



Shaping Your Community: Engagement with residents and businesses RESULTS

Headline:

Over 1,500 residents and businesses took part in 'Shaping Your Community' which is providing valuable information about what matters most to you, as Eastleigh Borough Council develops its Local Plan.

Background:

The Eastleigh Borough Local Plan 2011-2036 is currently being developed and will guide the development of housing, employment land, infrastructure and community facilities in the Borough over the next 20 years. A new plan gives the Council and our communities a chance to look afresh at what sort of places and facilities we need in the future.

Whilst the council received responses from 1,150 people as part of the Issues and Options consultation, it was clear that there remained a low level of understanding about the purpose of a Local Plan and how it might affect residents and businesses in the Borough.

It was with this in mind that 'Shaping Your Community' was developed. A two way engagement process, not part of the formal planning process or a duty to consult, but focused on getting information out and gaining insights from residents and businesses and about their priorities and needs.

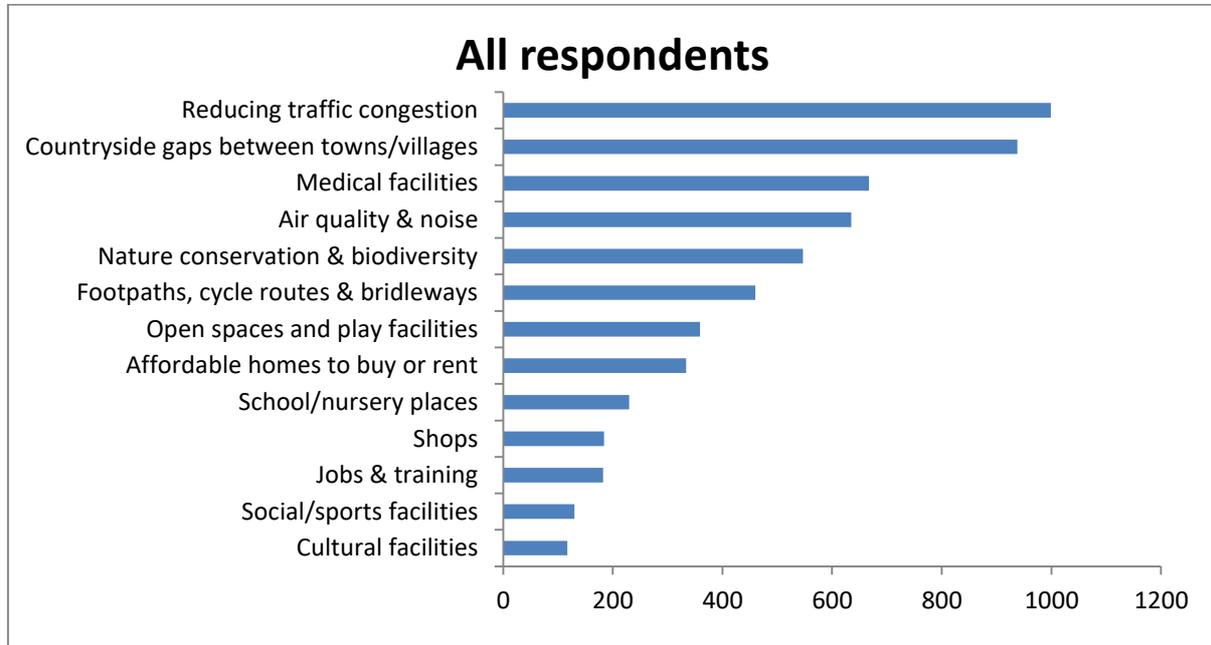
How:

Shaping Your Community was launched in October 2017. Businesses and residents were contacted through two key channels. Firstly, with a digital survey that was distributed through a wide range of existing networks and a number of digital mailing lists. The digital campaign was followed by invitations to businesses to attend a choice of four meetings held across the Borough and to town/parish councils both within Eastleigh Borough and those within Winchester. Paper surveys were also distributed to libraries across the Borough, the Wildern School, dial-a-ride bus services and minority ethnic groups.

What you told us:

1. Overall more than **1,500 surveys were completed** by residents and businesses from across Eastleigh Borough and from neighbouring parishes in the Winchester area. The **18-29 year age group is significantly under-represented**, it is therefore important to assess if this age group had identified different issues to other age groups.
2. The area of residence: there is significant **over representation from one area of the Borough**. Analysis by area is therefore important to establish if residents in different parts of the Borough have different issues.





Residents:

- Traffic congestion and maintaining countryside gaps between settlements/avoiding urban sprawl, are the top two issues, irrespective of age, gender or area of residence.
- Medical facilities become increasingly important with increased age. You told us it is not just excess waiting times for appointments but ability to get to surgeries due to distance and lack of public transport.
- Air quality and noise are a significant issue with residents identifying clear links and fear that further new housing will make things worse.
- Affordable housing was the top priority for those aged 18-29 years but with so few respondents in this age group this issue doesn't rank very highly overall.
- Nature conservation and biodiversity was an important issue for those living in the north of the Borough and in the neighbouring Winchester parishes.

Businesses

- Traffic congestion was also a major issue for businesses in terms of getting both goods and staff to and from work spaces.
- There is a need to better understand the needs in terms of the right type and range of premises required.
- There is a wide range of skills shortages, high, specialist technical and low all required.
- Broadband is a particular issue for smaller businesses, often those working from home outside of Eastleigh town where speeds are lower.

What Next?

There is more work to do in fully analysing and understanding all of the individual comments you gave us. Next year we will be sharing more information about this and the next stages of the Local Plan.

