outline timescales where smaller scale projects are

considered short term, medium scale as medium term and larger projects are longer term. Of note however, where one site has multiple projects, this is considered longer term for that individual community venue. The mapping and catchment review within this section serves to highlight the range of projects within the specific area’s catchment with the Future Improvement Projects list serving as the leading reference point for project need and delivery.

Figure 6.2 – Community project categories

Classification	Description	Example
Small	Slight improvements to capacity or quality through light refurbishments	Improve general maintenance of the community areas and replace carpets
Medium	Moderate improvements to capacity or quality either through one project or a few individual projects	Refurbish the kitchen and main hall to increase capacity of the kitchen and make the hall more attractive to users
Large	A significant increase in capacity or quality either through one large scale project or a range of different projects	Build an extension to increase the size of the community hall and add storage for tables and chairs

6.6 Alton

2021 Census data highlighted that there are 8,803 dwellings in Alton, equivalent to 25% of the housing stock within the EHDC planning area. ONS 2022 data states that Alton is the largest settlement within East Hampshire with a population of 19,779. Working on the assumption that the share of dwellings will remain the same in Alton (25%) over the plan period, it is estimated that there will be a minimum of 3,727 dwellings developed over the plan period, equivalent to a population increase of 6,336 residents, as summarised in Figure 6.3.

Figure 6.3 Alton population and housing growth

Housing and Population Category	Measure and Impact
Current number of dwellings	8,803
Share of EHDC planning area dwellings	25%
Projected minimum housing growth	3,727 (25% of minimum EHDC planning area growth 14,904)
Projected minimum total dwellings	12,530
Current population	19,779
Projected population growth	6,336 (housing growth * 1.7 ppd)
Projected total population	26,115

Based on the calculations and assumptions set out above, Alton remains the largest settlement within East Hampshire and will have significant need for additional capacity for community buildings over the plan period. As one of the major settlements within the district, with good transport links, any future housing developments will likely be within walking distance of community buildings, therefore the 10-minute walking catchment (20-minute round trip) prioritised in Section 5 remains the focus for future developer contributions where possible. Figure 6.4 below illustrates the 10-minute walking catchment of community buildings within Alton, colour coded by the scale of potential projects identified through consultation.

Figure 6.4 Alton and Community Buildings

East Hampshire Community Buildings - Projects - All



- Small
- Medium
- Large
- None
- N/A

Number of features

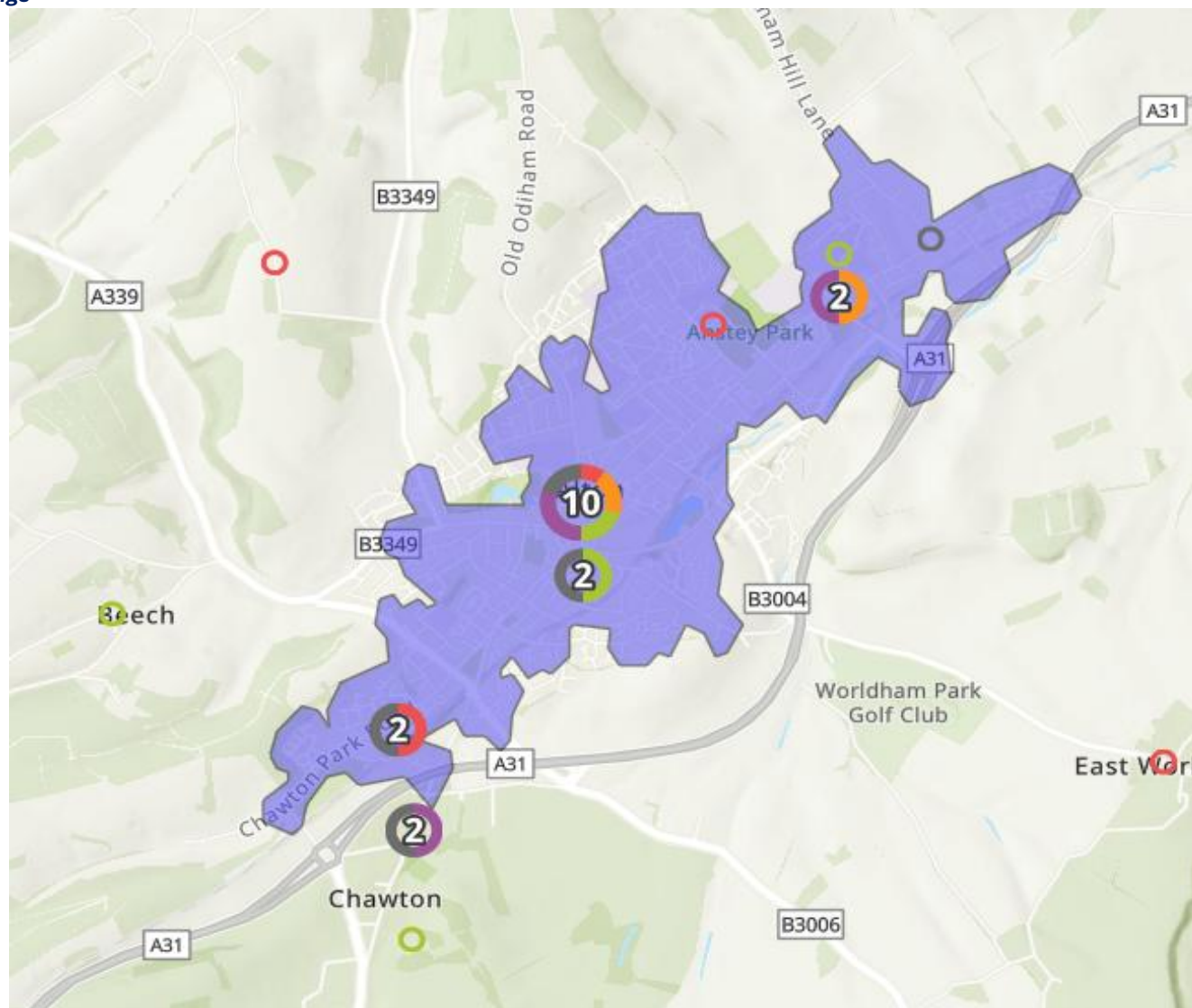
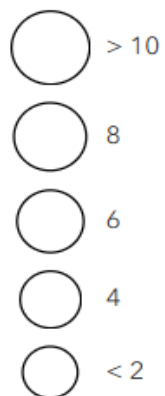


Figure 6.4 above illustrates a joint 10-minute walking catchment from all community buildings located within Alton, this catchment area spans the town centre of Alton and parts of Holybourne, Cuckoo's Corner, Spitalhatch, The Butt's, and into the north of Chawton. Within this catchment area, a total of 21 community buildings were recorded, of which 13 identified as potential projects to increase the quality of capacity of their site through consultation, including:

- Alton Community Centre
- Alton Maltings
- Alton Town Council
- Amery Hill School
- Treloars College
- Alton Assembly Rooms
- Alton College Community Hub
- Edgar Hall
- Holybourne Theatre
- Cardiac Rehab Centre, Alton
- Kings Arms Youth Centre
- Royal British Legion Hall
- The Cabin (the 8th Alton Scouts)

Details of the projects identified by these sites can be found in the Future Improvement Projects Identified by Community Building Operators in Appendix 1 of this report with a number identifying potential increases to capacity.

A further four sites responded to consultation however, these sites either did not identify any projects or did not identify projects that would increase the community use capacity of the site (the latter of this category would still warrant potential investment / support to provide on-going delivery in some cases).

- Allen Gallery
- Alton Library
- Curtis Museum
- Eggars School

Alongside this, a further four sites in Alton did not respond to consultation requests, including:

- Alton Methodist Church Hall
- Holybourne Village Hall
- St Lawrence Parish Centre
- The Den (3rd Alton Scout Group) & Hawkins HQ

Projects may emerge from these facilities in the future. If so, any such facilities should contact the Communities Team to discuss further.

6.7 Whitehill & Bordon

Population and housing data from Census (2021) shows that there are 6,698 dwellings in Whitehill & Bordon, equivalent to 19% of the housing stock within the EHDC planning area. ONS 2022 data states that Whitehill & Bordon is the 2nd largest settlement within East Hampshire, behind Alton, with a population of 15,391. Working on the assumption that the share of dwellings will remain the same within Whitehill & Bordon (19%) over the plan period, it is estimated that

there will be a minimum of 2,836 dwellings developed over the plan period, equivalent to a population increase of 4,821 residents, as summarised in Figure 6.5 below.

Figure 6.5 Whitehill & Bordon population and housing growth

Housing and Population Category	Measure and Impact
Current number of dwellings	6,698
Share of EHDC planning area dwellings	19%
Projected minimum housing growth	2,836 (19% of minimum EHDC planning area growth 14,904)
Projected minimum total dwellings	9,534
Current population	15,391
Projected population growth	4,821 (housing growth * 1.7 ppd)
Projected total population	20,212

Based on the calculations and assumptions set out above, Whitehill & Bordon will have significant additional demand for increased capacity needs for community facilities over the plan period, with a minimum additional 4,821 residents in the area. As one of the major settlements within the district, there are plenty of active transport links and opportunities to walk between sites, with strong links to the Whitehill area. Future housing developments within either area are likely be within walking distance of community buildings within each area due to their proximity and good transport links, therefore the 10-minute walking catchment (20-minute round trip) outlined in Section 5 above includes the sites located in both parish areas. Figure 6.6 below illustrates the 10-minute walking catchment of community buildings within Whitehill & Bordon, colour coded by the scale of potential projects identified through consultation.

Figure 6.6 Whitehill and Bordon community buildings

East Hampshire Community Buildings - Projects - All



- Small
- Medium
- Large
- None
- N/A

Number of features

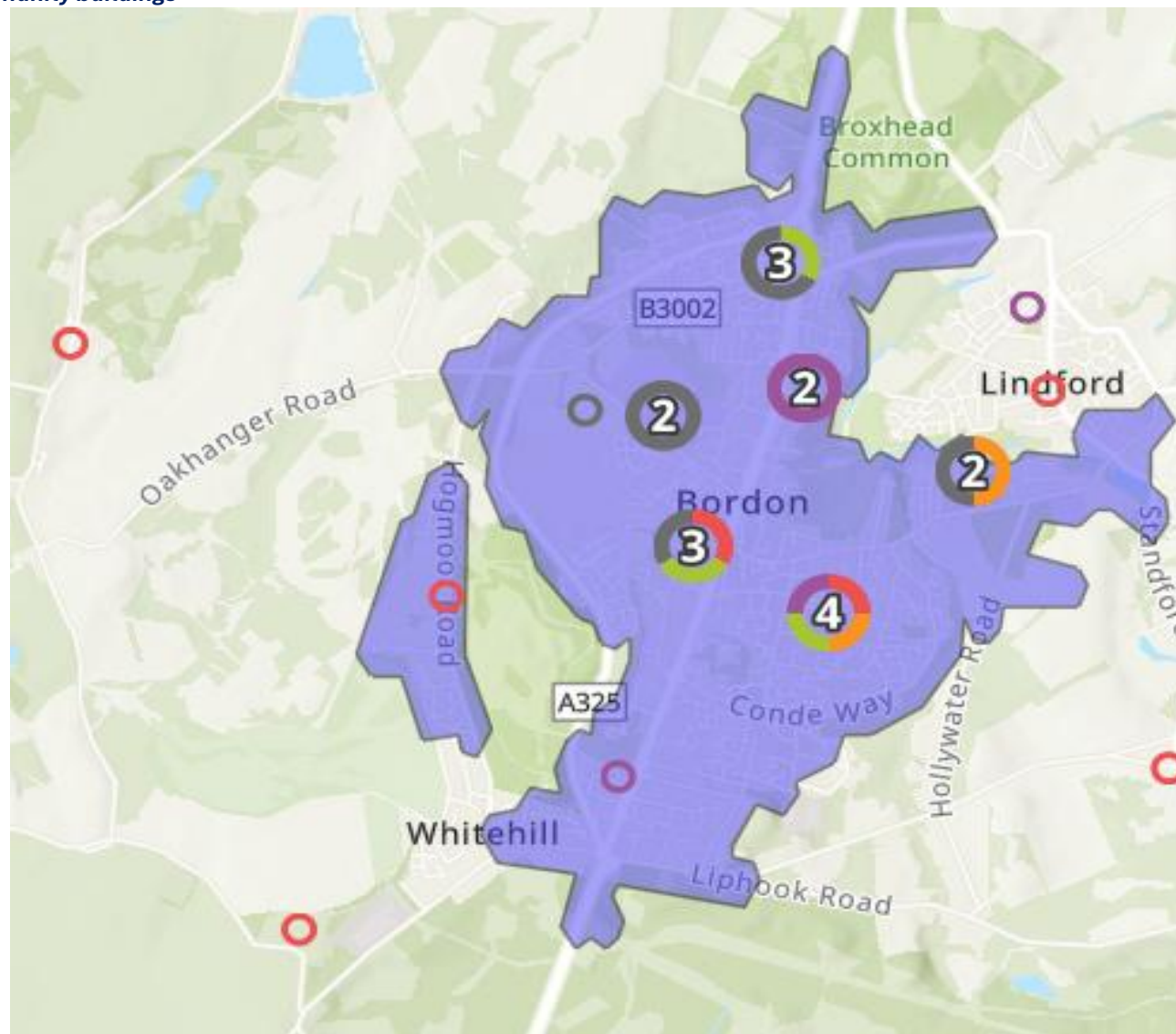
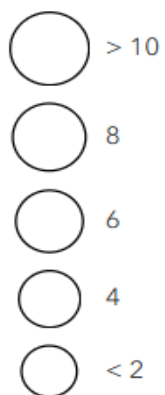


Figure 6.6 above illustrates a joint 10-minute walking catchment from all community buildings located within Whitehill & Bordon, this catchment area spans all of Bordon, the East of Whitehill, and parts of Lindford. Within this catchment area, a total of 20 community buildings were recorded, of which nine identified potential projects to increase the quality of capacity of their site through consultation, including:

- Farminer Hall
- Forest Community Centre
- Greatham Village Hall
- The Phoenix Theatre and Arts Centre
- St Marks Church, Whitehill
- Beehive Education Room
- Bordon Working Men's Club
- The Cube - The Shed
- Lindford Village Hall (not located in Whitehill & Bordon but within the 10-minute walking catchment of other sites)

Further details of each of these projects identified by the community buildings can be found in the Future Improvement Projects Identified by Community Building Operators in Appendix 1 of this report.

A further four sites responded to consultation however, these sites either did not identify any projects or did not identify projects that would increase the community use capacity of the site (the latter of this category would still warrant potential investment / support to provide on-going delivery in some cases).

- Café 1759 (Room 7)
- The Room
- Whitehill Village Hall
- Bordon Library

Alongside this, seven sites in Whitehill & Bordon did not respond to consultation requests, including:

- BASE (Bordon Invocation Centre)
- Bordon Junior School
- Building 94, Whitehill
- Eco Station (Northern Gateway)
- Oakmoor School
- The Shed, Whitehill
- Weyford Primary School

Projects may emerge from these facilities in the future. If so, any such facilities should contact the Communities Team to discuss further.

6.8 Four Marks / South Medstead

Census 2021 data highlighted that there are 3,340 dwellings in Four Marks, equivalent to only 9% of the housing stock within the EHDC planning area. ONS 2022 data states that Four Marks is the smallest of the five areas of potential growth within East Hampshire with a population of 7,186. Working on the assumption that the share of dwellings will remain the same in Four Marks (9%) over the plan period, it is estimated that there will be a minimum of 1,414 dwellings developed

over the plan period, equivalent to a population increase of 2,404 residents as summarised in Figure 6.7.

Figure 6.7: Four Marks Population and Housing Growth

Housing and Population Category	Measure and Impact
Current number of dwellings	3,340
Share of EHDC planning area dwellings	9%
Projected minimum housing growth	1,414 (9% of minimum EHDC planning area growth 14,904)
Projected minimum total dwellings	4,754
Current population	7,186
Projected population growth	2,404 (housing growth * 1.7 ppd)
Projected total population	9,590

Based on the calculations and assumptions set out above as well as the relatively fewer community buildings within the Four Marks and Medstead areas, the community buildings available in these areas are set to have significantly greater demand as the local population increases over the plan period. Although Four Marks is smaller and more rural than other areas of potential growth in EHDC, there are community buildings that are suitable to walk to from the village centre with further housing site developments (from EHDC site allocations shared with the Consultant Team) likely within a 10-minute walking catchment of the existing community infrastructure in the village. Therefore, the 10-minute walking catchment (20-minute round trip) prioritised in Section 5 remains the focus for future developer funding where possible, however this analysis indicates that many residents of Four Marks and Medstead may be more reliant on driving to community facilities in larger settlements such as Alton. Figure 6.8 below illustrates the 10-minute walking catchment of community buildings within Four Marks and Medstead, colour coded by the scale of potential projects identified through consultation.

Figure 6.8 Four Marks and Medstead and Community Buildings

East Hampshire Community Buildings - Projects - All



- Small
- Medium
- Large
- None
- N/A

Number of features

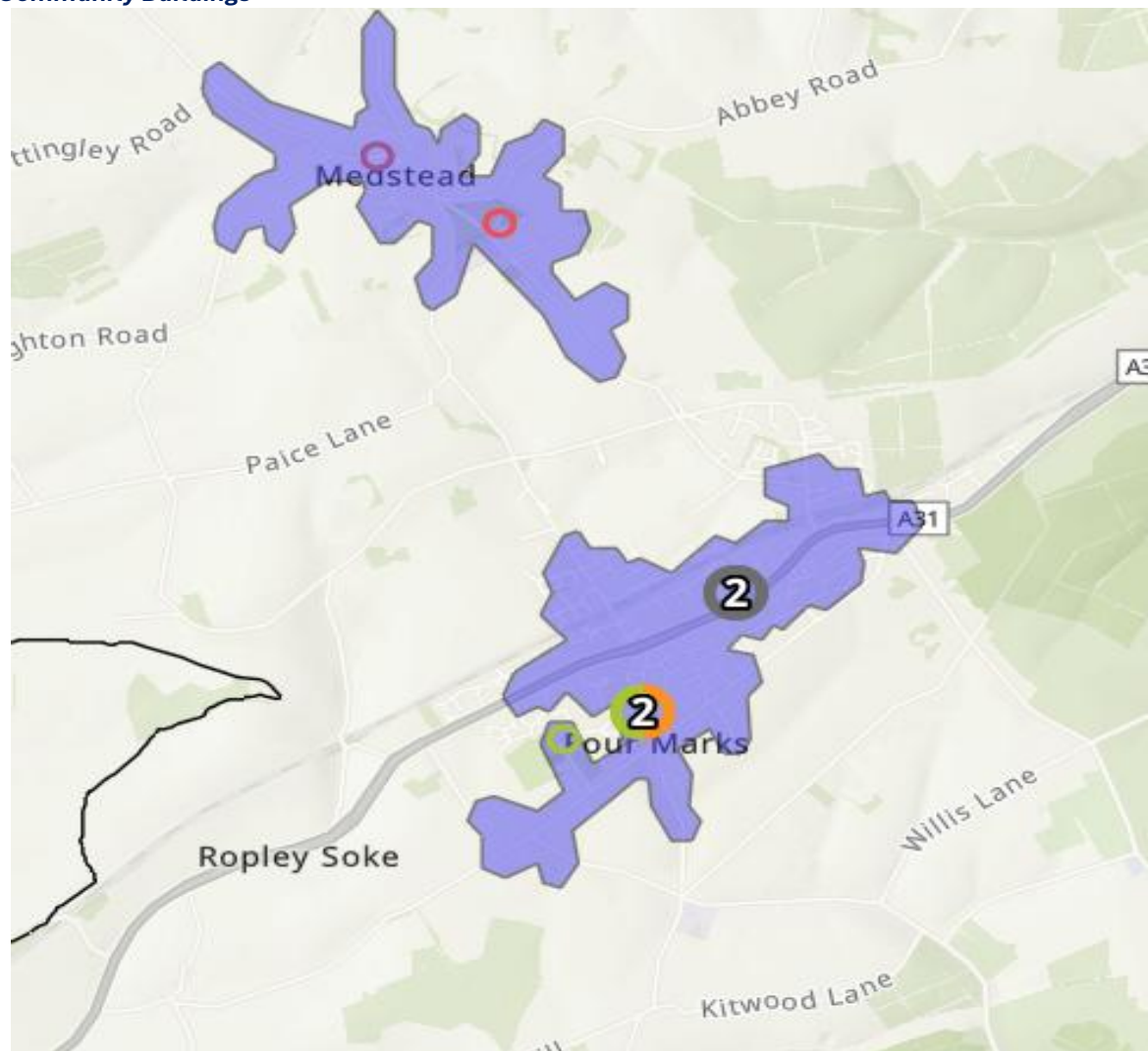
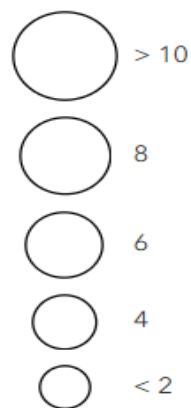


Figure 6.8 above illustrates a joint 10-minute walking catchment from all community buildings located within Four Marks and Medstead, this catchment area spans the majority of both village centres. Within this catchment area, a total of seven community buildings were recorded, of which four identified potential projects to increase the quality of capacity of their site through consultation, including:

- Church of the Good Shepherd
- Four Marks Scout Hut
- Four Marks Village Hall
- Medstead Village Hall

Further details of each of these projects identified by the community buildings can be found in the Future Improvement Projects Identified by Community Building Operators in Appendix 1 of this report.

Four Marks Parish Council was awarded £1,250,000 in 2021 for a new community building, but the project was halted after resident concerns and statutory consultee objections to the 2023 planning application. In 2025, the Council was asked to redirect the same funding to refurbish and extend the Benians Pavilion. This was approved, in principle, and Four Marks Parish Council is progressing this project.

One additional site responded to consultation however either did not identify any projects or did not identify projects that would increase the community use capacity of the site (the latter of this category would still warrant potential investment / support to provide on-going delivery in some cases).

- St Andrews Church Hall

Alongside this, two further sites in Four Marks did not respond to consultation requests, including:

- Gospel Hall, Medstead
- Triple fff Brewery Tap Room

Projects may emerge from these facilities in the future. If so, any such facilities should contact the Communities Team to discuss further.

6.9 Horndean

Census 2021 data highlighted that there are 5,727 dwellings in within Horndean, equivalent to 16% of the housing stock within the EHDC planning area. ONS 2022 data states that Horndean is the 3rd largest settlement within East Hampshire in terms of population, with 13,567 residents. Using the same assumption that the share of dwellings will remain the same in Horndean (16%) over the plan period, it is estimated that there will be a minimum of 2,425 dwellings developed over the plan period, resulting in a population increase of 4,122 residents as summarised in Figure 6.9 below.

Figure 6.9 Horndean population and housing growth

Housing and Population Category	Measure and Impact
Current number of dwellings	5,727
Share of EHDC planning area dwellings	16%
Projected minimum housing growth	2,425 (16% of minimum EHDC planning area growth 14,904)
Projected minimum total dwellings	8,152
Current population	13,567
Projected population growth	4,122 (housing growth * 1.7 ppd)
Projected total population	17,689

Based on the calculations and assumptions set out above, Horndean remains the 3rd largest settlement within East Hampshire and the largest settlement in the south of the district. It is anticipated that there will be significant demand for additional capacity in community buildings over the plan period within Horndean, due to the population growth of the settlement and nearby areas such as Clanfield and Rowlands Castle. As one of the major settlements within the district, the active transport links within the town are good, and future housing development sites are likely to be within walking distance of existing community buildings, therefore the 10-minute walking catchment (20-minute round trip) prioritised in Section 5 remains the focus for future development funding where possible. Figure 6.10 below illustrates the 10-minute walking catchment of community buildings within Horndean, colour coded by the scale of potential projects identified through consultation.

The Land East of Horndean development will include a purpose-designed community building. Central to the facility will be a multi-function hall with a minimum floor area of 220 sq m, providing capacity for large events, recreational use, and community gatherings. Two flexible meeting rooms, which may also operate as studios, will offer adaptable space for smaller groups and programmed activities. A communal area, supported by an integrated kitchen, will facilitate social interaction and community functions, while modern changing facilities will enable both indoor and outdoor active uses.

Figure 6.10 Horndean community buildings

East Hampshire Community Buildings - Projects - All



- Small
- Medium
- Large
- None
- N/A

Number of features

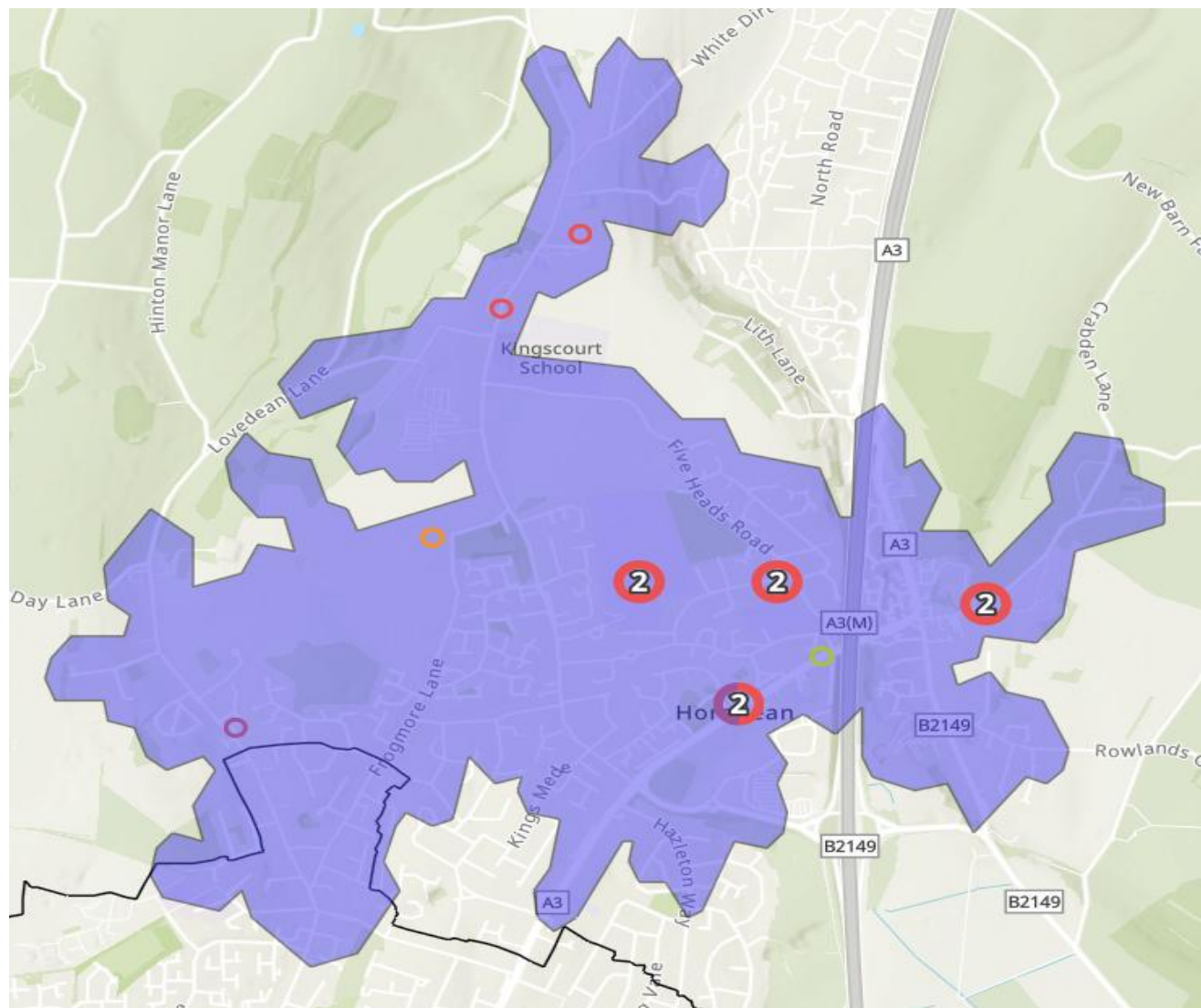
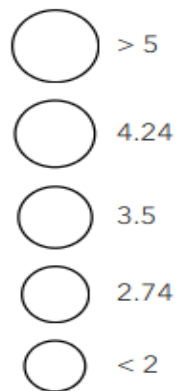


Figure 5.10 above illustrates a joint 10-minute walking catchment from all community buildings located within Horndean, this catchment area spans the whole village centre as well as areas of Catherington to the north. Within this catchment area, a total of 12 community buildings were recorded, of which 10 identified potential projects to increase the quality of capacity of their site through consultation, including:

- All Saints Church Hall, Catherington
- Barton Hall
- Blendworth Church Centre
- Catherington Village Hall
- Centre Point at Horndean
- Horndean Scout Hut
- Horndean Technology College
- Jubilee Hall, Horndean
- Merchistoun Hall
- Napier Hall

Further details of each of these projects identified by the community buildings can be found in the Future Improvement Projects Identified by Community Building Operators in Appendix 1 of this report.

All community buildings within Horndean responded to consultation requests, however two sites either did not identify any projects or did not identify projects that would increase the community use capacity of the site (the latter of this category would still warrant potential investment / support to provide on-going delivery in some cases).

- Lovedean Village Hall
- St Edmund Roman Catholic Church & Hall

Projects may emerge from these facilities in the future. If so, any such facilities should contact the Communities Team to discuss further.

6.10 Liphook

Census 2021 data highlighted that there are 4,221 dwellings in within Liphook, equivalent to 12% of the housing stock within the EHDC planning area (as detailed on the EHDC housing growth data shared with the Consultant Team). ONS 2022 data states that Liphook is the 2nd smallest of the areas of potential growth within East Hampshire with a population of 9,827. As with all areas of potential growth in EHDC it is assumed that the share of dwellings will remain the same in Liphook (12%) over the plan period, it is estimated that there will be a minimum of 1,787 dwellings developed over the plan period, equivalent to a population increase of 3,038 residents as summarised in Figure 6.11 below.

Figure 6.11 Liphook population and housing growth

Housing and Population Category	Measure and Impact
Current number of dwellings	4,221
Share of EHDC planning area dwellings	12%
Projected minimum housing growth	1,787 (12% of minimum EHDC planning area growth 14,904)
Projected minimum total dwellings	6,008
Current population	9,827
Projected population growth	3,038 (housing growth * 1.7 ppd)
Projected total population	12,865

Based on the calculations and assumptions set out above, Liphook, although the 2nd smallest of the areas of potential growth, is projected to experience an increase in population by a minimum of 31% over the plan period, which will significantly increase the demand for capacity in community buildings in the area. Based on information shared by EHDC the future housing developments will likely be within walking distance of the existing stock of community buildings. Therefore the 10-minute walking catchment (20-minute round trip) prioritised in Section 5 remains the focus for future developer contributions where possible. Figure 6.12 below illustrates the 10-minute walking catchment of community buildings within Liphook, colour coded by the scale of potential projects identified through consultation.

Figure 6.12 Liphook community buildings

East Hampshire Community Buildings - Projects - All



- Small
- Medium
- Large
- None
- N/A

Number of features

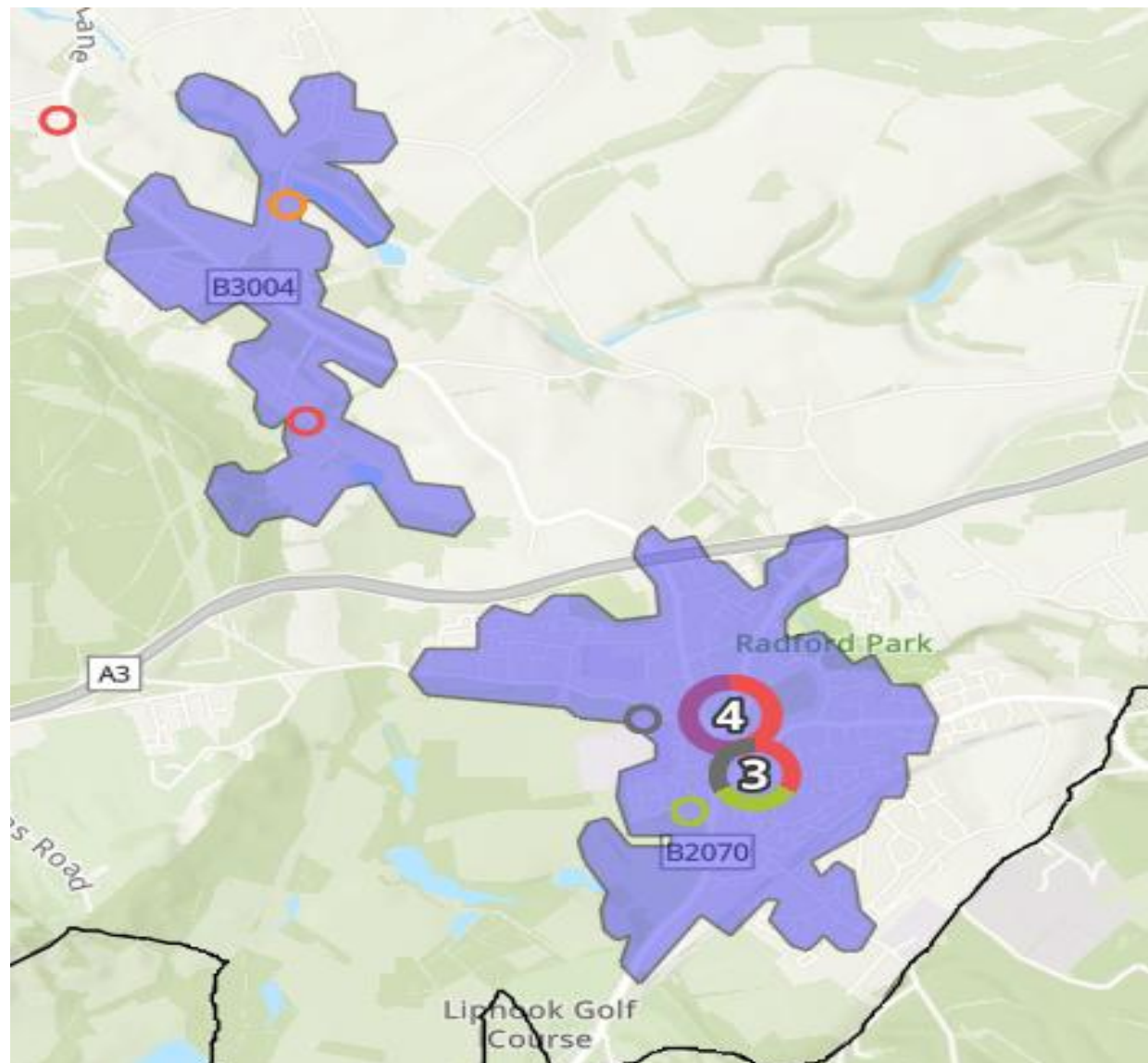
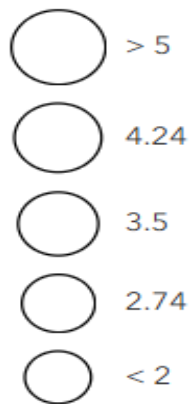


Figure 6.12 above illustrates a joint 10-minute walking catchment from all community buildings located within Liphook, this catchment area spans Liphook town centre, parts of Bramshott, and most of Passfield. Within this catchment area, a total of 11 community buildings were recorded, of which seven identified potential projects to increase the quality of capacity of their site through consultation, including:

- Bramshott and Liphook Social Club
- Conford Village Hall
- Liphook Church Centre
- Liphook Day Centre/ The Peak Centre Trust
- Liphook Millennium Centre
- Liphook Village Hall
- Passfield Social Club

Further details of each of these projects identified by the community buildings can be found in the Future Improvement Projects Identified by Community Building Operators in Appendix 1 of this report.

Two additional sites responded to consultation, however, these sites either did not identify any projects or did not identify projects that would increase the community use capacity of the site. (the latter of this category would still warrant potential investment / support to provide on-going delivery in some cases).

- Liphook Library
- Liphook Methodist Church Hall

Alongside this, two sites in Liphook did not respond to consultation requests, including:

- Bohunt School
- The Living Room Cinema

Projects may emerge from these facilities in the future. If so, any such facilities should contact the Communities Team to discuss further.

6.11 Areas of potential growth Summary

As highlighted in the overview analysis presented above, there is a projected minimum housing increase of 16,524 dwellings over the plan period to 2043. Based on the 1.7 persons per dwelling figure would result in a minimum population increase of 28,090. This growth in population and demand for community facilities would clearly necessitate investment to increase the capacity of the current stock of community buildings and ensure they are able to keep up with rising levels of demand and where and when this has been exhausted, the potential for new community facilities in EHDC.

6.12 Future Funding and Projects

Across the areas of potential growth identified by EHDC, 38 out of the 68 total community buildings have identified potential projects to increase the quality of capacity of their community buildings. These 68 buildings all fall within the 10-minute walking catchment of the areas of potential growth. The identified projects could provide the required additional capacity to meet future demand generated by the projected housing and population growth as well as any potential additional capacity in the community buildings that did not respond to the venue survey.

The potential funding of these projects (subject to viability and improving capacity) should be considered as the priority for investment by the Council for any developer contributions towards community facilities ahead of assessing the need for new community buildings.

Whilst a number of projects have been identified within this study, and the support of the Community Development Officer for that area will be critical in highlighting the opportunity and inviting venues to come forward, it is recommended that the onus is placed on the community venue presenting the case for funding and providing evidence as to how future funding can improve quality, viability and importantly capacity for any new population.

As detailed earlier in this section, not all community buildings within walking catchment of the areas of potential growth responded to consultation requests throughout this study. These sites should be made aware of the approach by EHDC to ensure they are able to present any projects which would improve the quality and capacity of their site before funding decisions and local priorities are set. However, it is clear from the sites that have responded that there is significant scope to improve the viability and capacity of the existing community buildings within the catchments of the areas of potential growth.

It is recommended therefore that some additional criteria are considered as part of the prioritisation process for **developer contribution funding**. These include:

- Meeting / maintaining the EHDC standard of 0.37m² per resident
- User survey data that indicates the facility needs and identified demand
- The venue presenting evidence of latent demand and additional needs
- Financial viability and business planning
- The 20-minute (round trip) catchment and impact on other community facilities
- Prioritising projects that increase capacity and utilise current facilities where possible ahead of any potential new build
- Providing access to community groups and residents who traditionally do not access community venues and identified priority groups for the local authority.

Any previous receipt of s106 or CIL funding would not preclude future funding of community venues, if supported by appropriate evidence.

Following on from Section 5 and the further review within this section, it remains a clear recommendation that the priority for EHDC is to exhaust all options to enhance and increase the capacity of the community buildings within a 10-minute walking catchment of the proposed development to ensure the local need of new and existing residents is met. After all options to prove the capacity of sites within a 10-minute walking catchment have been assessed, the Council should then review the appropriateness of investing into community buildings within a 15-minute driving catchment ahead of options for developing new community buildings.

Section 7 – Summary and Key Recommendations

This Community Buildings Assessment, as part of the wider evidence base for East Hampshire's new local plan, provides a solid foundation upon which the Council can continue to support the provision of these important buildings and services for all communities across East Hampshire. With the research and information gathered as part of this study, the Council is well equipped to ensure future funding, capacity support by the Community Development Team and planning decisions can be made on a more informed and strategic basis.

Significant population growth is anticipated within East Hampshire, with the location of this is largely influenced by the construction of new housing allocations and the areas of potential growth which have been reviewed as part of this study. The study has identified the leading current facilities within the catchments of the areas of potential growth (at the time of this report) and recommendations have been made in relation to how these areas of potential growth could be served by expanding current community buildings ahead of providing new facilities.

To guide the implementation of this important study, several key recommendations are summarised below for the EHDC Planning and Community Development Team to consider and act upon.

Retention and Implementation of a Standard for Community Building Provision

As stated in the earlier sections of this report, it is recommended that the Council retain, as a minimum 370m² per 1,000 residents (or 0.37m² per resident) as the standard for community buildings and developer contributions are sought to meet this on-going standard.

Community Buildings Investment – Prioritising the Current Stock

East Hampshire is relatively well served by the number of buildings and floorspace for community buildings in comparison to other local authorities, however, the research has shown that a number of these facilities find it difficult to operate in a financially sustainable manner. The study has also shown that a notable number of the current buildings require maintenance and improvement to continue to provide these important services, meet latent demand and provide capacity for population growth. It is recommended that the initial priority for EHDC for all funding and contributions should be to invest in increasing the quality, capacity and viability of the current stock of community buildings within East Hampshire.

New Community Buildings and Planning Decisions

This report sets out a recommended approach to decision-making for planning applications which, as discussed above, identifies that existing community buildings should be considered for improvement or expansion first when new development pressures require this. If it is considered necessary to expand or provide new community buildings, 370m² of floorspace should be provided for every 1,000 persons. It is also identified that any new community building should be at least 300m² to help support long term viability. The study has highlighted where there are opportunities to improve the capacity of community buildings (highlighted in Section 6 and detailed further in the Future Improvement Projects Identified by Community Building Operators in Appendix 1), which can inform decisions about where new development increases pressure on community buildings, and potential contributions to mitigate this ahead of decisions on the provision of any new community building.

Cultural Venues in East Hampshire

The full cultural infrastructure overview report is provided in Appendix 2 and the review as provided earlier in Section 4 suggests two complementary opportunities to be supported by EHDC.

Firstly - a revitalised mid-scale professional venue model, potentially centred on Petersfield Festival Hall, which could offer high-quality, well-curated cultural programming and attract affluent, arts-oriented residents. This will require a strategic business plan and a thorough audience development overhaul, aligning programming with the expectations and behaviours of key audience segments while building loyalty and long-term viability. There is a risk that this will require both capital development to improve the facilities and ongoing subsidy, however, given the number of large-scale theatre venues within the drive time catchment for the majority of East Hampshire residents, this would appear (subject to more detailed feasibility testing) a more viable option for the Council to support than any new venue and the likely higher subsidy and capital cost that would require.

Secondly - a community-based cultural model that empowers communities to develop smaller arts centres and programmes across the district, increasing access to flexible, family-friendly, and participatory events that support social connection and local identity. This approach has already started with the proposed new facilities at Bordon adjacent to The Shed in the former sergeant's officers mess hall with new performance spaces and the on-going work of Phoenix Arts and the small theatre in Whitehill and Bordon.

To build on the outline findings from this study, it is recommended that EHDC consider a coordinated, district-wide cultural strategy to identify opportunities, articulate clear goals for programming, partnerships, outreach, and use of rural and village venues, ensuring consistent delivery and community engagement across East Hampshire. It may be particularly helpful to undertake this comprehensive cultural assessment pre-devolution to ensure that future plans can benefit East Hampshire residents.

Future Funding and Community Buildings

Using the research from this study, and building on the current process in place for community facilities and other organisations in East Hampshire to bid for s106 funding, it is recommended that the outcomes of this study are promoted and communicated to the venue managers and trustees with the focus of future funding to be on the areas of most need in East Hampshire related to the projected population growth. It is recommended that the application process requests that all applicants demonstrate how investment into their facility can improve the capacity (for any population increases), the quality and also the financial sustainability of their operations. The application process should also be supported by evidence of community engagement and need. A number of venues and facilities who have engaged in this study have begun this process as well as venues who have promoted the user survey. However, a number of venues (who are within the catchments of the projected housing growth) would need further support to be more engaged and aware of this work.

Community Development Team – Focused and Targeted Support

The Community Development Team will be central to the successful implementation of most of these recommendations. Utilising the findings of this study and furthering their detailed knowledge of the needs of the venues and the management teams will ensure that these venues continue to provide the important services and provision for all communities within East Hampshire.

Several community buildings appear to be facing operational challenges, and it is recommended that EHDC undertakes further liaison with the managers and trustees of these buildings, to identify whether further support is required and can be provided.

Alongside this, whilst the study had a high level of responses to the venue survey, there remained a number of venues that did not respond to the survey and did not engage in the study who are either within the catchment area of the areas of potential growth (and therefore could play an important role in meeting the future needs of a growing population) or are in more rural locations serving an equally important local catchment.

Local Government Reorganisation

Finally with the advent of LGR on the horizon, this study ensures that EHDC is in a strong position to present a clear case for on-going resources to support the provision of community venues (and in turn support the vital services they provide) as well as ensure that whatever the outcomes associated with the administration and future planning for the East Hampshire area, these community venues and the current and growing needs related to population and housing are clearly represented and can be used to influence the future planning and resources for any change to local government.

Despite on-going financial pressure being experienced in local government and in the case of EHDC, potential changes to the administration and management of local government across Hampshire, EHDC has shown very positive foresight and commitment by undertaking this study.

Ensuring the evidence base is up to date, robust and extensive research for community buildings represents not only the statutory requirement for the local authority within the local plan context but also a clear commitment to ensure that residents of East Hampshire have access to high quality community services and facilities that includes leisure, recreation, culture and community development.

It is in the hope that the recommendations presented within this study can be taken forward and the protection and enhancement of community buildings and the vital services and activities they provide for all communities in East Hampshire remains a key priority for the local authority and continues to be a focal point for investment and funding alongside other important community services and facilities.



Appendix 1

Appendix 1 – Future Improvement Projects Identified by Community Building Operators and SWOT Analysis

Appendix 1 – Future Improvement Projects Identified by Community Building Operators

The contents of the appendix outline the projects highlighted by each of the sites through their response to the site survey distributed throughout the course of this study. The Future Improvement Projects Identified by Community Building Operators is split into regional areas of East Hampshire and are aligned with the delivery areas of the Community Development Officer Team at EHDC to assist with future project delivery.

The projects have been categorised into short, medium, and long term based on the size and type of project. The sites are also identified as to their location in relation to the areas of potential growth, as outlined in the main report. The sites located within the South Downs National Park planning area have also been identified as these would fall under the responsibility of the SDNPA with regard to planning applications and funding.

As outlined in the main report, there are sites that did not respond to consultation requests throughout this study. These sites have not been included in the Future Improvement Projects Identified by Community Building Operators below.

Education sites which have community use of their halls, classrooms, or other facilities that have come forward with projects to improve or expand their community offer have been included below. Whilst these sites fall within the EHDC planning area, any funding of these sites would need to be discussed and agreed with Hampshire County Council as they (currently) hold statutory responsibilities for education within Hampshire.

The SWOT analyses presented below each regional area project list are based on survey responses and data gathered through desk based research.

The projects are presented in alphabetical order and do not indicate any priority or ranking. All projects are subject to further detailed design, cost and viability testing.

North Central

Community Venue	Facility Type	Timescale	Projects Identified	Parish/Town Area	Catchment of AOPG	SDNP
Allen Gallery	Culture and Music Venue	Medium term	<ul style="list-style-type: none"> o Café refurbishment to increase capacity and improve accessibility to allow them to meet high levels of demand. 	Alton	Yes	No
Alton Assembly Rooms	Community / Village Hall	Medium term	<ul style="list-style-type: none"> o Improve accessibility by replacing the existing heavy front door with an automatic door and develop wheelchair access to the stage. 	Alton	Yes	No
		Medium term	<ul style="list-style-type: none"> o Improve energy efficiency and reduce costs by insulating the loft, installing smart heating, and replacing one of rear fire doors. o Upgrade toilet facilities to include changing facilities. 			
Alton Community Centre	Community / Village Hall	Long term	<ul style="list-style-type: none"> o Refurbish the building to improve access upstairs by widening the corridors, upgrade the main hall floor to a sprung floor to make it more appealing to dance and exercise classes, develop lifts to improve accessibility, and a wider improvement to the aesthetics of the building. 	Alton	Yes	No
		Short term	<ul style="list-style-type: none"> o Host and deliver free events to advertise the building to more user groups. 			
Alton Library	Library	N/A	<ul style="list-style-type: none"> o No priority projects identified by the site 	Alton	Yes	No
Alton Maltings	Community / Village Hall	Short term	<ul style="list-style-type: none"> o Improve energy efficiency and reduce costs by installing solar panels, heat pump and window film on the southern end of the building. 	Alton	Yes	No
		Short term	<ul style="list-style-type: none"> o Install an EV charging point in the car park. 			
		Medium term	<ul style="list-style-type: none"> o Renovate the kitchenette with a hot water boiler, to ensure it is up to standard so they can allow clients to use it. 			
		Long term	<ul style="list-style-type: none"> o Create 2 boardroom size rooms to be hired out for community use and increase capacity of the site. 			
		Long term	<ul style="list-style-type: none"> o Replace accessibility lift. 			

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish/Town Area	Catchment of AOPG	SDNP
Alton Town Council	Community / Village Hall	Short term	o Install microphones in the chamber to make it easier for people to hear.	Alton	Yes	No
		Medium term	o External building repairs and improvements including roof and gutter repairs and external painting.			
		Medium term	o Develop new toilet facilities in the Town Hall.			
		Medium term	o Complete internal redecoration.			
Amery Hill School	School Hall		o	Alton	Yes	No
		Short term	o Develop additional storage areas.			
		Medium term	o General maintenance and refurbishments including window mechanisms, carpet replacement, electrical upgrades and roof repairs.			
		Medium term	o Investigate and resolve ongoing boiler, ventilation and lighting issues throughout the building.			
Bentley Memorial Hall	Community / Village Hall	Long term	o Replace the existing school hall with a sprung floor to make it more attractive to a wider range of potential user groups.	Bentley	No	No
		Medium term	o Roof requires general repairs.			
Binsted Village Hall	Community / Village Hall	Medium term	o Funding required to support plans to upgrade toilet facilities.	Binsted	No	No
		Long term	o Require additional car parking spaces to increase capacity and meet demand for facilities. Currently only 20 spaces available which isn't sufficient to support larger groups.			

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish/Town Area	Catchment of AOPG	SDNP
Blackmoor Village Hall	Community / Village Hall	Medium term	o Roof requires repairs to ensure it doesn't continue to deteriorate or cause issues.	Selborne	No	No
		Medium term	o Upgrade the kitchen to meet commercial standards and allow the site to expand its catering offer.			
Cardiac Rehab Centre	Community / Village Hall	Short term	o Seeking a grant to help grow the number of attendees and exercise sessions offered at the site.	Alton	Yes	No
Curtis Museum	Culture and Music Venue	Short term	o Staff toilet requires upgrades as it regularly breaks down and not fit for purpose.	Alton	Yes	No
		Long term	o Develop accessible access to the top floor to match the step free access already available on the ground floor.			
East Tisted Village Hall	Community / Village Hall	Short term	o General maintenance and repairs required throughout the building to sustain and upgrade existing facilities.	East Tisted	No	No
East Worldham Village Hall	Community / Village Hall	Medium term	o Improve overall accessibility of building, develop an accessible toilet, and develop baby changing facilities	Worldham	No	No
		Long term	o Explore feasibility of developing additional parking spaces			
		Long term	o The roof of the building will require replacing in the near future.			
Edgar Hall	Community / Village Hall	Short term	o Windows require replacing.	Alton	Yes	No
		Medium term	o Purchase a storage container to relocate equipment from the main workshop and develop additional capacity and opportunities for more equipment to support a wider range of activities.			
		Medium term	o Improve the security of the site, including the main workshop and car park, and replace equipment lost following break-ins.			
		Medium term	o General refurbishment and improvements to the toilets, which are shared by multiple groups in the building.			
Eggars School	School Hall	Medium term	o Support the school in opening up more of the school facilities for community hire.	Alton	Yes	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish/Town Area	Catchment of AOPG	SDNP
Holybourne Theatre	Culture and Music Venue	Short term	o Install a new fire alarm system.	Alton	Yes	No
		Medium term	o Upgrading the dressing rooms to improve aesthetics and increase capacity.			
		Medium term	o Develop accessible access to the backstage area and stage.			
		Medium term	o Install air conditioning as the theatre becomes too hot in the summer for patrons to sit through shows.			
		Medium term	o Wooden flooring in auditorium needs to be renewed.			
Kings Arms Youth Centre	Community / Village Hall	Medium term	o Improve the energy efficiency of the building by improving the insulation, installing an air-source heat pump connected to under-floor heating, and supplement energy demands with solar panels.	Alton	Yes	No
		Medium term	o Parking requires re-marking and additional signposting. Also requires cutting back or removing the trees and relocating the bin shed to increase the capacity of the car park.			
		Medium term	o General repairs and maintenance required including repairs to the chimney breast, fireplace, wooden pillars, and walls. The floors require replacement and the sink and bar areas require further improvements.			
		Long term	o Looking at options to expand and develop an additional youth centre in Horndean.			
Kingsmill Pavilion Bentley	Community / Village Hall	Long term	o General repair and refurbishment required as the building is in poor condition.	Bentley	No	No
Newton Valence Social Centre	Community / Village Hall	Short term	o The site are exploring options to deliver more live music events and social events to increase their community offer.	Newton Valence	No	No
Oakhanger Village Hall	Community / Village Hall	Medium term	o Internal floor repairs to improve the usage for those with accessibility issues.	Selborne	No	No
		Medium term	o General refurbishment and improvements to facilities including expanding storage, repairing external doors, and redecorating the hall.			

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish/Town Area	Catchment of AOPG	SDNP
Ropley Parish Hall	Community / Village Hall	Short term	o Install solar panels to improve energy efficiency and running costs.	Ropley	No	No
		Short term	o Improve lighting and redecorate the hall.			
		Long term	o Increase the size of the car park as it is too small for demand.			
Royal British Legion Hall	Community / Village Hall	Medium term	o Upgrade the disabled toilets – Currently in the process of applying for funding.	Alton	Yes	No
		Medium term	o Applying for funding to refurbish the roof before installing solar panels.			
		Medium term	o Install a large storage container in the car park between Edgar Hall and this site.			
St James Church Hall	Church Hall	Medium term	o Install AV equipment to make the site more appealing for community groups.	Binsted	No	No
The Cabin (the 8th Alton Scouts)	Community / Village Hall	Medium term	o Internal building repairs as well as boiler and grounds maintenance required.	Alton	Yes	No
		Short term	o Install solar panels on the roof and install a heat pump to improve the energy efficiency of the building and reduce costs.			
		Medium term	o Would open an additional scout section if they had more volunteers.			
The Kingsley Centre	Community / Village Hall	Medium term	o Improve accessibility by providing specific marked parking spaces and built in hearing loop in halls.	Kingsley	No	No
		Medium term	o Refurbish toilet facilities.			
		Medium term	o General redecoration and maintenance including new carpets and revarnishing hall floors.			
The Pavilion Binsted	Community / Village Hall	Short term	o Ongoing health and safety risks which require investment to resolve.	Binsted	No	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish/Town Area	Catchment of AOPG	SDNP
Trelloars College	School Hall	Short term	o Explore options and financial viability of more environmentally friendly heating and water systems.	Alton	Yes	No
		Long term	o Develop additional parking spaces to meet current demand.			
	Short term	o Install solar panels to improve energy efficiency.				
	Medium term	o Upgrade the Gloucester House accommodation rooms to offer en-suite bathrooms to better safeguard and prepare borders for independent living.				
	Medium term	o Develop training rooms to support more carers through training opportunities.				
	Medium term	o Improve accessibility of the canteen.				
	Medium term	o Improve the quality of the accessible gym.				
Worldham Village Hall	Community / Village Hall	Long term	o Partner with local developers to help deliver more accessible flats in the local area.			
		Short term	o Would like to organise more community events for local area to attract residents.			
		Medium term	o Roof needs repairing as it is outdated and building is old.			
		Long term	o Introduce dedicated car parking space as there is currently only one layby for parking.	Worldham	No	No

North Central – SWOT Analysis

Strengths:

- Within the North Central area, there are 39 community venues, equivalent to 25% of all community building in East Hampshire
- A total of 29 venues responded to the survey which equates to 24% of the total number of site survey responses.
- The North Central area of East Hampshire has 27 community/village halls, 6 cultural and music venues, 3 schools, 2 places of worship and 1 library that offer regular community use of their facilities.
- 55% of the sites located in the North Central of EHDC are within the catchment areas of potential growth. All of these sites apart from Alton Library identified key projects which would help improve and enhance their facilities.
- Alton library did not identify any key projects, but it is one of the four libraries located across EHDC and centrally located in close proximity to several different schools and colleges.
- Two out of the three schools reported they are open to allowing more community use of their facilities.
- 86.2% of facilities reported having some measures in place to make their venue accessible.

Weaknesses:

- Over half of the facilities indicated they rely on grant funding to maintain and improve their facilities.
- Out of the three culture and music venues that responded to consultation, two reported a negative yearly operating balance.
- Both of the sites in Worldham are operating at an annual financial loss.
- Less than 50% of the sites reported having disabled parking at their venue.
- 9 out of the 29 sites that responded to the survey identified a need to improve their overall energy efficiency.
- 61.9% of the community/village halls identified a need for general repairs and refurbishments to the building to maintain their current offer.
- 7 out of the 21 community/village halls reported the need for additional parking on their site.

Opportunities:

- Two sites (Kings Arms Youth Centre and Worldham Village Hall) reported that they would like to work with local businesses who may be able to support with funding some of the projects in exchange for using their facilities.
- 8 out of the 29 sites identified projects to improve the overall accessibility of their building, which would allow more people to visit the site.
- Support for venues to become more environmentally sustainable by investigating funding for installing solar panels and upgrading heating systems.

North Central – SWOT Analysis

Threats:

- With over half of the sites reliant on grant funding, many venues will have insufficient finance to fund their identified projects.
- With two out of the three culture and music venues operating at a loss financially, this could become a challenge to their overall viability and future operations.
- With all the community venues in Worldham operating at a loss, they may face some challenges to fund their identified projects and continued operation.
- A lack of accessible parking at venues may limit the number of people able to access services and facilities.
- The high percentage of village halls requiring general repairs or refurbishments without identified funding could potentially pose a threat to meet projected future demand.
- The lack of parking may make it challenging for any potential increased demand to be met at a number of venues.

North East

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
All Saints Church Centre	Church Hall	Medium term	o Upgrade the kitchen as it is outdated.	Headley	No	No
		Long term	o Bring both disability toilets and baby changing facilities inside the building and improve the accessibility of the main entrance.			
		Medium term	o Increase size of the hall and gain outdoor patio area to be able to deliver more community sessions with bigger groups.			
		Medium term	o Improve energy efficiency and running costs by lowering the main hall ceiling and adding insulation as it currently has little/no loft insulation.			
Beehive Education Room	Community / Village Hall	Short term	o General internal decorating to attract more users.	Whitehill & Bordon	Yes	No
		Short term	o Increase the number of events and advertising on social media as building is not fully utilised due to its location.			
Bordon Library	Library	N/A	o No projects identified by the site.	Whitehill & Bordon	Yes	No
Bordon Men's Working Club	Community / Village Hall	Short term	o General light refurbishment.	Whitehill & Bordon	Yes	No
Bramshott and Liphook Social Club	Community / Village Hall	Medium term	o Full internal modernisation of the lounge, bar, and function areas.	Bramshott & Liphook	Yes	No
		Medium term	o Car park resurfacing to improve safety and accessibility.			
		Medium term	o Flat roof replacement with an insulated, weather-resistant system.			
		Medium term	o Support ongoing energy-efficiency upgrades – LED lighting, insulation, and potential installation of solar panels.			

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
Café 1759 (Room 7)	Community / Village Hall	Short term Medium term	<ul style="list-style-type: none"> o Remodel the entrance doors to open inwards to improve accessible access. o The only fire exit in the building has step access and is therefore not accessible for those who require step-free access. 	Whitehill & Bordon	Yes	No
Conford Village Hall	Community / Village Hall	Short term Short term Short term Medium term Short term Short term	<ul style="list-style-type: none"> o Identified two projects which will help improve their accessibility, but do not currently have funds to do so. They need to change the way their main hall doors open outwards and place a ramp by the fire exit in the kitchen as this currently has 3 steps. o Recruit a grass maintenance member as the grass cutting service offered to them for free has moved away from village so potential issue arising as the quality of the facility may begin to decline. o Require a more sustainable method to remove damp in main hall and reception area. o Build a small extension or place some free-standing storage units in to allow them to increase storage space. o They intend on buying a projector, screen and sound system to help run more events and increase the attractiveness of the hall o Update their dishwasher and fridge as they are becoming outdated. 	Bramshott & Liphook	Yes	No
Farminer Hall	Community / Village Hall	Medium term Medium term	<ul style="list-style-type: none"> o Extension of the kitchen area to provide additional storage to free up space for main hall and the stage. o Replace carpets throughout whole building. 	Whitehill & Bordon	Yes	No
Forest Community Centre	Community / Village Hall	Short term Medium term Long term Long term	<ul style="list-style-type: none"> o Secure ownership of the courtyard outside to deliver outdoor activities and events. o Upgrade the roof and replace the skylights. o Develop an extension to the building to increase the number of small 1-1 rooms for counselling sessions and expand storage areas. o Expand and remodel the entrance to provide additional space. 	Whitehill & Bordon	Yes	No
Grayshott Jubilee Hut	Community / Village Hall	Short term Short term	<ul style="list-style-type: none"> o External repainting of window and door frames. o Replacement of at least 1 large shed. 	Grayshott	No	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Medium term	o Complete refit and redesign of building			
Grayshott Village Hall	Community / Village Hall	Short term	o General redecorating and maintenance of floors throughout.	Grayshott	No	No
		Short term	o Upgrades to emergency lighting.			
		Medium term	o Improve energy efficiency and running costs by replacing the main heating system.			
		Medium term	o Resurfacing and reorganising of the car park as well as pothole repair.			
		Medium term	o Update cubicle partitions as they are old.			
Greatham Village Hall	Community / Village Hall	Short term	o Light refurbishment of the entrance.	Whitehill & Bordon	Yes	No
		Medium term	o Extension of the main hall to increase capacity and allow for storage of chairs and tables away from the performance area.			
		Medium term	o Develop walking paths around the external open space.			
Headley Down Community Church	Church Hall	Medium term	o Acknowledge that accessibility is a big part of attracting visitors so they are looking to improve their changing facilities.	Headley	No	No
		Long term	o Building is nearing the end of its life so they aim to replace the current building with something fit for purpose which would help them expand their current facilities. This will allow them to offer a wider range of activities.			
		Short term	o Recently worked with Energy Alton to complete an energy assessment, and they need to take action to reduce their energy consumption and energy footprint which will require funding.			
Lindford & District Working Men's Club	Community / Village Hall	Medium term	o Explore options to refurbish or redevelop the space to increase the number of users the site can have at once.	Lindford	No	No
Lindford Village Hall	Community / Village Hall	Short term	o General improvements such as replacing the sound system and developing additional storage spaces.	Lindford	No	No
		Medium term	o Consider the development of automatic doors for improved accessibility.			
		Medium term	o Boiler needs to be updated for more efficient heating and hot water.			
	Community / Village Hall	Short term	o Improve accessibility by installing ramp access from the patio doors to the garden area.	Bramshott & Liphook	Yes	

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
Liphook Day Centre/ The Peak Centre Trust		Short term	o Improvements to garden area to encourage more organisations to hire the facility.			
		Short term	o Replace fire exit door due to rotten door frame and sill.			
		Medium term	o Upgrade toilet facilities and kitchen as they are outdated.			
Liphook Library	Library	N/A	o No projects identified by the site.	Bramshott & Liphook	Yes	No
Liphook Millennium Centre	Community / Village Hall	Short term	o Improve accessibility by upgrading the entrance doors and disabled parking	Bramshott & Liphook	Yes	No
		Short term	o General redecoration and internal upgrades including remodelling the kitchen, new stage curtains and lighting, and updated seating.			
		Medium term	o Refurbish two rooms upstairs to rent out as office space.			
		Long term	o Considering selling/demolishing two other buildings to create funding for small extension to house grounds equipment.			
		Long term	o Car park needs drainage improvements, resurfacing and increase the size to meet current demand.			
Liphook Village Hall	Community / Village Hall	Medium term	o Resurface the car park shared with Bramshott and Liphook Social Club to increase accessibility and provide opportunities for outdoor events	Bramshott & Liphook	Yes	No
Northern Gateway Eco Station	Community / Village Hall	Long term	o There is an ongoing project to refurbish a collection of 4 buildings into community use buildings which can be used as meeting rooms, conference centre, education rooms and charity hubs.	Whitehill & Bordon	Yes	No
Passfield Social Club	Community / Village Hall	Short term	o Improve disability access by developing additional disability access points.	Bramshott & Liphook	Yes	No
		Short term	o Improve energy efficiency and running costs by installing solar panels.			
St Joseph's Catholic Church Hall	Church Hall	Short term	o Refurbish / redevelop the separate community hall dependant on direction decided on by the Diocese.	Grayshott	No	No
St Laurence Church Hall	Church Hall	N/A	o No projects identified by the site.	Headley	No	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
St Marks Church Whitehill	Church Hall	Medium term	<ul style="list-style-type: none"> o Refurbish and increase the capacity of the kitchen to be able to offer meals to attendees and support the local food bank. 	Whitehill & Bordon	Yes	No
Liphook Church Centre	Church Hall	Medium term Medium term	<ul style="list-style-type: none"> o General refurbishments and repairs including refurbishing the foyer, repairing the main hall divider, and updating the kitchen. o Improve energy efficiency and running costs by upgrading the boiler and replacing the existing windows with double glazing. 	Bramshott & Liphook	Yes	No
Standford Gospel Hall	Church Hall	Medium term	<ul style="list-style-type: none"> o Improve the accessibility of the main entrance. 	Headley	No	No
The Cube	Culture and Music Venue	Medium term	<ul style="list-style-type: none"> o Main priority is the development of an outdoor events area as part of the refurbishment of the officers' mess hall adjacent to the site. 	Whitehill & Bordon	Yes	No
The Phoenix Theatre and Arts Centre	Culture and Music Venue	Medium term Medium term	<ul style="list-style-type: none"> o A section of the car park needs resurfacing. o Roof of external building needs replacing 	Whitehill & Bordon	Yes	No
The Room, Chieftain House	Community / Village Hall	Short term	<ul style="list-style-type: none"> o Improve communications and link with partners around availability of room and increase presence in Bordon. 	Whitehill & Bordon	Yes	No
Whitehill Village Hall	Community / Village Hall	N/A	<ul style="list-style-type: none"> o No projects identified by the site. Unable to extend the building further due to the ancient monuments they have on site. 	Whitehill & Bordon	Yes	No
Woodlands Hall, Headley	Community / Village Hall	Short term Medium term	<ul style="list-style-type: none"> o Disabled ramp needs repairing to improve accessibility. o Metal roof needs some repair work and heating system needs replacing. 	Headley	No	No

North East – SWOT Analysis

Strengths:

- A total of 31 venues responded to the survey which equates to 26% of all site survey responses.
- The North East regional area has 47 total sites, including 30 community/village halls, 9 places of worship, 3 cultural venues and 2 libraries that offer community use of their facilities.
- 67.7% of the venues located in the North East of EHDC are within the catchment areas of potential growth.
- 11 out of the 31 venues that responded to the survey are looking to improve the accessibility of their building.
- 45% of the community/village halls indicated they are able to accommodate additional demand.
- 50% of the libraries in East Hampshire are located in the North East.

Weaknesses:

- 7 out of the 20 community/village halls reported they are operating at a yearly negative balance.
- Only 25.8% of venues reported there are sufficient funding opportunities within the local area.
- 13 out of 31 venues reported either having no plans for growth or only short-term refurbishment projects.
- Only 7 out of 31 venues identified a need to improve their energy efficiency.

Opportunities:

- Identify which venues within the areas of projected growth require investment to help accommodate for future demand.
- Of the 45% of community/village halls that reported they can accommodate additional demand, explore their current offer and assess how they can increase the usage of their facility.
- Support venues to become more environmentally sustainable by installing solar panels and upgrading heating systems.
- 8 out of the 31 venues identified projects which will allow them to increase the capacity of their building.
- There are plans to redevelop the four buildings at Northern Gateway Eco Station into spaces for community use and activities. Investment into these will provide additional facilities to meet the expected growth in demand.

Threats:

- There is a risk that the 7 community/village halls operating at a negative balance may face some challenges to fund the projects needed to grow.
- The lack of grant funding opportunities reported by venues could make it challenging to improve their venue in order to meet future demand.
- The 13 venues with minimal growth plans may find it difficult to accommodate the future demand.
- Five sites reported that their car parks require resurfacing or other upgrades, reducing accessibility and creating health and safety risks, which limits the number of people able to access the venue.
- Headley Down Community Church building is nearing the end of its life which would reduce the number of church halls in the area.

North West

Community Venue	Facility Type	Timeline	Projects Identified	Parish Area	Catchment of AOPG	SDNP
Beech Village Hall	Community / Village Hall	Medium term	<ul style="list-style-type: none"> Annexe needs refurbishing to create the wellhouse at the health and wellbeing centre. Also looking to refurbish the older part of the village hall. 	Beech	No	No
Chawton House	Culture and Music Venue	<ul style="list-style-type: none"> Medium term Medium term Long term Short term Medium term Short term 	<ul style="list-style-type: none"> Improve the overall accessibility to their main entrance as the steps to reception area are currently unsafe and need repairing. They want to convert different areas of building to a classroom/flexible space and create additional storage. Develop a residential flat on site which can be let out. Signage of the entrance needs upgrading. Upgrade the toilets as they are currently poor quality. Several improvements needed for the car park such as develop marked spaces, assess the safety of overhanging trees, improve walking routes, and install EV charging closer to the main house. 	Chawton	No	Yes
Chawton Village Hall	Community / Village Hall	N/A	<ul style="list-style-type: none"> No projects identified by the site. 	Chawton	No	No
Church of St James, Wield	Church Hall	Medium term	<ul style="list-style-type: none"> Front elevation of the roof at St James' required re-felting and tiling to prevent the ingress of rain water onto ancient timbers 	Wield	No	No
Four Marks Scout Hut	Community / Village Hall	Medium term	<ul style="list-style-type: none"> Replace the existing hut with a bespoke facility to provide more space for Scouting activities. 	Four Marks	Yes	No
Four Marks Village Hall	Community / Village Hall	Medium term	<ul style="list-style-type: none"> Insulation needs to be reviewed to improve the energy efficiency and reduce running costs by installing PV cells and a battery system to store excess generated electricity. 	Four Marks	Yes	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timeline	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Short term	<ul style="list-style-type: none"> o Install air conditioning units to all of their rooms to replace existing heating systems as they are very noisy. 			
		Medium term	<ul style="list-style-type: none"> o General refurbishment and upgrades to the kitchen, toilets and entrance corridor as they are currently outdated. 			
		Short term	<ul style="list-style-type: none"> o General redecoration of the large hall, small hall committee room, and exterior to attract new users. 			
		Long term	<ul style="list-style-type: none"> • The current car park is need of new coat of asphalt and relining of spaces. • Investigate the feasibility for a new car park to be built adjacent to village hall and church. 			
Froyle Village Hall	Community / Village Hall	Medum term	<ul style="list-style-type: none"> o Raise the roof of building to vault the hall to allow for additional storage as well as host a wider range of activities to attract new users. 	Froyle	No	No
		Short term	<ul style="list-style-type: none"> o Improve the energy efficiency and reduce running costs by increasing the number and improving the efficiency of their solar panels as well as switch from a gas pump to a heat pump. 			
		Short term	<ul style="list-style-type: none"> o General maintenance to the flooring, drainage and boiler. 			
Jane Austen's House Museum	Culture and Music Venue	Short term	<ul style="list-style-type: none"> o No projects identified but currently working through recommendations from access audit. 	Chawton	No	Yes
Jubilee Hall, Bentworth	Community / Village Hall	Medium term	<ul style="list-style-type: none"> o Long term plans to extend the car park however it currently needs resurfacing as the patch repairs to the tarmac do not last and there is a large pothole in the centre of the main parking area which is a health and safety concern. 	Bentworth	No	No
		Medium term	<ul style="list-style-type: none"> o Would like to enhance the facilities on the field by adding a meandering walking path to offer walkers a route around the site to the activity area. 			
Medstead Village Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> • Improve the energy efficiency and reduce running costs by installing thermal insulation to their windows, doors and walls of the building. • Install a heat pump and air conditioning unit to have suitable temperatures all year round. 	Medstead	No	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timeline	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Short term	o Looking to install LED lighting and improve the sound insulation by adding a T-loop in Wiltshire room of the hall.			
		Medium term	o Upgrade and enlarge their patio area so it connects well with their village green as this would increase the usage of the site.			
		Medium term	o Upgrade the kitchen and toilet facilities as they are outdated.			
Shalden Village Hall	Community / Village Hall	Medium term	o The exterior of the building requires significant improvement, including the replacement of some cladding and the waterproofing of most existing sections. The roof tiles also need to be replaced due to the presence of asbestos.	Shalden	No	No
		Short term	o Additional gravel needed for car park.			
		Short term	o Looking to introduce more community events such as quiz nights.			
		Medium term	o External shed which they use for storage needs replacing as it is currently in poor condition.			
		Medium term	o Toilets need replacing and upgrading as they keep leaking and require regular maintenance.			
St Andrews Church	Church Hall	N/A	o No projects identified by the site.	Medstead	No	No
Wield Village Hall	Community / Village Hall	Short term	o Looking to replace the roof by March 2026 however require funding.	Wield	No	No
		Short term	o Redecorations and refurbishments are needed for the hall, floor and kitchen facilities.			

North West – SWOT Analysis

Strengths:

- A total of 13 venues responded to the survey, which equates to 9.1% of the total number of survey responses.
- The North West of East Hampshire has 9 community/village halls, 3 cultural and music venues and 2 places of worship.
- All but one site in the North West responded to the site survey.
- 76.9% of the venues reported having some measures in place to make their venue accessible.
- 100% of the sites in areas of projected growth identified projects which would help them attract more users.

Weaknesses:

- Only 15.4% of the venues are located in areas of potential growth.
- Nine of the thirteen venues indicated there is a lack of grant funding opportunities in the area.
- Two of the thirteen venues indicated they are operating at an annual loss.
- One of the two sites operating at a loss reported they have no plans to generate additional income.
- 61.5% of the venues indicated they have little/no plan to respond to the population growth and increase in demand.
- Only three out of the thirteen venues identified a need to improve their energy efficiency.

Opportunities:

- With only two of the venues in areas of potential growth, there is opportunity to focus investment into these facilities to help cater for additional demand.
- These two venues, located in the areas of potential growth, have identified projects that would enable them to accommodate increased demand. Investing in these projects will enable them to handle the anticipated growth effectively.
- Support venues to become more environmentally sustainable by installing solar panels and upgrading heating systems.

Threats:

- With one of the two sites operating at a loss reporting no plans to generate additional income, this could become a challenge to their overall viability and future operations.
- Most venues (61.5%) indicate they have minimal or no plans in place to manage the anticipated growth, leaving them at risk of either exceeding capacity or failing to meet future community demand.

Central

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
East Meon All Use Sports Pavilion	Community / Village Hall	Medium term	o The exterior of the building needs attention as one end is sinking and the wooden structure is failing. They are exploring options of recladding/replacing the exterior of the building.	East Meon	No	Yes
		Short term	o They are looking to improve facility layout by replacing the existing decking at the entrance as it has become rotten.			
		Medium term	o Building is coming to the end of life and decision is needed on building however reluctant to lose due to football pitch and all sports court facility.			
East Meon Cricket Pavilion	Community / Village Hall	Short term	o Improve the overall accessibility of the building and replace the decking outside the entrance as this has become rotten.	East Meon	No	Yes
East Meon Village Hall	Community / Village Hall	Medium term	o General refurbishment and improvements to the kitchen.	East Meon	No	Yes
		Short term	o Create a more comfortable/sociable communal space especially for less affluent people.			
Froxfield Village Hall	Community / Village Hall	Short term	o Stair lift currently not working and are seeking a better solution to provide better accessibility to the building.	Froxfield	No	Yes
		Short term	o Increase the number community events hosted at the hall and introduce a football team to increase the usage of the sports facilities.			
		Medium term	o Require additional parking space to meet the demand during peak times of school drop-offs. The drainage to the car park also needs improving as potholes keep reappearing.			
		Short term	o Additional storage units are required for school equipment.			
		Short term	o General redecoration of the building.			
		Medium term	o Hall ceiling requires insulation/needs replacing as the main hall gets cold.			
		Short term	o Refurbish the external balcony as the handrails and decking are showing signs of rot and in an unsafe condition to use so currently closed.			
Medium term	o Drainage system of pre-school play area needs repairing as it becomes very muddy during winter months which causes blockages in the drains.					

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Medium term	o Kitchen, toilets and bar facilities need upgrading as they are currently 25 years old.			
		Short term	o Fix sound issues in Jubilee Room.			
Herne Farm Leisure Centre	Community / Village Hall	Medium term	o Improve the accessibility of the building by installing accessible toilets, improving the entrance for wheelchair users and changing the stairs layout.	Petersfield	No	Yes
		Short term	o Install solar panels.			
Liss Pavilion	Community / Village Hall	Long term	o Protection of local parking facilities and maintain on street parking	Liss	No	Yes
		Short term	o Improve the overall accessibility by placing a permanent disability ramp to the annexe and review the front door entry system.			
		Short term	o Replace all windows in the building as they are single glazed and not energy efficient.			
Liss Triangle Centre	Community / Village Hall	Short term	o Overall redecoration of the building in particular the ceiling which needs to be re-plastered.	Liss	No	Yes
		Short term	o Improve the provision of classes and opportunities for young people to enable them to take part in regular physical activity. Also want to maintain reputation of being a central hub in the village to help people who suffer with social isolation.			
		Short term	o Storage cupboards need replacing as they are damp and require regular monitoring.			
Liss Village Hall	Community / Village Hall	N/A	o No projects identified by the site.	Liss	No	Yes
		Short term	o Provide lift access to upper floors which is part of their full redevelopment plans.			
Petersfield Festival Hall	Community / Village Hall	Medium term	o A secondary community and theatre/event/music space.	Petersfield	No	Yes
		Short term	o Increase their events programme and open up the building space further to accommodate an increase in demand.			

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Medium term	<ul style="list-style-type: none"> o Add additional hireable spaces on the ground floor for meetings/conferences etc and provide a secondary space for theatre/event/music purposes. 			
Petersfield Library	Library	N/A	<ul style="list-style-type: none"> o No projects identified by the site. 	Petersfield	No	Yes
Petersfield Men's Shed	Community / Village Hall	<ul style="list-style-type: none"> Short term Short term Medium term Short term Short term 	<ul style="list-style-type: none"> o Additional machinery to meet additional interests from community. o Install solar panels to decrease utility costs. o Secure additional parking spaces at EHDC Festival Car Park as they currently have two parking spots which are in front of their gates and not sufficient. o Additional storage off site for their low value raw materials on site as current storage is full. o Require repairs to the gutters. 	Petersfield	No	No
Petersfield Museum & Art Gallery	Culture and Music Venue	<ul style="list-style-type: none"> Short term Short term 	<ul style="list-style-type: none"> o Improve and expand membership scheme and events programme as well as increase the number of private hirers. o General repairs of the building however a window needs repairing as it currently lets water in during heavy rainfall which poses a risk to exhibition pieces. 	Petersfield	No	Yes
Petersfield Station Hub	Culture and Music Venue	<ul style="list-style-type: none"> Short term Short term 	<ul style="list-style-type: none"> o Increase donations for the Free Shop and increase community activities to help raise money. o Planning a refurbishment of the room as the general decor and flooring needs updating. 	Petersfield	No	No
Rake Village Hall	Community / Village Hall	<ul style="list-style-type: none"> Short term Short term 	<ul style="list-style-type: none"> o Replace the back door out onto the garden as it is too narrow for wheelchair access at present. o Improve the efficiency of the building by upgrading the heating system, installing solar energy and replacing the doors and windows which have lost their seals. 	Liss	No	No
Sheet Village Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> o Sheet Parish Council has requested access protection markings across the entrance to the Village Hall as cars regularly park across entrance which creates accessibility issues. 	Sheet	No	Yes

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Medium term	o Would benefit 'enormously' from a small car park close to centre of village as they are losing out on users due to a lack of space.			
		Short term	o Redecorate the interior and repair the whole roof which needs to be replaced in 2026 (subject to funding).			
St Mary's Church	Church Hall	Medium term	o Repair the remainder of the roof due to occasional leaks as this was not able to be replaced in 2023 due to a lack of funding.	Liss	No	Yes
		Short term	o Improve energy efficiency by installing solar panels and an air source heat pump.			
		Short term	o To cater for more hirers by providing spaces for their activities and events.			
		Short term	o Purchase lightweight stackable chairs to make frequent changes of the furniture layout easier.			
St. Peter's Church Hall	Church Hall	Medium term	o Improve the accessibility by renewing the entrance doors and relaying the external paving.	Petersfield	No	Yes
		Medium term	o Toilet areas need renewing.			
		Medium term	o To achieve A rating for EPC, they need to insulate roof, internal walls, floor, add double glazing windows and install solar panels and an air heat pump which is estimated to cost a total of £1.2 million.			
Steep Village Hall	Community / Village Hall	Medium term	o Improve the accessibility to the entrance of the building by incorporating a ramp.	Steep	No	No
		Short term	o Improve the overall efficiency by replacing the broken windows and updating the remote-control heating system.			
		Medium term	o Update the toilet and kitchen facilities as they are outdated.			
		Short term	o The car park area needs regular maintenance with the weeds and level of the car park needs to be maintained with gravel to avoid any dips which create a trip hazard.			
		Short term	o Increase the number of community sessions and replace old notice boards so people are aware of what is on.			
Stroud Village Hall	Community / Village Hall	Short term	o Updating website and online marketing efforts to build a customer database.	Stroud	No	Yes
		Medium term	o Ideally increase the size of car park however not much space to do so.			

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Short term	o Repair the internal brickwork which has developed cracks and reset the paving slabs on path and patio outside the hall which have become loose.			
		Short term	o Maintenance of urinal in gent's toilets			
The Empshott Hut	Community / Village Hall	Short term	o Replace six windows on one side of building.	Liss	No	No
		Medium term	o External timber cladding needs waterproofing paint.			
The Salvation Army	Community / Village Hall	N/A	o No projects identified by the site.	Petersfield	No	Yes
		Short term	o Improve the fire doors within the retreat house which will enable them to promote facility to external facilitators.			
White Eagle Lodge	Community / Village Hall	Medum term	o Intend on offering a bed & breakfast on the site to encourage visitors to the area and encourage them to spend money in local shops, pub and restaurants.	Liss	No	No
		Short term	o Not able to expand due to Grade ii listed building so only have ongoing maintenance issues.	Petersfield	No	No

Central – SWOT Analysis

Strengths:

- A total of 23 venues responded to the survey which equates to 19.3% of the total number survey responses.
- The Central area of East Hampshire has 19 community/village halls, 5 cultural and music venues, 3 places of worship and 1 library that offer regular community use of their facilities.
- Petersfield Library did not identify any key projects, but it is one of the four libraries located across EHDC.
- 87% of the venues reported having some measures in place to make their venue accessible.
- The two cultural and music venues operating at a loss identified future projects to help improve their finances.
- 70% of the venues highlighted plans to help improve their income.
- 10 out of the 23 buildings identified a need to improve their accessibility.
- 10 out of 23 venues also identified projects which would help increase the number of user visiting their site.

Weaknesses:

- 39.1% of the venues indicated there are not enough grant funding opportunities in the local area to maintain and improve their facilities.
- 100% of the cultural and music venues indicated they are operating at an annual loss.
- 50% of the community/village halls reported they are operating at an annual loss.
- Less than 50% of the sites reported having disabled parking at their venue.
- Only 10 of the 23 venues reported that they needed to improve their energy efficiency.

Opportunities:

- Offering support to the two struggling cultural and music venues could help them secure additional funding and continue operating.
- Help venues improve their environmental sustainability by installing solar panels and upgrading their heating systems.
- Supporting the 10 venues that identified a need to be more accessible will allow them to attract more people to visit the sites.
- Explore what support can be provided to the 10 venues looking to attract more users to their site.

Threats:

- As 10 venues reported limited access to funding opportunities, their ability to support the projects they identified may be affected.
- With all of the culture and music venues operating at a loss financially, this could become a challenge to their overall viability and future operations.
- With half the community venues operating at a loss, they may face some challenges to fund their identified projects and continued operation.

Central – SWOT Analysis

- A lack of accessible parking at venues may limit the number of people able to access services and facilities.

South

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
Barton Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> Open to ideas for hiring hall out during school holidays 	Horndean	Yes	No
		Short term	<ul style="list-style-type: none"> Reception flooring needs repairing and heating could be improved as it gets cold in winter months. 			
		Medium term	<ul style="list-style-type: none"> Have capacity to support increased demand from community however, limited parking which is an issue for visitors. 			
		Medium term	<ul style="list-style-type: none"> Sports hall changing rooms need updating as they are not adequate at present. 			
Blendworth Church Centre	Church Hall	Medium term	<ul style="list-style-type: none"> Improve the accessibility of the building by installing ramps around side of building so visitors can access the garden & provide better emergency access. 	Horndean	Yes	No
		Short term	<ul style="list-style-type: none"> Seeking assistance on how to promote community events and encourage people to hire venue during the morning and early afternoon. 			
		Short term	<ul style="list-style-type: none"> Explore opportunity to collaborate with other community buildings such as kings arms to set up youth club. 			
		Medium term	<ul style="list-style-type: none"> Repair the roof as it occasionally leaks and replace the flooring as it showing signs of wear and tear. 			
		Medium term	<ul style="list-style-type: none"> Explore the potential to replace the internal doors as well as the curtains and ceiling tiles which are deteriorating and stained due to water damage. 			
Short term	<ul style="list-style-type: none"> Attention is needed to outside the building as potholes keep forming and the undergrowth and encroachment of trees require lots of maintenance as it can become a health & safety hazard. 					

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Medium term	<ul style="list-style-type: none"> ○ New lighting required and kitchen refurbishment is needed as it is currently outdated. 			
Butser Ancient Farm	Culture and Music Venue	Short term	<ul style="list-style-type: none"> ○ Due to the organic nature of building (hazel wattle walls which are covered in an earth render and a thatched roof), it requires limited maintenance. 	Clanfield	No	No
Catherington Village Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> ○ Continual age-related repairs and maintenance of the building. Improvements may be needed to heating system as currently have single glazed windows and use electric fan heaters. 	Horndean	Yes	No
Centre Point at Horndean	Community / Village Hall	Short term	<ul style="list-style-type: none"> ○ Install a TV monitor in bar for website/event promotion 	Horndean	Yes	No
		Short term	<ul style="list-style-type: none"> ○ Install air conditioning as the temperature in some areas of building is very warm 			
		Short term	<ul style="list-style-type: none"> ○ Install CCTV and alarm system to monitor and deter future break-ins. 			
		Medium term	<ul style="list-style-type: none"> ○ Roof of cellar needs refurbishment 			
Clanfield Centre	Community / Village Hall	Medium term	<ul style="list-style-type: none"> ○ Repair the roof, gutter and drainage as the building is prone to leaking. 	Clanfield	No	No
		Short term	<ul style="list-style-type: none"> ○ Hall floor is cracked and needs repairing. 			
Clanfield Memorial Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> ○ Prioritising upgrading their kitchen facilities as it is becoming outdated and things are starting to not work. This is likely to improve the attractiveness of hiring the facility in the future. 	Clanfield	No	No
		Short term	<ul style="list-style-type: none"> ○ Would benefit from bay marking refresh as they are starting to fade. 			
		Medium term	<ul style="list-style-type: none"> ○ Repair the drainage system as the toilets are frequently blocked which will involve digging up the driveway. 			
Clanfield Scout Hut	Community / Village Hall	Short term	<ul style="list-style-type: none"> ○ Increase to size of main hall by changing internal layout and extending into the loft space to create meeting rooms/classrooms. 	Clanfield	No	No
		Medium term	<ul style="list-style-type: none"> ○ Require new kitchen and toilet facilities as they are currently outdated. 			
Horndean Scout Hut	Community / Village Hall	Medium term	<ul style="list-style-type: none"> ○ Remodelling the site to improve the functionality and storage and upgrade the toilet facilities to provide safe, suitable toilets for all users (especially young people) as the current facilities have not been updated since the 90s. 	Horndean	Yes	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Short term	<ul style="list-style-type: none"> Would benefit from a dedicated outdoor pace to increase the number of community activities available, e.g. opening new squirrels (4-6 year old) section, offering additional rental space to Horndean Guides. 			
		Short term	<ul style="list-style-type: none"> Improve energy efficiency by replacing their gas heater which is 30+ years old and install a battery system to help utilise the solar panels they already have installed. 			
		Short term	<ul style="list-style-type: none"> Need remedial work as kitchen fitted 15+ years ago and showing signs of wear and tear. 			
Jubilee Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> Wooden play area needs upgrading as it is showing signs of decay. 	Horndean	Yes	No
		Medium term	<ul style="list-style-type: none"> Kitchen needs replacing as it is over 20+ years old. 			
		Medium term	<ul style="list-style-type: none"> Toilet and sinks need upgrading as they are outdated. 			
Lovedean Village Hall	Community / Village Hall	N/A	<ul style="list-style-type: none"> No projects identified. 	Horndean	Yes	No
Merchistoun Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> Continue the development of the well courtyard, the Forest Nursery and improve the library provision and stock. 	Horndean	Yes	No
		Medium term	<ul style="list-style-type: none"> Explore the opportunity to develop the Grade II garage to accommodate more community activities. 			
Napier Hall	Community / Village Hall	Long term	<ul style="list-style-type: none"> There is a possibility of demolishing the existing building and replacing it with a purpose-built community facility. 	Horndean	Yes	No
		Medium term	<ul style="list-style-type: none"> Kitchen and toilets needs upgrading as they are 20+ years old 			
		Medium term	<ul style="list-style-type: none"> Floor maintenance/resurfacing of the concrete as it is currently uneven. 			
		Short term	<ul style="list-style-type: none"> Install CCTV following break ins. 			
Queen Elizabeth Country Park	Culture and Music Venue	Medium term	<ul style="list-style-type: none"> Development of additional education rooms to deliver more education-based sessions. 	Horndean	Yes	No
		Medium term	<ul style="list-style-type: none"> Develop an additional playground area which is closer to the main site and improve the quality of ancillary facilities. 			
Rowlands Castle Parish Hall	Community / Village Hall	Short term	<ul style="list-style-type: none"> Aiming to improve the overall accessibility of the building by installing automatic doors, adding handrails to stage steps and developing disabled parking and toilet facilities. 	Rowlands Castle	No	No

EHDC Community Buildings Assessment Full Report: Appendix 1 –
Future Improvement Projects Identified by Community Building Operators and Area SWOT Analysis

Community Venue	Facility Type	Timescale	Projects Identified	Parish Area	Catchment of AOPG	SDNP
		Short term	<ul style="list-style-type: none"> ○ Improve the energy efficiency of the building by installing new solar panels, fixing the broken windows and exploring different heating options to improve the overall heating. 			
		Short term	<ul style="list-style-type: none"> ○ Update the stage infrastructure which is currently unsafe and inadequate, also upgrade the lighting and AV equipment on the stage. 			
		Short term	<ul style="list-style-type: none"> ○ Redecorating the interior and exterior of the building and replace the locks, doorhandles and cupboards. 			
		Short term	<ul style="list-style-type: none"> ○ Explore the potential to have a joint use agreement with other facilities (e.g. recreation ground) as this would encourage more hirers from youth groups, sport clubs and activity groups. 			
Rowlands Castle Station Masters House	Culture and Music Venue	Short term	<ul style="list-style-type: none"> ○ Possibility of taking a commission from 'sales of makers' products. 	Rowlands Castle	No	No
		Short term	<ul style="list-style-type: none"> ○ Just taken on the lease of the building and in early stages of seeking funding to refurbish the property. 			
		Medium term	<ul style="list-style-type: none"> ○ External shed requires updating completely. 			
		Short term	<ul style="list-style-type: none"> ○ There are plans to upgrade all internal storage areas and design them to meet client specifications. 			
St Edmund Roman Catholic Church	Church Hall	N/A	<ul style="list-style-type: none"> ○ No projects identified. 	Horndean	Yes	No
St Johns Church Centre	Church Hall	Medium term	<ul style="list-style-type: none"> ○ Redecorate the whole building to increase the number of bookings. 	Rowlands Castle	No	No
		Short term	<ul style="list-style-type: none"> ○ Repairs to hall flooring as the floor to prevent a potential health and safety concern. 			
		Short term	<ul style="list-style-type: none"> ○ Acoustic panels and window handles need replacing. 			
		Short term	<ul style="list-style-type: none"> ○ Alarm system repairs 			

South – SWOT Analysis

Strengths:

- A total of 18 venues responded to the survey which equates to 15% of the total survey responses.
- The South of East Hampshire has 13 community/village halls, 3 cultural and music venues, 1 education site, and 5 places of worship.
- 61.1% of the venues in the South of East Hampshire are within the catchment of an area of potential growth. All of these sites apart from Lovedean Village Hall and St Edmund Roman Catholic Church identified key projects which would help improve and enhance their facilities.
- 94.4% of the facilities identified measures currently in place to make their venue accessible.

Weaknesses:

- One out of the two cultural and music venues reported a negative annual balance.
- 11 out of the 18 venues either had no identified projects or only listed short-term works that would not increase the building capacity.

Opportunities:

- Identify which venues within the areas of potential growth require investment to help accommodate for future demand.
- Explore the details around the future of building a purpose-built community facility at Napier Hall.

Threats:

- With 61.1% of the venues identifying projects with limited impact on increasing the buildings capacity, this may cause them to struggle to meet the future increased demand.



Appendix 2

EHDC Cultural Demand and Infrastructure Review



**East Hampshire District Council
Cultural Demand and
Infrastructure Review
August 2025 Final Report**



Executive Summary

This Cultural Demand and Infrastructure Review forms part of East Hampshire District Council's broader Community Buildings Assessment and is intended to provide a strategic overview of current and potential cultural demand and infrastructure across the district. It draws on national datasets (DCMS Participation Survey, Audience Spectrum, and Mosaic segmentation), as well as venue mapping data, to assess patterns of engagement and the adequacy of local provision.

Audience Headlines

The analysis confirms a highly culturally engaged and relatively affluent population. Two highly engaged audience segments - Commuterland Culturebuffs (34%) and Dormitory Dependables (28%) - dominate the district. These groups represent over 60% of adults and are nationally recognised for their strong cultural interest and participation. The data shows:

- Very high levels of engagement: 95.3% of residents engage with arts and culture in person, above both national and regional averages.
- Strong participation in heritage and museums, with 74.4% attending heritage sites and 48.9% visiting galleries or museums.
- Healthy levels of active participation in crafts and music-making.
- Slightly lower-than-expected engagement in cinema and arts festivals, suggesting potential for growth through pop-up and informal formats.

However, there is a lack of commentary in standard datasets on the 17% of residents not engaging in culture. This group may reflect gaps in accessible, informal or localised cultural provision. Further research and consultation will be required to understand how this can be addressed.

Infrastructure Headlines

The mapping study identifies 28 cultural venues in East Hampshire and a further 31 within a 45-minute drive time of Petersfield. Key findings include:

- No large-scale professional theatres exist in the district, but seven are accessible within reasonable travel time. These include The Mayflower (Southampton), Chichester Festival Theatre, and G Live (Guildford).
- Three small-scale and two mid-scale professional theatres are based in East Hampshire. The largest and most accessible is Petersfield Festival Hall (400 seats).
- Heritage venues dominate the local offer, especially in Petersfield, Alton and Bordon.
- A relative absence of mapped venues in the southern parishes may reflect under-representation in the data or lack of digital presence (e.g. Barton Hall, Merchistoun Hall), though they may provide valuable mid-level community infrastructure.

Strategic Opportunities

The report identifies two complementary options for addressing current demand and future growth:

1. Revitalising Petersfield Festival Hall into a mid-scale, professionally curated cultural venue could retain more cultural spend locally and serve the district's

most culturally engaged audiences. However, this would require capital investment and ongoing subsidy and support.

2. Developing a community-based model that supports smaller-scale, flexible and locally driven cultural activity in community centres, village halls and outdoor settings. This approach would increase access for currently underserved groups and align with EHDC's aim to make cultural opportunities more inclusive. The capital requirements and opportunities will be addressed in the Community Buildings Assessment (where applicable), understanding gaps, barriers, need and ambition will require a wider cultural strategic consultation.

Reflections on Spend and Viability

It can be assumed given the audience profile and their tendency to engage with live performance, coupled with the high quality of performance provision in neighbouring districts, that much of this audience currently travels outside the district to access theatre and live music. Although this may mean loss of spend in the district, it also removes the burden of subsidy from the district authority. The proximity of these theatres also presents a stark market challenge for a new theatre should one be developed in East Hampshire.

Next Steps

This report is a technical input into the wider Community Buildings Assessment, which includes and community-led venues and include results from venue and user group surveys.



Contents

1. Introduction.....	5
2. Cultural Demand Review.....	5
3. Cultural Infrastructure Review.....	13
4. Findings.....	14
5. Conclusion.....	18
Appendix A: Case Study 1.....	20
Appendix B: Case Study 2.....	22
Appendix C: Audience Agency data	24

1. Introduction

The Cultural Demand and Infrastructure Review is an essential part of the wider Community Buildings Assessment that is being undertaken by the District Council being led by Continuum but is presented here as a stand-alone report.

This report is in two interlinked sections:

- The cultural demand review analyses national cultural participation data and industry-standard cultural segmentation profiles to provide a snapshot of the resident population in terms of likely cultural demand and behaviours.
- The cultural infrastructure review serves to highlight gaps for cultural infrastructure in the district and highlight development work that might to be undertaken to make better use of existing cultural facilities.

This report also contains two high level case studies aligned to the principal recommendations emerging from the data.

This report should be read alongside the forthcoming Community Buildings Assessment, which will provide a deeper review of local venues, activity and potential to improve cultural access and infrastructure highlighting gaps which may indicate areas of lower cultural engagement.

2. Cultural Demand Review

2.1. Overview

The Cultural Demand Review provides a snapshot of audiences in East Hampshire, using three main national industry sources:

- DCMS Cultural Participation 2023–24 – measuring cultural attendance and participation at the local authority level.
- Audience Spectrum – profiling cultural behaviours and attitudes via national survey and box office data
- Mosaic Spectrum - classifying UK households by lifestyle, income, and social patterns.

The Audience Spectrum and Mosaic data was commissioned for this project and is attached as an appendix to this report.

Each of these tools provides a different lens: DCMS data shows overall engagement levels; Audience Spectrum segments the population by behaviours and attitudes, and Mosaic adds socioeconomic and lifestyle profiling.

These sources allow us to build a layered understanding of cultural engagement across East Hampshire: what people do, how often, and why.

In summary, the data shows us a consistent and positive picture of cultural demand across the district and strong potential for cultural growth, underpinned by high

engagement levels and a relatively affluent and culturally positive demographic profile.

While cultural engagement in East Hampshire is high overall, approximately 17% of residents report no attendance at cultural events. Further specific investigation is needed to understand barriers among this group particularly in more rural areas where provision is sparse.

The lower engagement with cinema and festivals may reflect availability more than preference, suggesting a need for informal, accessible cultural offers like live music, pop-up screenings, and village-scale events. These could engage groups not currently active in formal cultural venues.

2.2. DCMS Cultural Participation

In 2023-24, the Department for Culture, Media and Sport (DCMS) partnered with Arts Council England (ACE) to boost the Participation Survey to provide meaningful estimates at Local Authority level. The 2023-24 Participation Survey presents a positive picture of cultural engagement in East Hampshire, with some clear strengths and targeted areas for development.

- Overall, **arts engagement is very high**: 95.3% of residents engaged with the arts in person which is above the national (90.4%) and regional (92.7%) averages, and higher than nearby districts Winchester (93.5%) and Waverley (94.2%). Only 17% reported no cultural attendance which is better than the UK average (23% who respond with no cultural attendance) but slightly behind neighbouring authorities.
- There is **strong engagement with heritage and visual culture**: Museums and galleries attendance at 48.9% is higher than regional and national averages and attendance at heritage sites (74.4%) is significantly higher than the Southeast and national average.
- **Theatre and live music underperform when compared to local neighbours**: Theatre attendance is 44%, above the national average (39.4%) but below Winchester and Waverley as neighbouring authority areas (both 54%). Live music attendance is 41.2%, higher than the national average (38.7%) but again lower than Winchester (50%) and Waverley (47.3%). However, there is a more engaged audience for comedy (19%) which is slightly higher than the national average at 17%. Given the lack of venues within the district, this may indicate that audiences are travelling to external venues for theatre, music and comedy.
- The figures for **cinema and arts festivals are lower** than national and regional and may show opportunity gaps: Cinema attendance (52%) lags behind national (54.8%) and regional figures. Festival attendance is 20%, lower than Winchester (29%) and Waverley (27%).
- **Active creative participation is healthy** with music-making (14%) and visual arts and crafts (21%) both strong compared to national figures. The figures for drama and dance are too small to be useful.

The metrics for East Hampshire compared to national average and neighbouring districts Winchester and Waverley are shown in the chart below, with green indicating higher than the national average, blue the same, and pink below.

DCMS Statistical Release for Participation Survey, April 2022 to March 2024

Percentage of respondents 2023/24

	National	East Hants	Waverley	Winchester
Engaged with the arts physically (attended an event or participated in an activity in person) in the last 12 months [r] [Note 30]	90	95	96	95
Attended an exhibition of art, photography or sculptures	26	26	38	36
Attended a theatre play, drama, musical, pantomime, ballet or opera	39	44	54	54
Attended an event connected with literature, books, reading, poetry reading or writing	9	6	11	13
Attended a cinema screening of a film or movie	55	52	64	65
Attended a craft exhibition	10	12	16	15
Attended a live music event	39	41	47	50
Attended an arts festival or carnival	22	20	27	29
Attended a street art event	7	3	7	7
Attended a live dance event	6	3	6	8
Attended a fashion show	1	x	1	1
Attended an in-person esports contest or video game competition event	2	1	1	3
Attended some other cultural event in England	2	2	3	2
Did not attend arts events in person in the last 12 months	23	17	13	14
Written stories, plays, or poetry	6	4	7	6
Written, practiced or performed music	10	14	13	15
Did painting, drawing, printmaking, calligraphy, colouring	19	21	23	20
Did crafts (textile, sewing, ceramic, sculpting, carving, woodwork)	19	21	26	23
Choreographed or performed a drama or dance routine	2	1	2	3
Made films or videos including original video content and animations	4	4	3	5
Did photography as a hobby	17	21	19	18
Did other arts, crafts, or creative activities in person	1	2	2	1

2.2.1. Implications for Cultural Infrastructure

Engagement figures support the assumption that there is an engaged resident population for live performance, and space to grow to match higher-performing neighbouring areas. As detailed later, given the lack of such venues in East Hampshire we must assume this population are travelling to take part in these experiences. There is space to increase engagement with cinema and festivals, the latter has the potential to place an emphasis on outdoor programming or pop-up formats to better serve rural communities. The high levels of creative participation in music making and crafts might also provide an opportunity for venue or festival programmers.

2.3. Audience Spectrum (Cultural Engagement Segmentation)

Audience Spectrum is a geo-demographic profiling tool that segments the population based on cultural behaviours and attitudes. Developed by The Audience Agency for the Arts Council England, the segments are based on surveys and box office data from across the UK. The report is included as an appendix and summarised here.

East Hampshire is home to a high number of **Commuterland Culturebuffs** (34%) and **Dormitory Dependables** (28%), both of which are nationally recognised as highly engaged cultural consumers. These are more prevalent in East Hampshire than they are in Hampshire as a whole and significantly more than the UK average. These two segments account for just under 65,000 residents in East Hampshire (64,988) or 61% of the adult population.



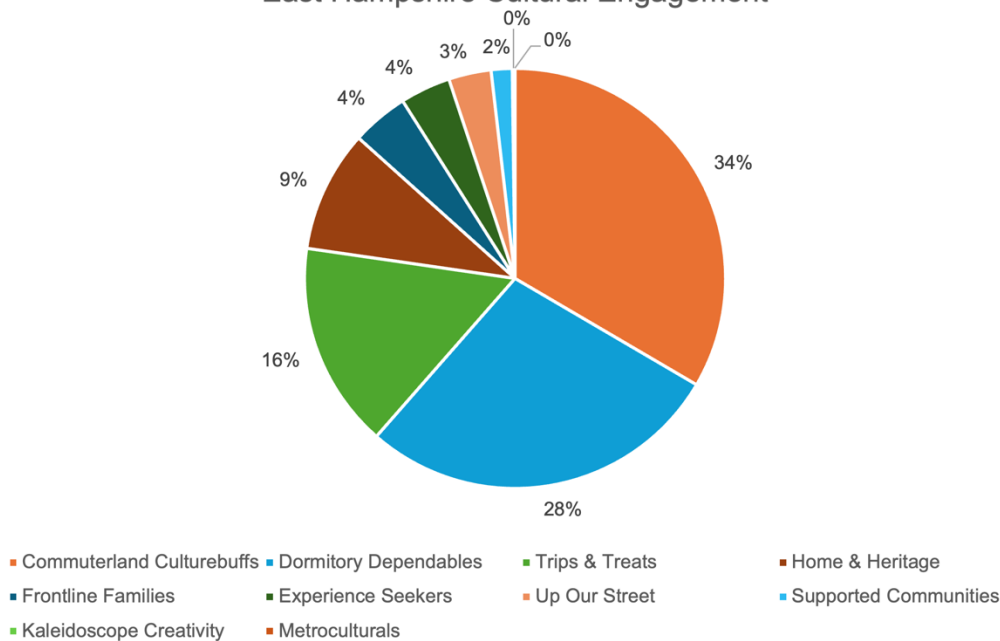
Segments associated with lower engagement like **Trips & Treats** and **Home & Heritage** are much less prominent, suggesting East Hampshire leans more toward highly engaged and regular cultural participants rather than occasional ones and has a more affluent community.

Comparison between East Hampshire, Hampshire and the UK can be seen in the table below:

AA Segment profile

Audience Spectrum segment	East Hampshire Count	East Hampshire %	Hampshire %	Index Value	Index Indicator	UK %
Metroculturals	13	0%	0%	3		5%
Commuterland Culturebuffs	35,381	33%	24%	139		12%
Experience Seekers	4,100	4%	6%	68		9%
Dormitory Dependables	29,607	28%	25%	113		15%
Trips & Treats	16,767	16%	19%	85		14%
Home & Heritage	9,909	9%	11%	86		10%
Up Our Street	3,453	3%	4%	75		10%
Frontline Families	4,622	4%	8%	58		12%
Kaleidoscope Creativity	209	0%	1%	15		9%
Supported Communities	1,709	2%	2%	68		4%
Unclassified	1,127	-	7,363			
Base	105,770		1,170,517			

East Hampshire Cultural Engagement



2.3.1. Commuterland Culturebuffs: Profile

Commuterland Culturebuffs represent a well-established, affluent, and highly educated segment of the UK population. Predominantly aged over 45, these individuals tend to live in leafy suburbs or attractive rural communities within commuting distance of major towns and cities. They are often homeowners, many with grown-up children or no longer living with dependants, and enjoy a high degree of financial stability. Their lifestyles are defined by comfort, security, and a strong

interest in cultural enrichment. In East Hampshire, Commuterland Culturebuffs make up 33.9% of the East Hants population - far higher than the county and UK average - and as such form a cornerstone of the district's cultural identity and potential.

This group is among the most culturally engaged of all audience segments. They attend the theatre frequently, and prefer well-produced, high-quality work that includes plays, musicals, opera, ballet and classical music. This group can afford to attend regularly, will pay premium prices to ensure a high quality of experience, and expect to build secondary spend into their trip.

Their broad cultural frame of reference means that they are also open to the less widely attended artforms such as contemporary dance, jazz and literary events. Their cultural activity extends beyond theatre to include regular visits to museums, galleries and heritage sites. They participate widely in amateur performing arts activities and have a much higher than average propensity to participate in street arts and carnival. They are the group that is most likely to engage in volunteering opportunities, including as memberships, leading boards and raising money. They consider culture to play an important role in local communities, support public funding and make larger than average charitable donations to arts organisations and heritage sites.

This group value the arts as a means of personal development, community identity, and social connection. They are reliable patrons who return to venues they trust, and they tend to be receptive to programming that aligns with their values: tradition, quality, and a sense of place.

In terms of technology and media use, this segment is comfortable using online platforms to discover, book, and review cultural events. They use digital channels mainly for planning, purchasing, and staying informed - but their preference remains firmly rooted in live, in-person experiences.

2.3.2. Dormitory Dependables: Profile

Dormitory Dependables comprise a significant portion of the population in East Hampshire, larger than that of the UK population but broadly in line with that of Hampshire.

This group mainly consists of mature couples and older families who have established stable careers, providing them with a comfortable level of disposable income. Their educational backgrounds are typical of the general population, reflecting a balanced mix of qualifications. Their lifestyle is characterised by a preference for residing in quieter communities, often commuting to nearby urban centres for work. The home is an important focus as is visiting restaurants, bars and clubs, often with friends or family. They are more likely to think of themselves as sporty than arty although value social cultural experiences as special occasions.

Culturally, Dormitory Dependables exhibit medium engagement levels. They are regular and dependable attendees of cultural events. Their interests are in popular and mainstream events, but they are not averse to contemporary, and possibly slightly more risky experiences. They are open to a broad range of arts and cultural

activities and are very keen cinema goers. They are drawn to pantomimes and other family activities. This group has a particular enthusiasm for live music – especially rock and pop – attending more gigs than any other segmentation group.

In terms of participation, they are more likely to be motivated by opportunities to develop and showcase individual skills such as photography and playing musical instruments, although they have higher than average take up of group activities such as drama and dance classes. They are prepared to travel for cultural opportunities and have a high degree of loyalty to local venues. This group are also community minded with a quarter regularly volunteering (11% in arts, heritage and culture and 24% in sports). In terms of technology, Dormitory Dependable have an above usage of social media and streaming services. Their communication preferences lean towards clear, detailed information delivered through direct channels.

2.3.3. Implications for Cultural Infrastructure

This data shows that audiences in East Hampshire would benefit from a two-pronged approach: targeted investment in a high-quality cultural offer to retain spend in the district, paired with the development of smaller-scale local activity. This reflects the distinct needs of two key resident groups. Commuterland Culturebuffs, who are culturally engaged and financially equipped, are currently likely travelling outside the district for quality cultural experiences due to limited local options. Enhancing existing local theatres with well-curated, traditional, high-quality programming could capture this audience, encouraging repeat attendance and long-term support—not only as attendees, but also as creative participants, volunteers, trustees, or funders. Meanwhile, Dormitory Dependables favour accessible, familiar content in welcoming, easy-to-reach venues. They are drawn to inclusive programming and enjoy connecting with others in sociable settings, suggesting a strong case for adaptable local spaces that host both cultural and social events, with features like daytime access and family-friendly environments and outdoor festivals.

2.4. Mosaic segmentation

Experian's Mosaic is a geo-demographic segmentation tool that classifies UK households and individuals based on shared characteristics, lifestyles, and behaviours. The latest version segments the UK population into 15 main groups and 66 detailed types.

2.4.1. Mosaic Groups and Types in East Hampshire

The Mosaic profile for East Hampshire is distinctive and shows a high proportion of three mosaic groups - Rural Reality, Country Living and Prestige Positions - as shown in the chart below:



Mosaic group	East Hampshire	East Hampshire	Hampshire	Index	Index
	Count	%		%	Value
A City Prosperity	0	0%	0%	0	
B Prestige Positions	24,333	23%	18%	131	
C Country Living	20,570	20%	9%	207	
D Rural Reality	12,076	11%	4%	262	
E Senior Security	6,728	6%	10%	65	
F Suburban Stability	6,285	6%	10%	62	
G Domestic Success	10,796	10%	10%	102	
H Aspiring Homemakers	10,577	10%	15%	69	
I Family Basics	4,622	4%	8%	55	
J Transient Renters	733	1%	1%	54	
K Municipal Tenants	229	0%	1%	16	
L Vintage Value	3,847	4%	5%	76	
M Modest Traditions	187	0%	2%	8	
N Urban Cohesion	482	0%	1%	63	
O Rental Hubs	3,914	4%	6%	64	
Unclassified	0	-	0		
Base	105,379		1,166,878		

Audience Agency

In terms of Mosaic types, there are four which show a significantly higher prevalence than in Hampshire as a whole: Local Focus, Wealthy Landowners, Satellite Settlers and Village Retirement are more than twice that of Hampshire. The Top 10 types are shown below:

Top 10 types

Mosaic type	East Hampshire	East Hampshire	Hampshire	Index	Index
	Count	%		%	Value
C10 Wealthy Landowners	13,162	12%	6%	219	
B07 Alpha Families	10,090	10%	5%	184	
D14 Satellite Settlers	9,141	9%	3%	269	
G29 Mid-Career Convention	7,203	7%	5%	135	
H33 Contemporary Starts	6,805	6%	6%	108	
C13 Village Retirement	6,146	6%	3%	214	
D15 Local Focus	5,063	5%	1%	341	
B06 Diamond Days	4,344	4%	3%	148	
B09 Empty-Nest Adventure	3,659	3%	5%	69	
G27 Thriving Independence	3,378	3%	3%	110	
Base	105,379		1,166,878		

Audience Agency

2.4.2. Mosaic Groups and Types description

The most prevalent groups and types are described below.

Country Living

Well-off homeowners residing in rural locations, enjoying the benefits of country life. This includes a mix of landowners, farmers, small business owners, retirees, and professionals commuting to work.

Prevalent Types in East Hampshire:

- **Wealthy Landowners:** Individuals owning substantial properties, often with a keen interest in heritage and cultural preservation. This shows twice the prevalence of that found in Hampshire as a whole.
- **Village Retirement:** Retirees who have chosen to settle in picturesque villages, seeking a peaceful lifestyle with amenities to service their social needs.

Prestige Positions

Wealthy individuals in high-status positions, living in desirable locations. They have significant disposable income and are culturally active and highly interested in performing arts.

Prevalent Types in East Hampshire:

- **Alpha Families:** High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development. This shows twice the prevalence of that found in Hampshire as a whole.
- **Diamond Days:** Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions.

Rural Reality

This group represents individuals and families living in affordable properties in village and countryside settings. Some communities are within reach of larger centres, but most are situated a distance from towns and cities. They typically have modest incomes and a strong connection to their local communities. Many residents are mature in age, but families with children are also included.

Prevalent Types in East Hants:

- **Local Focus:** Residents with a strong emphasis on local community life, often participating in local events and supporting local businesses.
- **Satellite Settlers:** Mature families living in affordable village homes with good transport links.

2.4.3. Implications for Cultural Infrastructure

Country Living and Rural Reality suggest a large base of residents in village or countryside settings with a strong local identity and values placed on tradition and community events. Prestige Positions reflects wealthier, culturally engaged individuals and families who have disposable income and interest in high-quality social cultural experiences. This combination of wealth, status and disposable

income implies a strong cultural engagement base with the means to travel to access desirable cultural experiences.

Prestige Positions seek enriching, aspirational cultural experiences and are likely to seek out and support high-quality cultural product, flagship events and touring or presentation links with major cultural institutions. Alpha Families will be seeking aspirational creative engagement opportunities for their children. Country Living and Rural Reality implies there is potential for community-based cultural provision making use of local village halls, heritage venues and community centres. Increasing accessible opportunities for local creative participation and cultural engagement may be especially important given the ageing population. Venues and activity which celebrates the countryside and rural heritage/ culture are also likely to be popular amongst these groups.

3. Cultural Infrastructure Review

In addition to demand, this report also looks at current provision in terms of cultural venues. The report does not account for cultural activity and festivals. Research was undertaken to 'map and gap' the cultural venues in East Hampshire as well as those within a 45 min drive time of Petersfield. This report sets out the methodology and definitions used and provides a summary of key facts and figures.

3.1. Methodology

We have captured only venues with sufficient digital presence and scale to be considered a 'cultural venue.' There may be other venues that do not appear in the dataset, either because they are too small or have insufficient digital presence.

Cultural Venues are categorised in the following way:

- Location – town, postcode and coordinates
- Type – type of venue as outlined below
- Programme – highlighting the main cultural offer at the venue
- Facilities – the facilities available within the venue
- Drive time – for venues outside of East Hampshire, this is the drive time from Petersfield
- Funding – those in receipt of public funding, where known.

3.2. Types of venue

For the purpose of this mapping exercise, we have categorised the venues as follows:

- Large-scale Professional Theatre - A venue managed by paid staff, with theatre facilities including professional staging, lighting and sound. Seating capacity >800. This is the accepted threshold for a commercially run venue.
- Mid-scale Professional Theatre - A venue managed by paid staff, with theatre facilities including professional staging, lighting and sound. Seating capacity 350-

800. Both mid- and small- scale theatres may be run by a local authority, an arts trust or a commercial entity under a management arrangement.

- Small-scale Professional Theatre - A venue managed by paid staff, with theatre facilities including professional staging, lighting and sound. Seating capacity <350.
- Mid-scale Professional Venue - A music venue managed by paid staff, but with no theatre facilities. Seating capacity 350-800.
- Heritage- Museums, galleries and other venues that focus specifically on history and tradition.
- Gallery* - A venue used only for exhibiting arts and crafts.
- Cultural Cinema* - An independent cinema showing a curated programming of film.
- Bar with events* - A bar, pub or club with occasional live music.
- Community Centre* - A local venue managed by volunteers. Used for a variety of community events, with no professional theatre facilities.
- Community Theatre* -A volunteer run theatre space.

*We did not map venue types with an asterisk beyond East Hampshire.

3.3. Findings

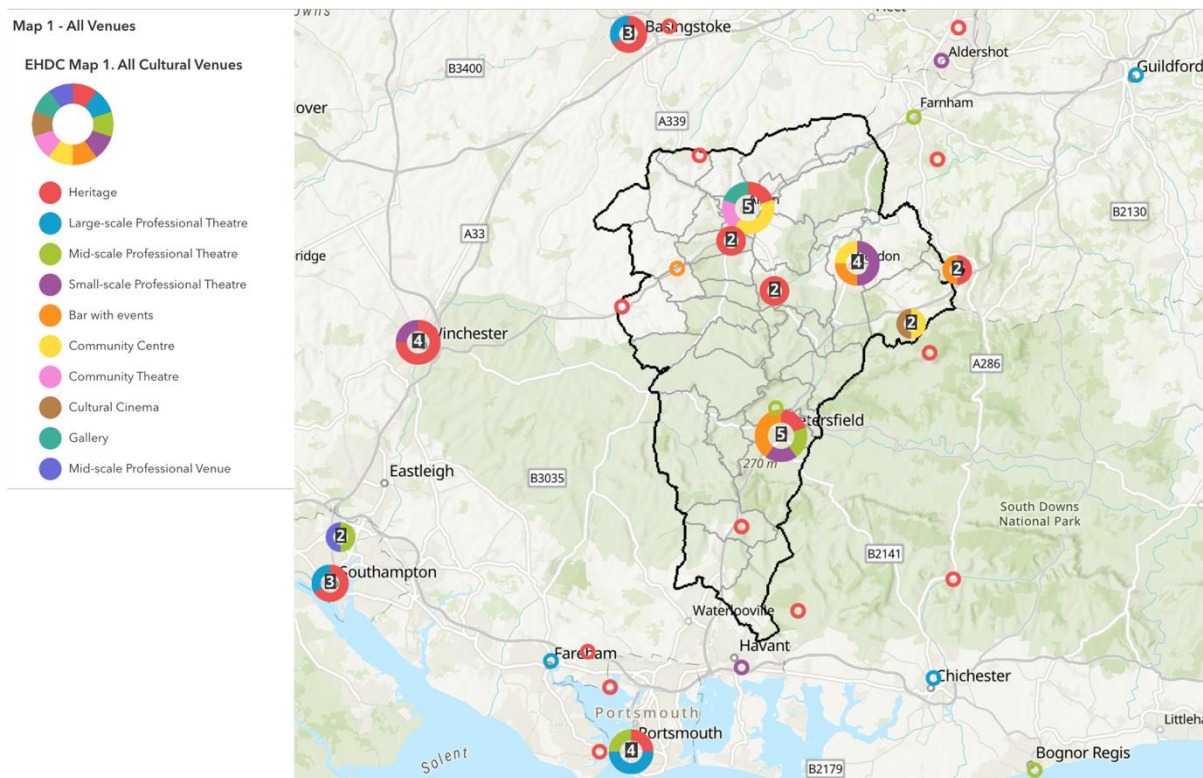
The dataset includes 59 cultural venues. We looked at venues within East Hampshire and those within a 45-minute drive time from Petersfield, recognising the town as a key hub in the district.

Type	East Hampshire	45 mins from Petersfield
Heritage	11	16
Large-scale Professional Theatre	0	7
Mid-scale Professional Theatre	2	4
Mid-scale Professional Venue	0	1
Small-scale Professional Venue	3	3
Bar with events*	5	-
Community Centre*	4	-
Community Theatre*	1	-
Gallery*	1	-
Cultural Cinema*	1	-
	28	31

The dataset is provided as a separate spreadsheet.

East Hampshire has three distinctive clusters

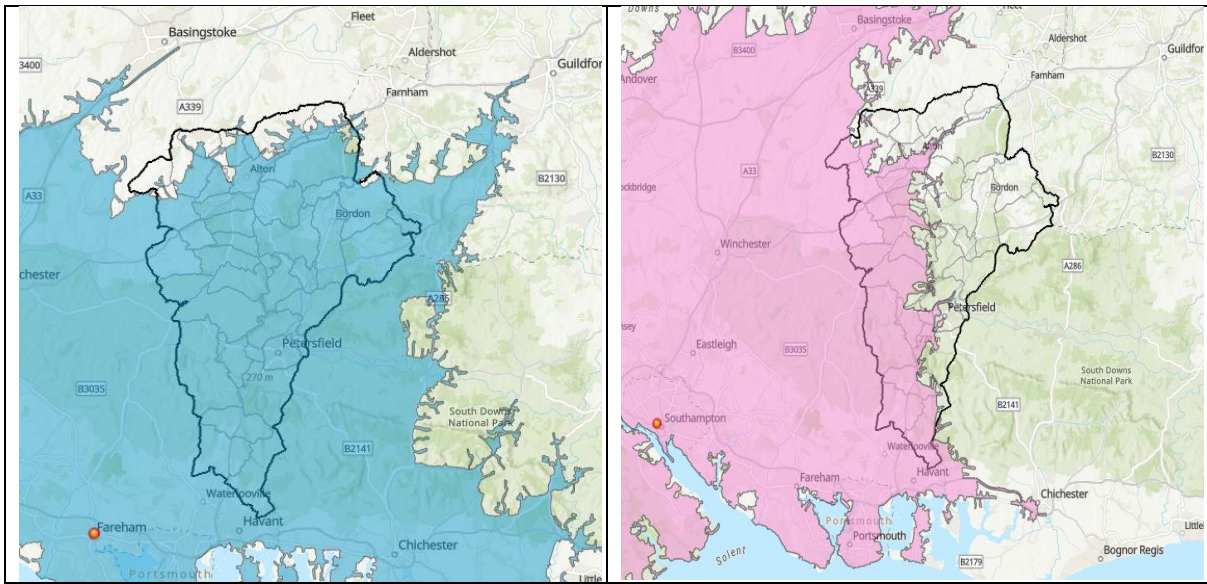
Heritage venues are the best represented in both East Hampshire (39%) and beyond (52%). There are distinctive clusters of cultural infrastructure in Petersfield, Bordon and Alton. There appears to be less identifiable venues in the southwest corner of the district. The map below shows all venues mapped within and outside the district.



The East Hampshire audience is well served by theatres outside the district

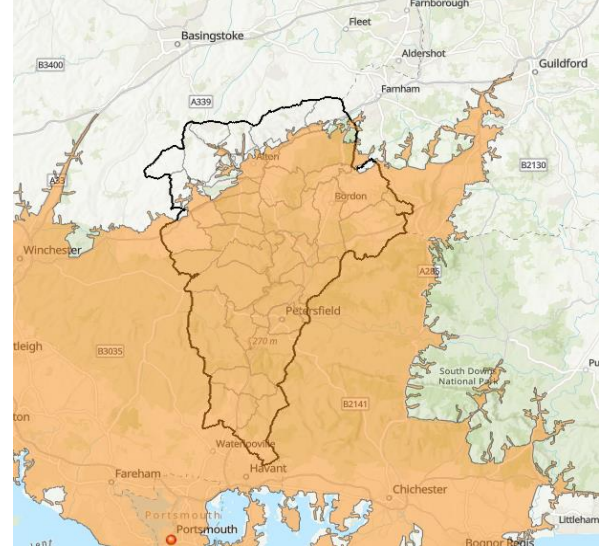
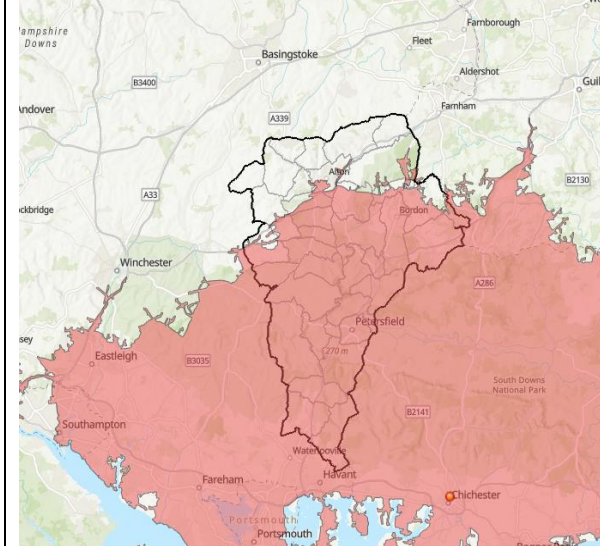
There are 5 professionally run theatres in East Hampshire including 2 Mid-scale (350-800 seats) and 3 Small-scale (<350 seats). Although there are no Large-scale Professional Theatres in East Hampshire, there are 7 within a 45 min drive time of Petersfield: The Mayflower (Southampton), Chichester Festival Theatre, G Live (Guildford), The Anvil (Basingstoke), Portsmouth Guildhall, King’s Theatre (Southsea) and Fareham Live. All of these theatres will receive subsidy from the local authority in which they are based.

The population of the southwest of the district where local infrastructure appears to be less evident, is particularly well served by the theatres as demonstrated in the maps below which show 45-minute drive time from each venue.



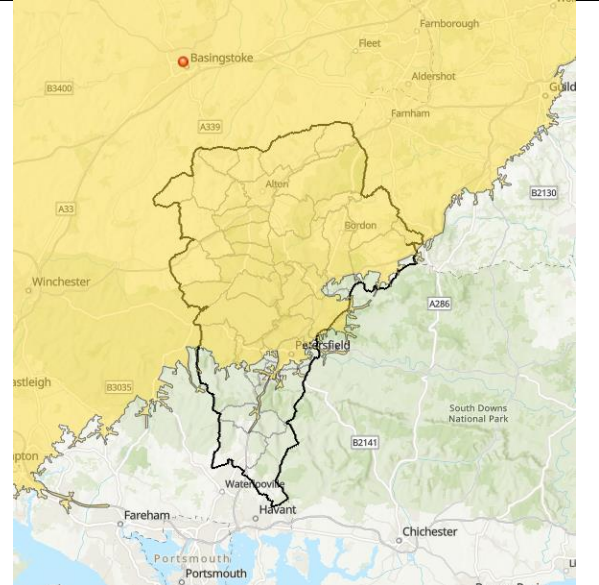
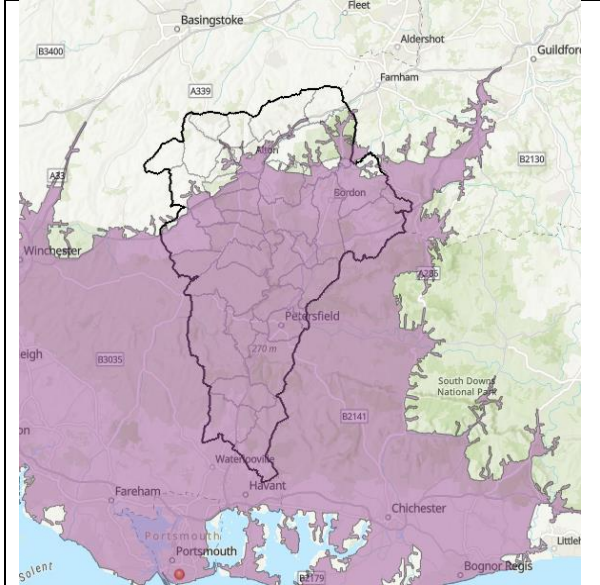
Fareham Live ↑

Mayflower Theatre, Southampton ↑



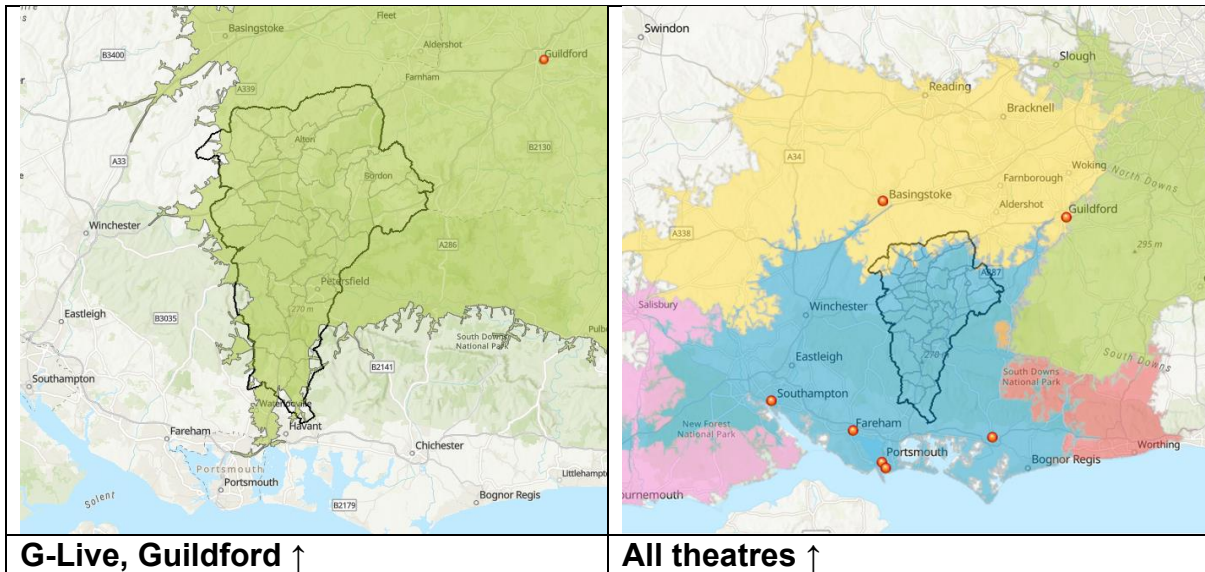
Chichester Festival Theatre ↑

Portsmouth Guildhall ↑



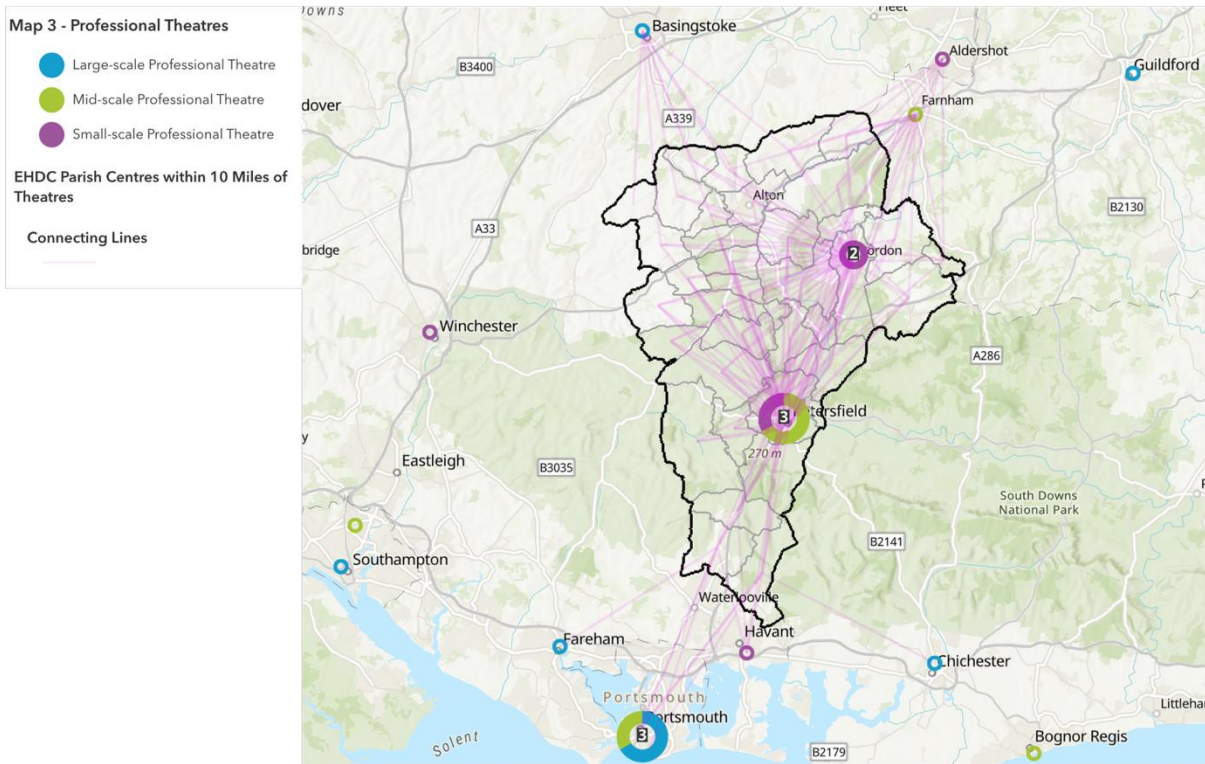
King's Theatre Portsmouth ↑

The Anvil, Basingstoke ↑



In terms of enhancing existing theatre infrastructure Petersfield Festival Hall has the most potential within the district

Petersfield Festival Hall is located in the heart of Petersfield, with good road and rail links making it easily accessible for visitors and residents. An analysis of parish areas within a 10-mile radius of all venues confirms that 28 parishes are within easy reach, including the south west of the district as seen below.



Petersfield Festival Hall is a 400-seat theatre and a versatile multi-purpose venue, with a varied programme of music, drama and dance performances, as well as exhibitions, fairs, business meetings, corporate functions, dinner-dances and galas.



The Festival Hall is owned and operated by Petersfield Town Council. It is primarily a venue-to-hire, in contrast to a curated and programmed space which might be able to present higher quality programme and attract public funding. According to the 2023-24 EHDC Annual Report, the Festival Hall had 198 individual bookings in that period. Hirers get the use of a professional lighting rig and sound system, technicians, box office, front of house staff and the bar. It is the home to Petersfield Music Festival which takes place annually in March, bringing together internationally acclaimed artists, local music talent and up and coming young performers.

The next largest theatre is Bedales Theatre (340 capacity), which is owned by Bedales School hosts a variety of events, including school productions, concerts, touring theatre, and other cultural performances. There are three small-scale theatres in East Hampshire: The Phoenix Theatre and Arts Centre in Bordon (cap. 100), The Cube, Bordon (sister venue to The Phoenix Theatre, cap. 70) and The Studio Theatre, Petersfield (part of The Petersfield School, cap. 176).

4. Conclusion

East Hampshire benefits from a highly engaged and culturally inclined population, particularly among Commuterland Culturebuffs and Dormitory Dependables - demographics known for strong attendance at theatre, music, museums, and heritage venues. National participation data and segmentation tools show that cultural demand in the district is robust. This is an audience inclined to be cultural producers as well as consumers and there may be untapped potential in encouraging and enabling active volunteering and homegrown community cultural activity.

The data suggests East Hampshire has a strong cultural foundation, but the next phase of strategy might also consider who is being left behind, and how local infrastructure can respond.

The infrastructure reveals a professional cultural venue shortfall in East Hampshire, particularly in larger-scale, professionally operated facilities. However, seven large-

scale professional theatres lie within a 45-minute drive of Petersfield which presents a huge range of high-quality professional theatre, music and performance.

The match between the offer of these theatres and the cultural profile of East Hampshire residents implies that there is a leakage of cultural expenditure outside of the district. However, these venues will undoubtedly be receiving significant support from the local authorities in which they are based, providing a benefit to residents without the corresponding cost. Given current pressures on local government finances, and the level of subsidy typically required to sustain large-scale cultural venues, it would not be viable or strategic for the Council to attempt to replicate these offers within the district.


Instead, the following parallel options are recommended

1. Revitalising Petersfield Festival Hall into a mid-scale, professionally curated cultural venue could retain more cultural spend locally and serve the district's most culturally engaged audiences. However, this would require capital investment and ongoing subsidy and support.
2. Developing a community-based model that supports smaller-scale, flexible and locally driven cultural activity in community centres, village halls and outdoor settings. This approach would increase access for currently underserved groups and align with EHDC's aim to make cultural opportunities more inclusive. The potential capital requirements and opportunities will be highlighted in the Community Buildings Assessment, understanding gaps, barriers, need and ambition will require a wider cultural strategic consultation.

Appendix A: Case Study 1

The Capitol

H O R S H A M


Type of Venue	Multi-use arts centre
Location	Horsham, West Sussex Local Authority: Horsham District Council Population: 51,000 Postcode: RH12 1RG
Number and capacity of auditoria	<ul style="list-style-type: none"> • Auditorium: 410 seats • The Studio: 100 seats • 2 x cinema screens, 175 & 89 seats • Café/ bar • Gallery • Meeting rooms • The theatre is equipped with an orchestra pit, fly tower, latest digital projection equipment and extensive lighting and sound facilities.
	
Ownership and Governance Model	<p>The Capitol Theatre is owned and run by Horsham District Council. In 2003 the Council invested £5.4m in infrastructure improvements.</p> <p>To ensure The Capitol remains up-to-date and able to provide and attract a mix of high-quality performances, the Council has agreed to invest a further £10.7m in 2025-26 for refurbishment works.</p>
Vision	<p>Horsham District Council vision: Supporting people and communities: our district is a great place to live and everyone deserves to benefit. We'll provide help in tough times and build communities where people can flourish and have fun.</p>



<p>Programme</p>	<p>The Capitol offers a mix of live theatre, high-quality professional performances with a mix of genres, as well as two cinema screens, appealing to a wide range of audiences. The Capitol supports the grassroots community, hosting amateur dramatics clubs, rehearsal and performance opportunities, youth theatre, music, and vulnerable groups. The cinema screens show the latest releases and special screenings.</p>
<p>Performance data (last financial year)</p>	<p>110,00 customers Achieved approx. 80% capacity for theatre and 15% for cinema</p>
<p>Marketing Headlines</p>	<p>8,100 Facebook followers 4,675 X followers 4,135 Instagram followers</p>
<p>Financial Headlines (last financial year)</p>	<p>Net income £1,700,000 Expenditure £1,900,000 Income from café/ bar £375,000 Horsham District Council contribute c.£350,000 pa to the running costs Operates with a FTE staff of 7.5</p>
<p>Further Reading</p>	<p>The Capitol website: Home The Capitol Horsham</p>
<p>Learning for EHDC</p>	<p>One cultural venue can support a range of different cultural and creative participation activity. The Council has budgeted £10.7m for further improvements and provides £350k per annum running costs. For comparison, Maidstone Borough Council pay £280k to Parkwood Theatres to run the Hazlitt Theatre (353 capacity).</p>

Appendix B: Case Study 2



Type of Venue	Community-run theatre
Location	Horley, Surrey Local Authority: Reigate and Banstead Borough Council Population: 22,000 Postcode: RH6 7NQ
Number and capacity of auditoria	<ul style="list-style-type: none"> • Auditorium: 95 • Green room • Studio theatre • Bar
	
Ownership and Governance Model	<p>The Archway Theatre is run by The Archway Theatre Company (ATC). ATC had been leasing the space under the bridge from British Rail since 1957 but it was incredibly restrictive. In 1989 they raised funds and took out a bank loan, enabling them to lease more land behind the arches, build a new stage area, green room and scenery dock, and refurbish the auditorium to increase seating capacity from 65 to 95.</p> <p>The Archway Theatre Company is both a limited company and registered charity. It is run entirely by volunteers.</p>



<p>Programme</p>	<p>The programme is entirely provided by the Archway Theatre Company. It is ambitious and includes all aspects of theatre, including musicals, drama and pantomime. There are 10 full productions every year (with 10 performances of each production over a two-week run). ATC also run Youth Workshops and Young Adults Workshops & productions.</p>
<p>Performance data (last financial year)</p>	<p>Average attendance is over 95%</p>
<p>Marketing Headlines</p>	<p>2,900 Facebook followers 851 Instagram followers 379 YouTube subscribers 164 TikTok followers</p>
<p>Financial Headlines (last financial year)</p>	<p>Income from membership £6,500 Income from ticket sales £115,700 Income from room hire £2,000 Reigate and Banstead Borough Council grant £8,000 Operational net loss of £9,000</p>
<p>Further Reading</p>	<p>The Archway website: What's On?</p>
<p>Learning for EHDC</p>	<p>Small-scale and hyper-local theatre provision can be led by the community itself, with minimal subsidy or input from the local authority. There is a huge variety of these types of community-led venues including cultural cinema, local music venues and mixed arts centres. This will be led by the specific interests and capacity of the local community in any given place. More detailed research and consultation will be required to ascertain that in East Hants.</p>

Appendix C: Audience Agency data

This report is based on mapping and profiling tools provided by Experian.



Profile data: East Hampshire
Base Area: Hampshire
Date: 02/04/2025

This report provides an overview of your [e.g. customer] profile. Your profile (East Hampshire) is compared to the profile of your base area (Hampshire).

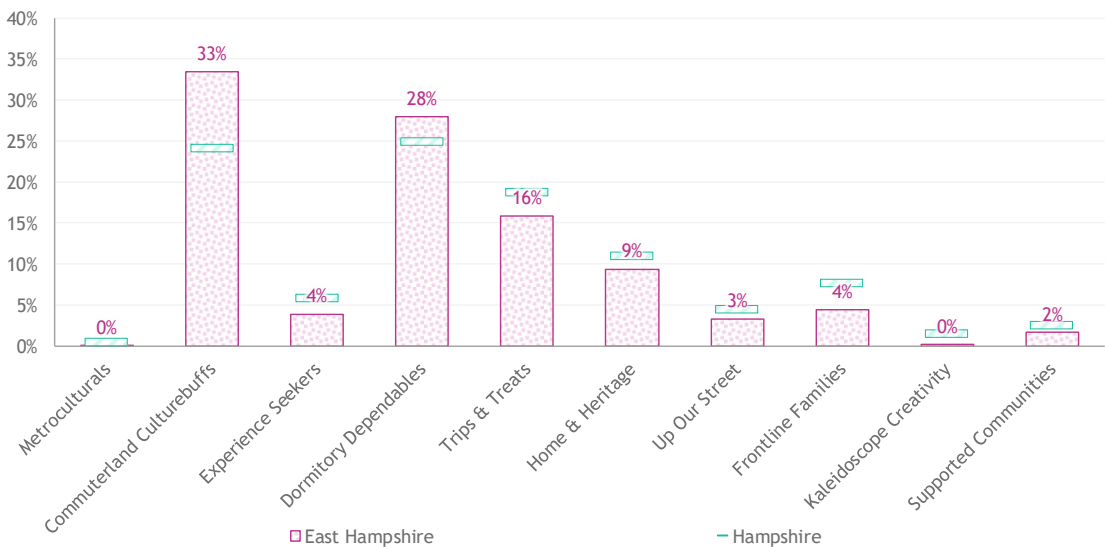
106,897 records were provided, of which 105,770 were matched to an Audience Spectrum segment and 105,379 were matched to a Mosaic group and type.

Audience Spectrum profile
Profile data: East Hampshire
Base area: Hampshire

Segment profile

Audience Spectrum segment	East Hampshire Count	East Hampshire %	Hampshire %	Index Value	Index Indicator
Metroculturals	13	0%	0%	3	
Commuterland Culturebuffs	35,381	33%	24%	139	
Experience Seekers	4,100	4%	6%	68	
Dormitory Dependables	29,607	28%	25%	113	
Trips & Treats	16,767	16%	19%	85	
Home & Heritage	9,909	9%	11%	86	
Up Our Street	3,453	3%	4%	75	
Frontline Families	4,622	4%	8%	58	
Kaleidoscope Creativity	209	0%	1%	15	
Supported Communities	1,709	2%	2%	68	
Unclassified	1,127	-	7,363		
Base		105,770	1,170,517		

Please note: base totals and percentages do not include unclassified records



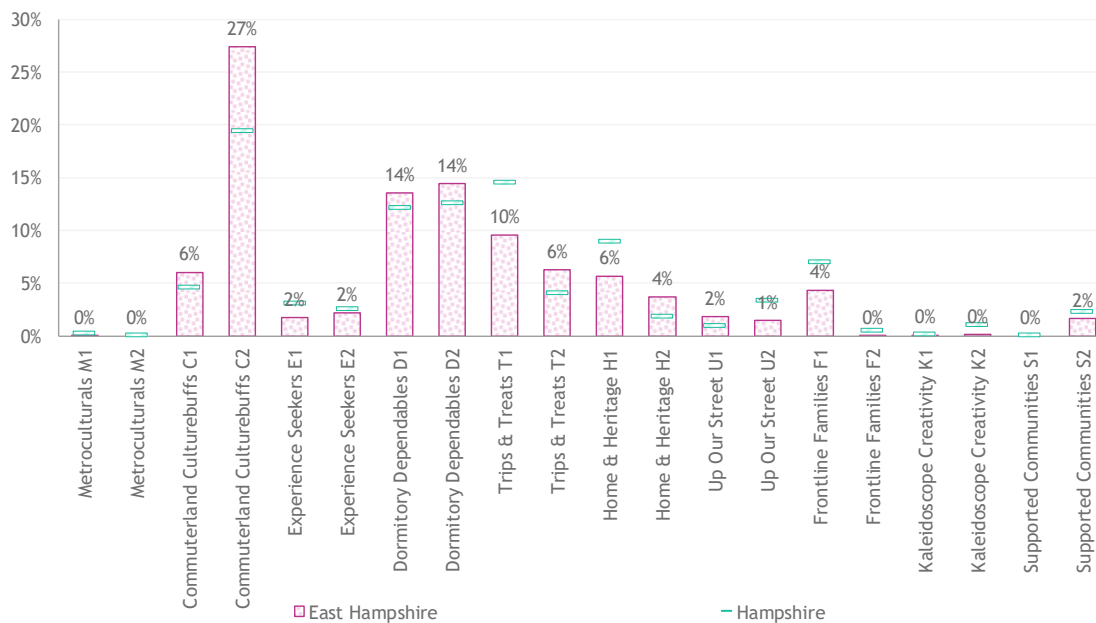
Continuum – East Hampshire Cultural Demand and Infrastructure Review



Subsegment profile

Audience Spectrum subsegment	East Hampshire	East Hampshire	Hampshire	Index	Index
	Count	%	%	Value	Indicator
Metroculturals M1	13	0%	0%	4	
Metroculturals M2	0	0%	0%	0	
Commuterland Culturebuffs C1	6,382	6%	5%	131	
Commuterland Culturebuffs C2	28,999	27%	19%	141	
Experience Seekers E1	1,814	2%	3%	55	
Experience Seekers E2	2,286	2%	3%	84	
Dormitory Dependables D1	14,317	14%	12%	111	
Dormitory Dependables D2	15,290	14%	13%	115	
Trips & Treats T1	10,137	10%	15%	66	
Trips & Treats T2	6,630	6%	4%	153	
Home & Heritage H1	5,990	6%	9%	63	
Home & Heritage H2	3,919	4%	2%	198	
Up Our Street U1	1,888	2%	1%	186	
Up Our Street U2	1,565	1%	3%	44	
Frontline Families F1	4,588	4%	7%	62	
Frontline Families F2	34	0%	1%	6	
Kaleidoscope Creativity K1	79	0%	0%	33	
Kaleidoscope Creativity K2	130	0%	1%	11	
Supported Communities S1	0	0%	0%	0	
Supported Communities S2	1,709	2%	2%	70	
Unclassified	1,127	-	7,363		
Base	105,770		1,170,517		

Please note: base totals and percentages do not include unclassified records





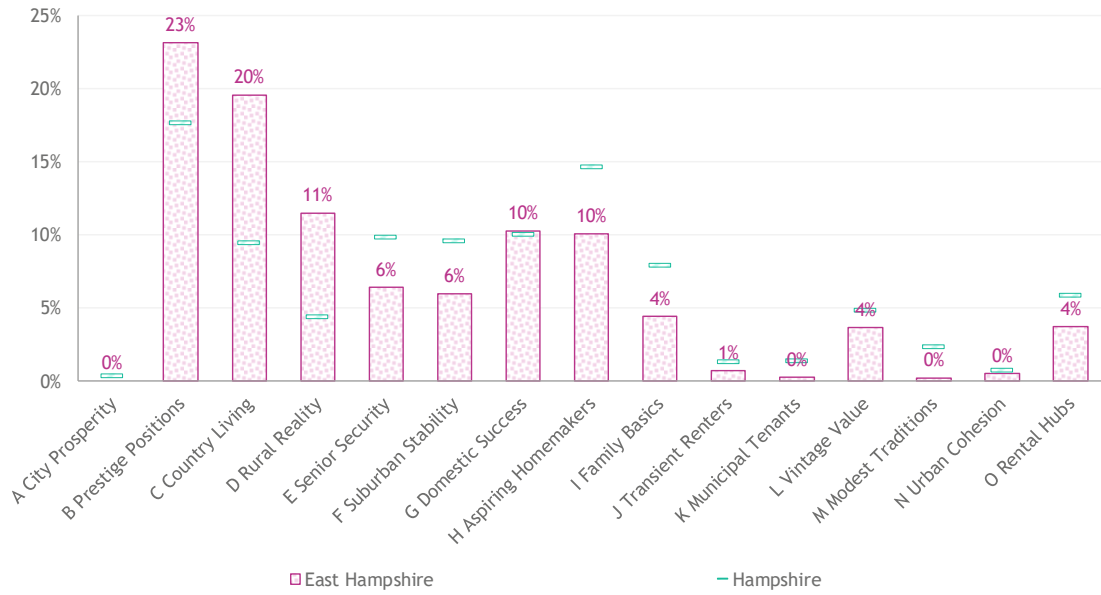
Mosaic group profile

Profile data: East Hampshire
Base area: Hampshire

Group profile

Mosaic group	East Hampshire	East Hampshire	Hampshire	Index	Index
	Count	%	%	Value	Indicator
A City Prosperity	0	0%	0%	0	
B Prestige Positions	24,333	23%	18%	131	
C Country Living	20,570	20%	9%	207	
D Rural Reality	12,076	11%	4%	262	
E Senior Security	6,728	6%	10%	65	
F Suburban Stability	6,285	6%	10%	62	
G Domestic Success	10,796	10%	10%	102	
H Aspiring Homemakers	10,577	10%	15%	69	
I Family Basics	4,622	4%	8%	55	
J Transient Renters	733	1%	1%	54	
K Municipal Tenants	229	0%	1%	16	
L Vintage Value	3,847	4%	5%	76	
M Modest Traditions	187	0%	2%	8	
N Urban Cohesion	482	0%	1%	63	
O Rental Hubs	3,914	4%	6%	64	
Unclassified	0	-	0		
Base	105,379		1,166,878		

Please note: base totals and percentages do not include unclassified records



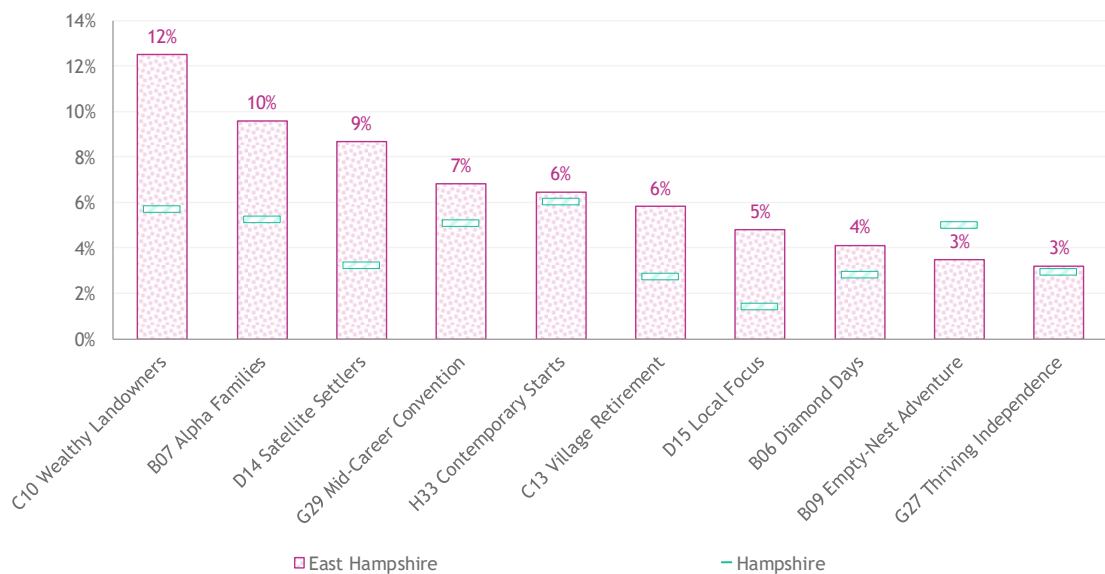
Mosaic type profile

Profile data: East Hampshire
Base area: Hampshire

Top 10 types

Mosaic type	East Hampshire	East Hampshire	Hampshire	Index	Index
	Count	%	%	Value	Indicator
C10 Wealthy Landowners	13,162	12%	6%	219	
B07 Alpha Families	10,090	10%	5%	184	
D14 Satellite Settlers	9,141	9%	3%	269	
G29 Mid-Career Convention	7,203	7%	5%	135	
H33 Contemporary Starts	6,805	6%	6%	108	
C13 Village Retirement	6,146	6%	3%	214	
D15 Local Focus	5,063	5%	1%	341	
B06 Diamond Days	4,344	4%	3%	148	
B09 Empty-Nest Adventure	3,659	3%	5%	69	
G27 Thriving Independence	3,378	3%	3%	110	
Base	105,379		1,166,878		

Please note: base totals and percentages do not include unclassified records



Continuum – East Hampshire Cultural Demand and Infrastructure Review



Full profile					
Mosaic type	East Hampshire	East Hampshire	Hampshire	Index	Index
	Count	%	%	Value	Indicator
A01 World-Class Wealth	0	0%	0%	0	
A02 Uptown Elite	0	0%	0%	0	
A03 Penthouse Chic	0	0%	0%	0	
A04 Metro High-Flyers	0	0%	0%	0	
B05 Premium Fortunes	1,077	1%	1%	103	
B06 Diamond Days	4,344	4%	3%	148	
B07 Alpha Families	10,090	10%	5%	184	
B08 Bank of Mum and Dad	2,731	3%	3%	96	
B09 Empty-Nest Adventure	3,659	3%	5%	69	
C10 Wealthy Landowners	13,162	12%	6%	219	
C11 Rural Vogue	1,693	2%	1%	147	
C12 Scattered Homesteads	242	0%	0%	97	
C13 Village Retirement	6,146	6%	3%	214	
D14 Satellite Settlers	9,141	9%	3%	269	
D15 Local Focus	5,063	5%	1%	341	
D16 Outlying Seniors	1,681	2%	1%	257	
D17 Far-Flung Outposts	0	0%	0%	100	
E18 Legacy Elders	1,677	2%	3%	58	
E19 Bungalow Haven	2,496	2%	5%	50	
E20 Classic Grandparents	135	0%	2%	8	
E21 Solo Retirees	326	0%	1%	21	
F22 Boomerang Boarders	985	1%	2%	46	
F23 Family Ties	2,735	3%	3%	75	
F24 Fledgling Free	357	0%	1%	54	
F25 Dependable Me	1,020	1%	1%	91	
G26 Cafés and Catchments	305	0%	1%	50	
G27 Thriving Independence	3,378	3%	3%	110	
G28 Modern Parents	2,314	2%	3%	66	
G29 Mid-Career Convention	7,203	7%	5%	135	
H30 Primary Ambitions	1,030	1%	5%	21	
H31 Affordable Fringe	252	0%	1%	18	
H32 First-Rung Futures	396	0%	1%	40	
H33 Contemporary Starts	6,805	6%	6%	108	
H34 New Foundations	0	0%	0%	100	
H35 Flying Solo	2,469	2%	2%	123	
I36 Solid Economy	2,799	3%	4%	60	
I37 Budget Generations	479	0%	1%	32	
I38 Economical Families	243	0%	1%	44	
I39 Families on a Budget	0	0%	1%	0	
J40 Value Rentals	82	0%	0%	86	
J41 Youthful Endeavours	174	0%	0%	40	
J42 Midlife Renters	847	1%	2%	43	
J43 Renting Rooms	0	0%	0%	0	
K44 Inner City Stalwarts	8	0%	0%	23	
K45 City Diversity	0	0%	0%	100	
K46 High Rise Residents	0	0%	0%	0	
K47 Single Essentials	249	0%	1%	33	
K48 Mature Workers	62	0%	0%	35	
L49 Flatlet Seniors	329	0%	0%	72	
L50 Pocket Pensions	754	1%	1%	62	
L51 Retirement Communities	2,455	2%	3%	88	
L52 Estate Veterans	396	0%	1%	35	
L53 Seasoned Survivors	0	0%	0%	0	
M54 Down-to-Earth Owners	6	0%	0%	2	
M55 Back with the Folks	255	0%	1%	18	
M56 Self Supporters	10	0%	1%	2	
N57 Community Elders	0	0%	0%	0	
N58 Culture & Comfort	2	0%	0%	5	
N59 Large Family Living	0	0%	0%	100	
N60 Ageing Access	486	0%	1%	80	
O61 Career Builders	611	1%	2%	33	
O62 Central Pulse	0	0%	0%	0	
O63 Flexible Workforce	0	0%	0%	0	
O64 Bus-Route Renters	2,220	2%	2%	89	
O65 Learners & Earners	0	0%	0%	0	
O66 Student Scene	0	0%	0%	0	
Unclassified	0	-	0		
Base	105,379		1,166,878		

Please note: base totals and percentages do not include unclassified records