

## **RESPONDENTS' PRIORITIES FOR HAMPSHIRE COUNTY COUNCIL'S RURAL DELIVERY STRATEGY - BROADBAND**

Improve rural broadband. Broadband take-up in rural areas may be higher than urban areas: 65% vs. 40-50% in urban areas, proving the importance of broadband in rural areas.

Use HCC's HPSN (Hampshire Public Services Network) as the platform for delivering a reliable broadband service throughout rural areas. HPSN delivers a reliable and high bandwidth broadband. (25.7% of Hampshire postcodes are unable to receive broadband of >1Mb/s; 51.8% of Hampshire postcodes are unable to receive broadband of >2Mb/s. BT recommends that 4Mb/s is needed for BT Vision. Neither BT21CN network nor adoption of ADSL2+ services will improve available speeds.) HCC has the opportunity now to do this, with the negotiation of a contract to deliver HPSN 2, to use its public network as a platform to serve the parts of rural Hampshire which are being neglected by telecom companies. Technology has advanced to allow dual access, which was the previous block.

Residents in areas with limited broadband should be able to connect to the fibre optic broadband cables being laid to schools by HCC.

HCC should investigate developing a joint venture trading company that can provide wholesale broadband services to remote rural locations. In order to make public access to HPSN2 commercially viable, perhaps tie this in to a broadband service delivery for towns such as Basingstoke.

HCC should pressure BT Openreach to provide/improve broadband in areas with poor broadband.

Further investment in eHampshire.

Follow the example of Government's urban focussed DC10 (Digital Cities) in rural Hampshire.

Hampshire must invest more money in the provision of ICT to rural communities if they are to prosper and survive. Need better IT for home working.

Investigate other sources such as third generation technology.

HCC could provide all mobile libraries with internet access – currently only 2 out of 19 have this.,

HCC could follow the initiative of "Fibre Moor", a community co-operative in Alston, Cumbria, which is aiming to make Alston one of the first villages to offer fibre optic cable access to homes.

Commercial letting of redundant agricultural buildings is only really possible if there is broadband.

Possibly expand the 2 MATiSSE Smarter Working Centres from the 2 existing centres in Whitchurch and Fordingbridge.

Next Generation Access  
Broadband Infrastructure Review

for

Basingstoke and Deane Borough Council

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## Executive Summary

This report concisely states the current service provision of xDSL (BT) Broadband services in Basingstoke and describes the population base affected.

The aim is to set out the extent of the geographical area and the number of people and businesses affected by poor broadband service.

- Current population of Basingstoke 80,000
- Current housing stock 67,800
- 28% of residents are career professionals living in sought after areas, average income £37,800
- 57% of residents are younger families living in newer homes, average income £41,900
- It is estimated that 70% of lines are more than 4km from the exchange, more than 29,000 of the 42,000 telephone lines that are connected to the Basingstoke exchange
- A recent public survey caused over 200 people and businesses to reply with complaints about the broadband service they receive within the town.

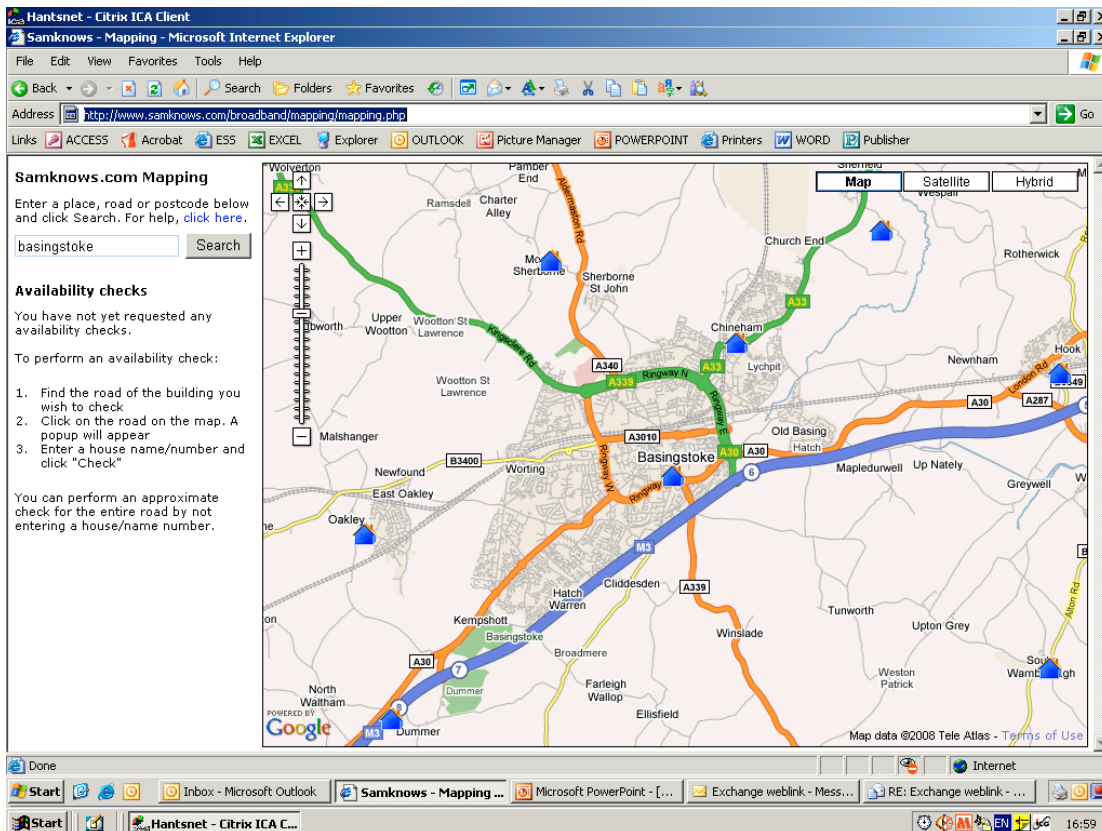
Sample data of 1,039 telephone line lengths for Basingstoke exchange						
70% >4km from exchange						
Line length	0-4km	4-5km	5-6km	6-7km	7-8km	8km+
Number from sample	311	235	211	155	47	80
Percentage	30%	23%	20%	15%	5%	8%
Total lines affected (estimated)	11,972	9,047	8,123	5,967	1,809	3,080

- 22% of Hampshire's planned population growth will take place within the Basingstoke and Deane Boundary.
- Planned population growth of 12,400 from 159,500 to 171,900 by 2014
- Planned housing stock growth of 8,300 units, from 67,800 to 76,100 by 2014 (14%)

## Background and existing infrastructure:

Basingstoke exchange serves 42,000 lines, mostly residential, of which roughly 2000 are commercial. There is a second exchange (Chineham) which whilst ideally located for residents in and around Chineham doesn't actually house any consumer delivery equipment.

## Map showing location of Basingstoke (central) and Chineham (north east)



Housing development has taken place in both the north and south of the town over the last 30 years, no additional telephone exchanges have been built during these developments because, at the time, to provide telephony services, they were not required.

As a result the main telephone exchange for Basingstoke remains in the centre of the town whilst the majority of the towns population live on the outskirts in the districts of Chineham, Kempshott, Hatch Warren and Beggarwood. Some (although not all) areas of the town are served by Virgin Media (cable) services which are not affected by these issues.

It can clearly be demonstrated that significant areas of the town are poorly served by the existing BT copper infrastructure that provides broadband services.

A recent survey of 1,039 telephone lines in Basingstoke found 281 lines to have line lengths over 6,000metres (6km) which will provide less than 1Mb of service over conventional ADSL. This equates to 28% of the sample, if this is representative of the 40,000 lines connected to the Basingstoke exchange then up

to 11,240 lines are affected by this service issue. Over 70% of lines have a length in excess of 4km.

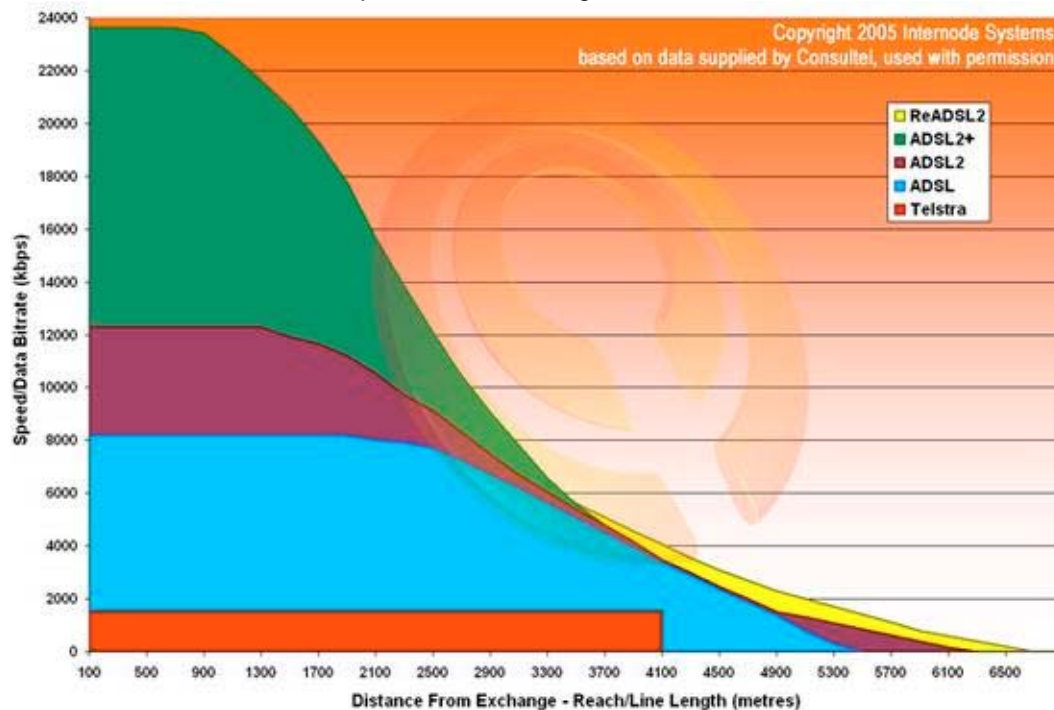
Sample data of 1,039 lines for Basingstoke exchange

Line length	<1km	1-2km	2-3km	3-4km
Number from sample	25	57	84	145
Percentage	2%	5%	8%	14%
Total lines affected (estimated)	962	2,194	3,234	5,582

Line length	4-5km	5-6km	6-7km	7-8km	8km+
Number from sample	235	211	155	47	80
Percentage	23%	20%	15%	5%	8%
Total lines affected (estimated)	9,047	8,123	5,967	1,809	3,080

Chart of ADSL Broadband speed v's line length:



Local Loop Unbundling

Basingstoke has several local loop unbundled services and is classified under OfCom as a Market 3 area; where 4 or more principal operators provide broadband services. Service in this area has therefore been deregulated.

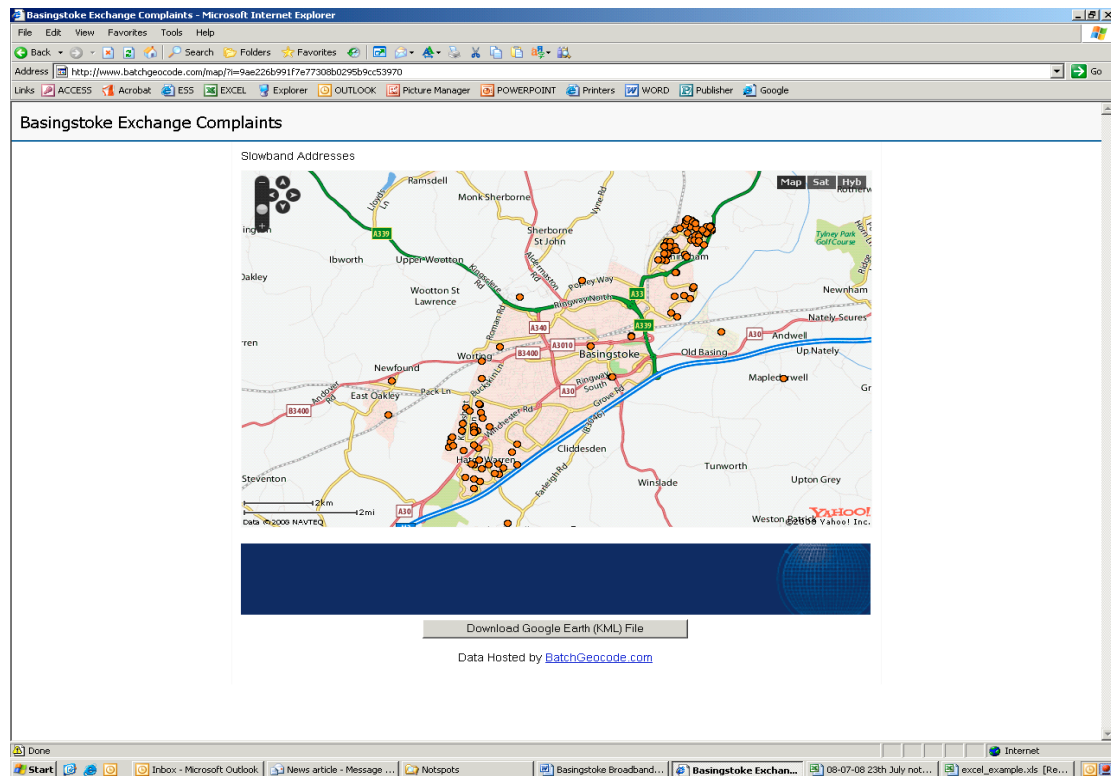
LLU Providers:

AOL, O2 / Be, C&W / Bulldog, NewNet, Orange, Pipex, Sky / Easynet, TalkTalk (Car Phone Warehouse) and Tiscali

## Basingstoke Residents Responses

eHampshire, in conjunction with Basingstoke and Deane Borough Council, ran a public campaign during June and July 2008 asking residents to register their complaints about slow broadband in Basingstoke. Inevitably the campaign overflowed into surrounding boroughs and rural locations but the vast majority of the 240 replies applied directly to Basingstoke and have been mapped below with 3 separate views, Basingstoke overall, Basingstoke North, and Basingstoke South.

### Map of Basingstoke exchange area and complaints



## Zoom in Map of Northern Basingstoke Area - Chineham Complaints

The screenshot shows a Microsoft Internet Explorer browser window displaying a map titled "Basingstoke Exchange Complaints". The map shows the northern part of Basingstoke, with several orange dots representing slowband addresses. The map includes labels for roads such as A140, A130, and A30, and areas like Chineham and Basingstoke. A "Download Google Earth (KML) File" button is visible below the map. The browser's address bar shows the URL: <http://www.batchgeocode.com/map/?i=9ae226b991f7e77308b0295b9cc53970>. The taskbar at the bottom shows several open applications, including Outlook, Notspots, and an Excel spreadsheet.

## Zoom in Map of Southern Basingstoke Area Complaints - Kempshott & Hatch Warren

The screenshot shows a Microsoft Internet Explorer browser window displaying a map titled "Basingstoke Exchange Complaints". The map shows the southern part of Basingstoke, with several orange dots representing slowband addresses. The map includes labels for roads such as A130, A140, and A30, and areas like Hatch Warren and Cliddesden. A "Download Google Earth (KML) File" button is visible below the map. The browser's address bar shows the URL: <http://www.batchgeocode.com/map/?i=9ae226b991f7e77308b0295b9cc53970>. The taskbar at the bottom shows several open applications, including Outlook, Notspots, and an Excel spreadsheet.

<http://www.batchgeocode.com/map/?i=9ae226b991f7e77308b0295b9cc53970>

The maps clearly show the extent of the problem with almost no complaints at all in the central districts and significant levels of concern in both the North and South of the town.

We have also run line length analysis on the numbers supplied by the public, and whilst in some other locations there is an issue relating to the amount of backhaul provided from the exchange affecting the actual throughput, Tadley for instance where residents can achieve 6Mb/s or 8Mb/s from the exchange to the house but only get a throughput of 512Kb or less (see appendix 1 a, b, c) the issue affecting Basingstoke seems from analysis so far to be entirely related to line length.

**Number of households in each area - 2001 Census reports:**

Ward	Households	Population
Chineham	2,918 households	7003
Hatch Warren and Beggarwood	2,811 households	7802
Kempshott	2,847 households	7241

## Demographic Details

Population:	2008	2009
Chineham	8,422	8,567
Hatch Warren/Beggarwood	10,331	10,235
Kempshott	7,420	7,371

### Mosaic and Paycheck Analysis for Basingstoke

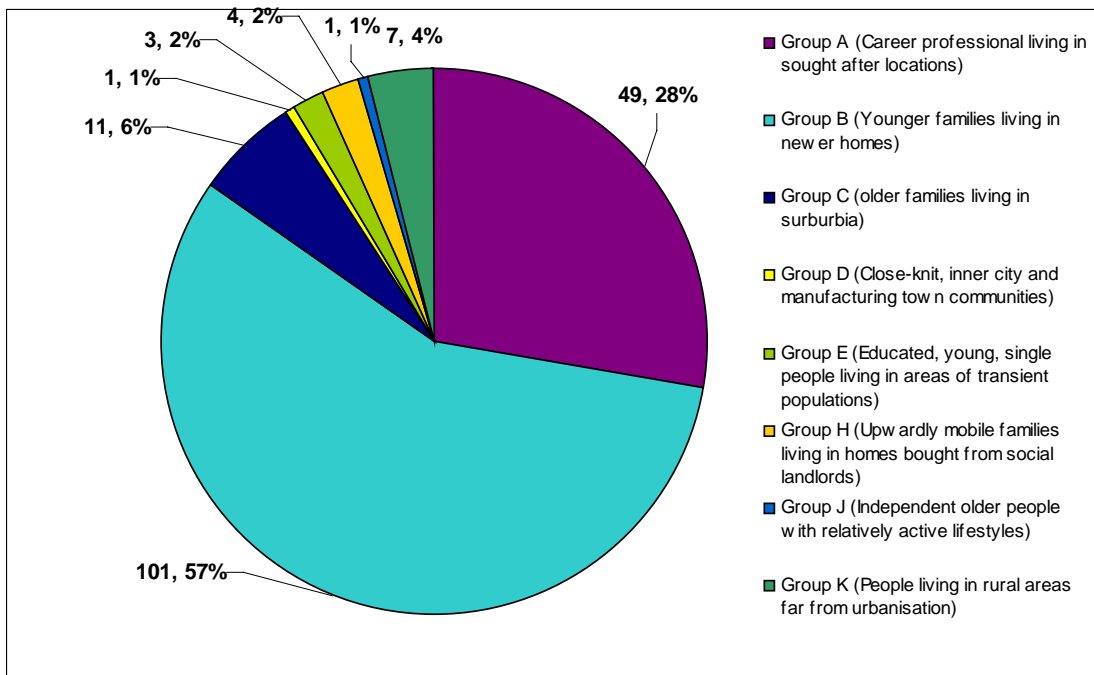
Overall, the Basingstoke study area would support the hypothesis that postcodes from these areas generally comprise higher income households that are receptive to the internet. There are groups which disprove the hypothesis, but these represent a small proportion.

The Mosaic and Paycheck data are model derived and therefore provide an indicator of socio-economic type and income. Furthermore, the Basingstoke study is based on individual household data whereas both Mosaic and Paycheck refer to the whole postcode.

### Mosaic Group Analysis

Mosaic is a model that segments the UK population, into 11 distinct Groups and 61 distinct "Types". These "Types" or "Groups" identify groups of individuals and households that are as similar and as different as possible to any other group. They describe the household of a postcode in terms of their typical demographics, their behaviours, their lifestyle characteristics and their attitudes.

Figure 1: Mosaic Groups (N=177)



Source: Strategy and Information using Experian's Business Strategies Mosaic 2007

All but one postcode of the 178 household postcodes could be assigned a Mosaic classification.

In total 85% of responses came from Group A or Group B Postcodes.

### Mosaic Group Profile

The following Group descriptions are ranked by proportion

Group B (57%) comprise people whose focus is on career, home and family. These are mostly younger age groups, now raising children in post war family houses, often in areas with rapidly growing populations. The focus of expenditure is on equipment for the home. Therefore, Group B has a strong requirement for credit, but with steady incomes and often with two parents working these debts are usually affordable and are typically spread across credit cards, personal loans and retail credit.

Group A (28%) contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who live in sought after locations, and are likely to be people who have accumulated substantial equity in some form or other and have a high 'net worth'.

Group C (6%) comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Most personal equity is likely to be locked up in their property which has a high value in relation to the outstanding mortgage.

Group K (4%) contains people whose pattern of living is distinctively rural. They live just outside major population centres and in the countryside, in small communities. These are places where people with different levels of income share attachments to local communities.

Group H (2.3%) comprises who live in what were once council estates but where tenants have exercised their right to buy. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

Group E (1.7%) mostly contains young and well educated people who are cosmopolitan in their tastes and liberal in their social attitudes. Whilst eager consumers of the media and with a sophisticated understanding of brand values.

Group D (0.6%) is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, drive their own cars and hold down responsible jobs.

Group J (0.6%) consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension. Many of these people have, on retirement, moved to the seaside or the countryside to live. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.

### Mosaic Internet receptivity

Table 1: Communication receptivity: Internet

Receptive to Internet communication	Yes/No
Group A (Career professional living in sought after locations)	Yes
Group B (Younger families living in newer homes)	Yes
Group C (older families living in suburbia)	NS
Group D (Close-knit, inner city and manufacturing town communities)	NS
Group E (Educated, young, single people living in areas of transient populations)	Yes
Group H (Upwardly mobile families living in homes bought from social	No

landlords)	
Group J (Independent older people with relatively active lifestyles)	No
Group K (People living in rural areas far from urbanisation)	Yes

Source: Strategy and Information using Experian's Business Strategies Mosaic 2007  
Note. 'NS' Not stated.

Whilst the above will not apply to every house hold, on the whole Group B is probably the most receptive to digital multi-media communication streams after Group E. Group B are also very receptive to digital TV and e-mail, whilst tending to be turned off by terrestrial TV and broadsheets. Groups C and D are neither receptive nor unreceptive to Internet, preferring red tops and TV as a communication stream. Likewise, whilst Groups H and J are generally unreceptive to Internet this will not apply to all households in these postcodes.

### Mosaic Factor A Wealth - Poverty Index

Table 2: Mosaic Factor A Wealth - Poverty Index

Wealth - Poverty Index (percentiles)	Average
Group A (Career professional living in sought after locations)	94.4
Group B (Younger families living in newer homes)	84.3
Group C (older families living in suburbia)	89.4
Group D (Close-knit, inner city and manufacturing town communities)	74
Group E (Educated, young, single people living in areas of transient populations)	81
Group H (Upwardly mobile families living in homes bought from social landlords)	26
Group J (Independent older people with relatively active lifestyles)	67
Group K (People living in rural areas far from urbanisation)	79.6

Source: Strategy and Information using Experian's Business Strategies Mosaic 2007

Mosaic Factor A slices Mosaic 'wealth' variables data into percentiles, so that 99 equates to the top 1% wealthiest postcodes in the UK. The figures in Table 2 above are average percentiles so the average percentile for Group A in the study area is 94. Groups A, B, C, E and K can be considered to be well off based on their Index scores; Groups D and J are above average, whilst Group H has less wealth.

Mosaic Type data, that can be found in the Appendix, provides a more detailed socio-economic breakdown.

### Paycheck Analysis

Paycheck is an income model using commercial and administrative data to estimate the mean, median and modal household income at the postcode level. There are no accuracy measures for the data and at best Paycheck is a broad estimation of household income. Due to wide variations in household incomes, the median is the most appropriate income measure.

Table 3: Paycheck median household income

<b>Modelled Median average Household Income</b>	
Group A (Career professional living in sought after locations)	37,800
Group B (Younger families living in newer homes)	41,900
Group C (older families living in suburbia)	35,200
Group D (Close-knit, inner city and manufacturing town communities)	25,900
Group E (Educated, young, single people living in areas of transient populations)	39,300
Group H (Upwardly mobile families living in homes bought from social landlords)	27,000
Group J (Independent older people with relatively active lifestyles)	38,300
Group K (People living in rural areas far from urbanisation)	25,900
<b>District Average</b>	<b>£32,000</b>

Source: Strategy and Information using CACI Paycheck 2006

Note: All figures rounded to nearest hundred pounds. Not all postcodes had Paycheck data.

Four out of 177 postcodes were not in Paycheck 2006. Based on the available postcodes, Group B have the highest median household income for postcodes in the study area. Groups D, H and K (7% of postcodes) tend to have median household incomes below the district median average (£32,000).

Appendix 1 Mosaic Type data

Mosaic Group	Mosaic ID	Mosaic Type	Postcode Count	Postcodes (%)	Factor A	Receptive to Internet	Median Household Income*
1	3	Successful managers living in very large houses in outer suburban locations	2	1.1%	95.5	Yes	£36,700
	4	Financially secure couples, many close to retirement living in sought after suburbs	4	2.3%	97	Yes	£36,400
	5	Senior professionals and managers living in the suburbs of major regional centres	2	1.1%	89	NS	£33,100
	6	Successful, high earning couples with new jobs in areas of growing high tech employment	32	18.1%	95.9	Yes	£38,900
	7	Well paid executives living in individually designed homes in rural environments	9	5.1%	88.7	Yes	£35,900
2	8	Families and singles living in developments built since 2001	3	1.7%	~	Yes	~
	9	Well qualified couples typically starting a family on a recently built private estate	33	18.6%	85.4	Yes	£43,200
	10	Financially better off families living in relatively spacious modern private estates	49	27.7%	93.1	Yes	£42,800
	11	Dual income families on intermediate incomes living on modern estates	12	6.8%	85	Yes	£34,300
	13	First generation owner occupiers, many with large amounts of consumer debt	4	2.3%	30	Yes	£44,200
3	15	Senior white collar workers many on the verge of financially secure retirement	7	4.0%	91.1	NS	£33,900
	17	Small business proprietors living in low density estates in smaller communities	1	0.6%	82	NS	£39,000
	19	Singles and childless couples increasingly taking over attractive older suburbs	3	1.7%	87.7	Yes	£36,800
4	21	Mixed communities of urban residents living in well built early 20th century housing	1	0.6%	74	Yes	£25,900
5	29	Economically successful singles, many living in privately rented inner city flats	1	0.6%	79	Yes	£35,100
	32	Singles and childless couples in small units in newly built private estates	2	1.1%	82	Yes	£41,400

8	46	Residents in 1930s and 1950s council estates, now mostly owner occupied Social housing, typically in 'new towns', with good job opportunities for the poorly qualified	1	0.6%	34	NS	£32,500
	47		3	1.7%	23.3	No	£25,200
10	54	Older couples, independent but on limited income living in bungalows	1	0.6%	67	No	£38,300
11	58	Well off commuters and retired people living in attractive country villages	7	4.0%	79.6	Yes	£25,900

Source: Strategy and Information using Experian Business Strategies Mosaic 2007 and CACI Paycheck 2006

Note: 'NS' not stated. '~' missing data., all Paycheck data rounded to nearest £100.

# A Demographic Profile of the Lower Super Output Areas in Basingstoke and Deane with reported Poor Broadband Services.

## Introduction

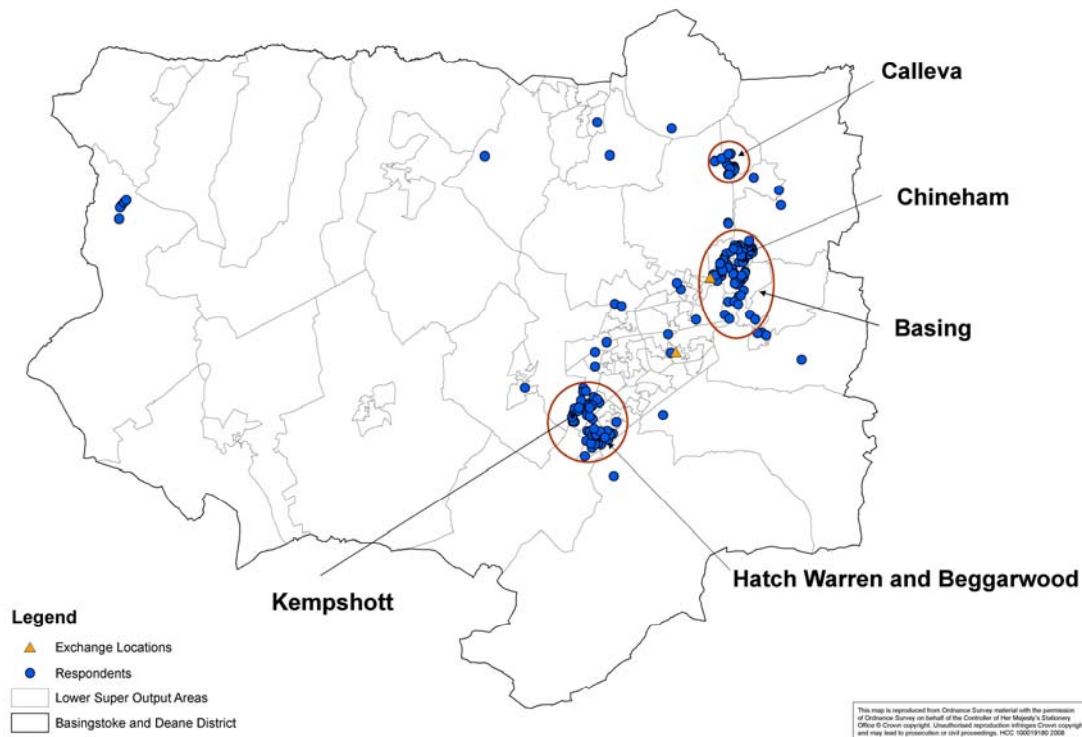
This profile provides an overview of the demographic characteristics of people living in areas within Basingstoke and Deane with reported poor broadband services. This profile is based on information from 178 respondents to a survey. The Lower Super Output Areas (LSOAs) where these respondents live will be analysed using Hampshire County Council's 2007 based Small Area Population Forecasts (SAPF), the Index of Multiple Deprivation 2007, Urban and Rural Classification for Output Areas 2004 and 2001 Census data.

The methodology used to produce SAPF data relies, in part, on detailed information regarding likely future dwelling supply. Information of this type is harder to obtain the further into the future one goes. Therefore there is less certainty surrounding population figures towards the end of the forecast period.

## Geographical Distribution of Respondents

The geographical distribution of the 178 respondents to the survey can be seen in Figure 1.

*Figure 1: Geographical Distribution of Survey Respondents*



There were 69 respondents from the Chineham area (39 %). 26 respondents from Kempshott (15 %), and 24 from Hatch Warren and Beggarwood (13 %). Residents from these three areas alone made up 67 % of the survey's respondents.

A further 17 respondents were from the Calleva area (10 %) and 15 were residents of Basing (8 %).

Also marked on Figure 1 are the locations of the Basingstoke and Chineham Exchanges.

Fourteen LSOAs (out of 104 in Basingstoke and Deane) contained 148 of the respondents (83 %) and the geographical location of these can be seen in Figure 2. In the LSOA section of this profile, data will be presented for these LSOAs individually, as they each contained 5 or more survey respondents (Table 1). Figure 3 gives a reference letter for these fourteen LSOAs and shows the number of respondents in each LSOA. A list of all the LSOAs with respondents can be seen in Appendix 1.

*Table 1: Number of Respondents in Each of the Fourteen LSOAs.*

LSOA Code	Number of Respondents	Number of Dwellings in 2007	Number of Dwellings in 2014	Change in the Number of Dwellings (2014-2007)	Map Reference Letter
E01022470	6	820	835	15	A
E01022491	13	565	845	280	B
E01022494	21	1,070	1,075	5	C
E01022495	13	680	680	0	D
E01022496	21	620	1,210	590	E
E01022497	5	610	610	0	F
E01022498	9	660	660	0	G
E01022508	17	1,810	1,840	30	H
E01022512	6	495	495	0	I
E01022514	5	665	680	15	J
E01022517	5	500	500	0	K
E01022518	14	775	775	0	L
E01022519	7	500	515	15	M
E01022546	6	570	580	10	N
Total Number of Respondents	148	10,340	11,300	960	

Figure 2: Geographical Distribution of the Fourteen LSOAs with 148 Respondents.

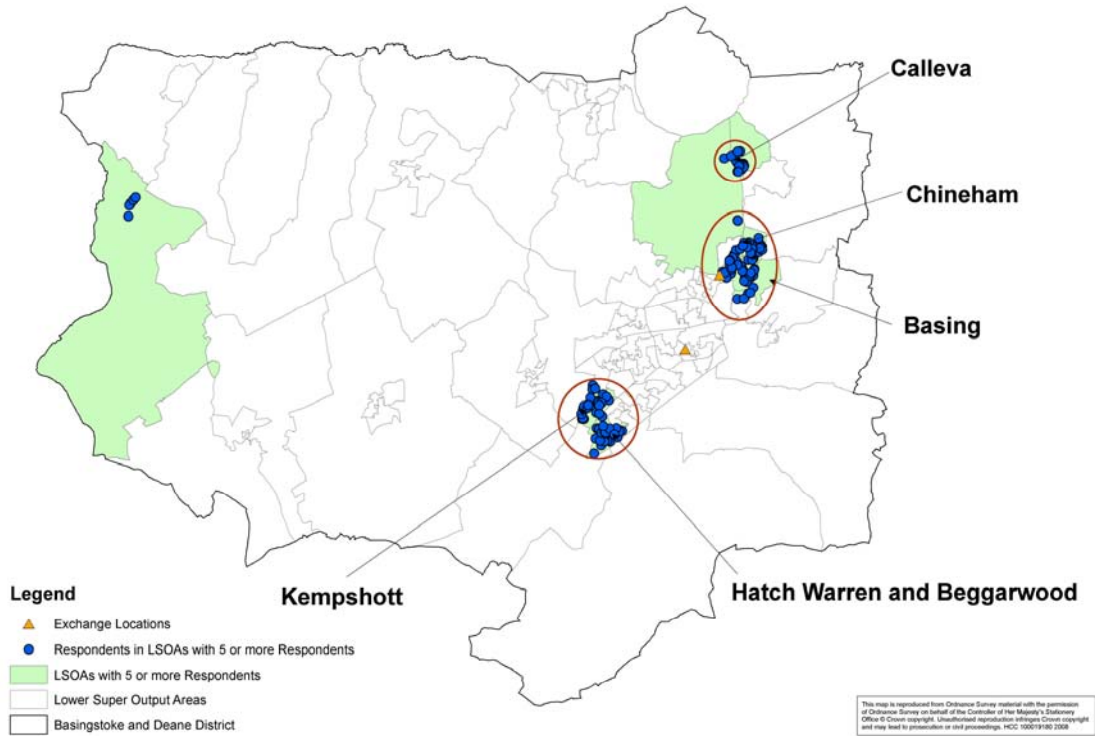
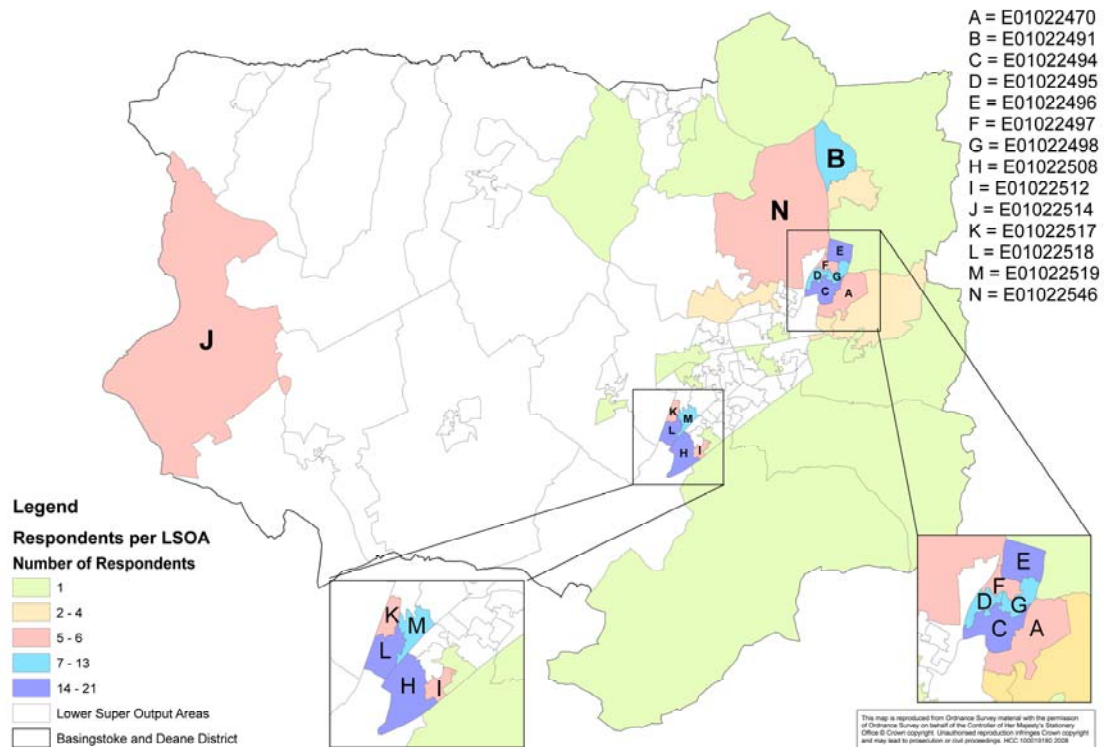


Figure 3: Number of Respondents per LSOA and Reference Letters for the Fourteen LSOAs with the most Respondents.

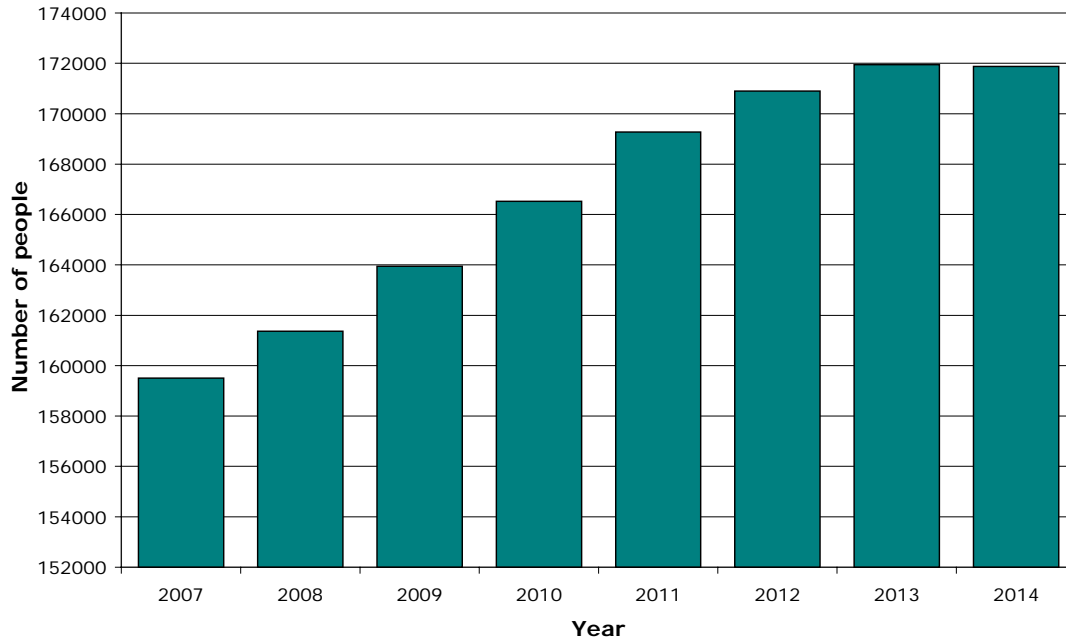


Before looking at these LSOAs in detail, information is presented for the district of Basingstoke and Deane.

# Basingstoke and Deane Trends

## Population

Figure 4: Basingstoke and Deane: Total Population 2007-2014



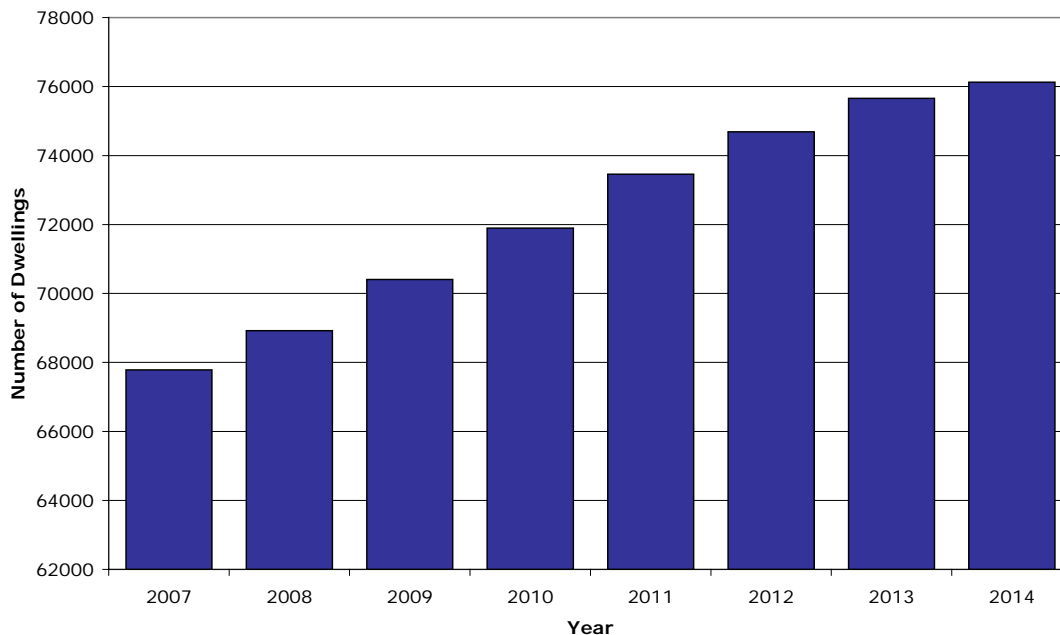
Source: Hampshire County Council's 2007 based SAPF

Sour

22 % of Hampshire's population growth is forecast to occur in Basingstoke and Deane, where the population is expected to increase from 159,500 in 2007 to 171,900 in 2014 (Figure 4).

## Dwellings

Figure 5: Basingstoke and Deane: Number of Dwellings, 2007-2014



Sour

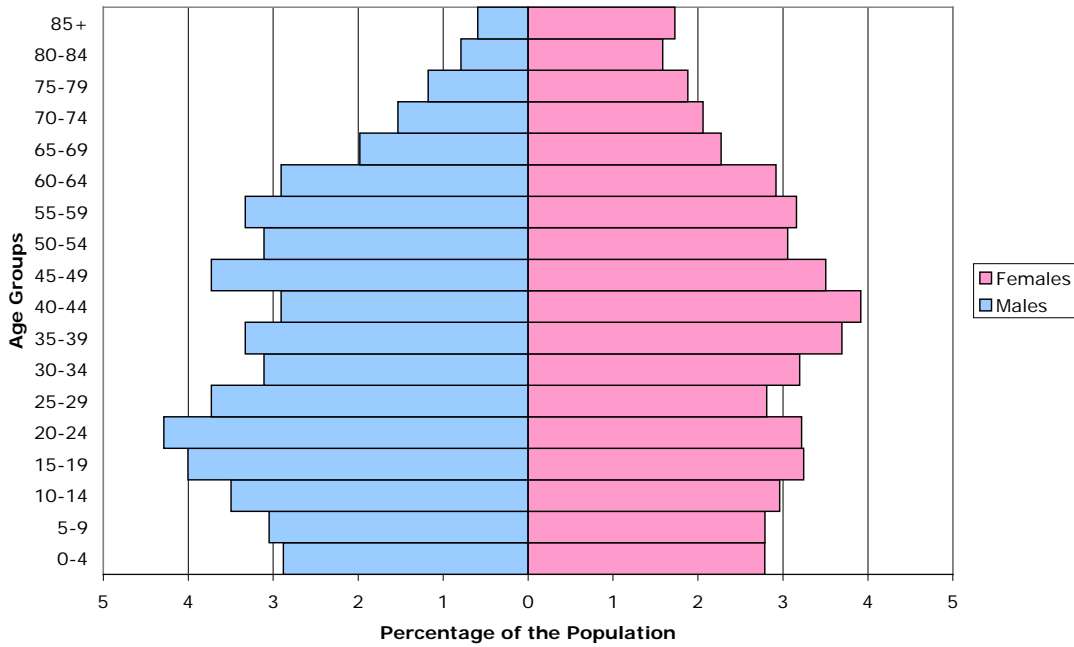
ce: Hampshire County Council's 2007 based SAPF

The number of dwellings in Basingstoke and Deane is forecast to increase year on year from 67,800 in 2007 to 76,100 in 2014 (Figure 5).

## Population by Age and Sex

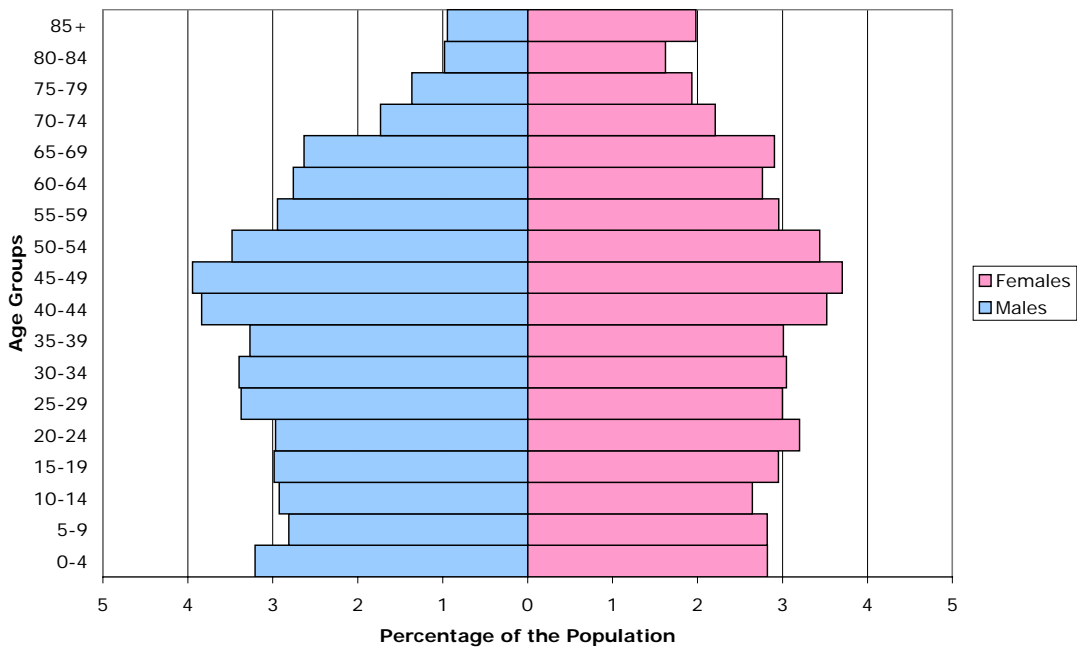
The population pyramid shown in Figure 6a illustrates the age and sex structure of Basingstoke and Deane in 2007 and Figure 6b, that forecast for 2014. The pyramids illustrate the population ageing over time as more people are expected to occupy the older age groups. These changes are caused by sustained low birth and death rates. Also visible are the post-war and 1960's baby booms moving through the age structure over the forecasted period.

Figure 6a: Basingstoke and Deane: Population Pyramid, 2007



Source: Hampshire County Council's 2007 based SAPF

Figure 6b: Basingstoke and Deane: Population Pyramid, 2014

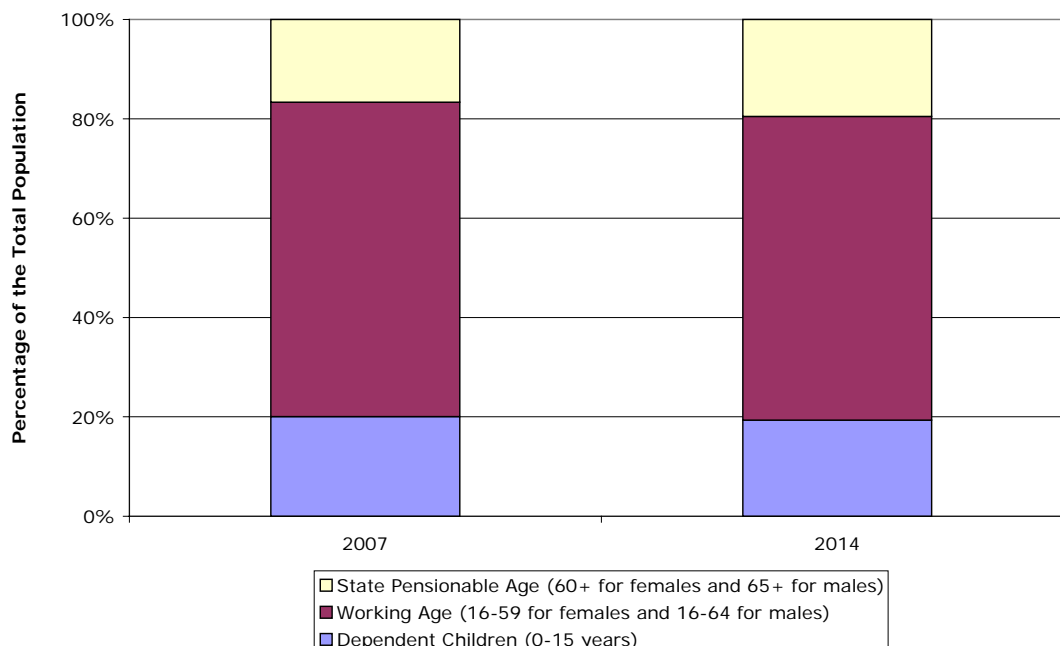


Source: Hampshire County Council's 2007 based SAPF

## Working Age and Dependent Populations

Figure 7 shows the changes over the forecasted period in the population broken down into 3 broad age groups – children; those of working age; and those of state pensionable age. Both the child and working age populations are expected to decline slightly over the period. The child population from 20.1 % to 19.4 % and the working age population from 63.3 % to 61.1 %. Meanwhile the percentage of people of state pensionable age is forecast to increase, from 16.7 % to 19.5 %.

Figure 7: Percentage of the Population by Broad Age Groups, Basingstoke and Deane, 2007 and 2014



Source: Hampshire County Council's 2007 based SAPF

Changes in the age distribution represented by dependency ratios are shown in Table 2. The Dependency Ratio represents the ratio of the non-working age population to those of working age. It provides a basis for identifying the number of non-working age people per 100 of working age<sup>1</sup>.

The Total Dependency Ratio is forecast to rise slightly in Basingstoke and Deane between 2007 and 2014 (Table 2). Looking at the independent contributions from the old and the young, Table 2 indicates that the increase in the old age population is what is driving this overall rise, such that by 2014 there will be almost equal numbers of elderly and young people in Basingstoke and Deane.

<sup>1</sup> The Total Dependency Ratio is the ratio of children and those of state pension age to the working age population (defined as 16-59 years for females and 16-64 years for males).

The Child Dependency Ratio is the ratio of the population aged 0-15 years to the working age population.

The Old Age Dependency Ratio is the population aged 60+ years for females and 65+ years for males against the working age population.

The Ageing Index is the ratio of the state pension aged population to the child population.

*Table 2: Total, Child and Old Age Dependency Ratios and the Ageing Index, Basingstoke and Deane, 2007 and 2014*

	Total Dependency Ratio	Child Dependency Ratio	Old Age Dependency Ratio	Ageing Index
2007	58	32	26	83.0
2014	64	32	32	100.7

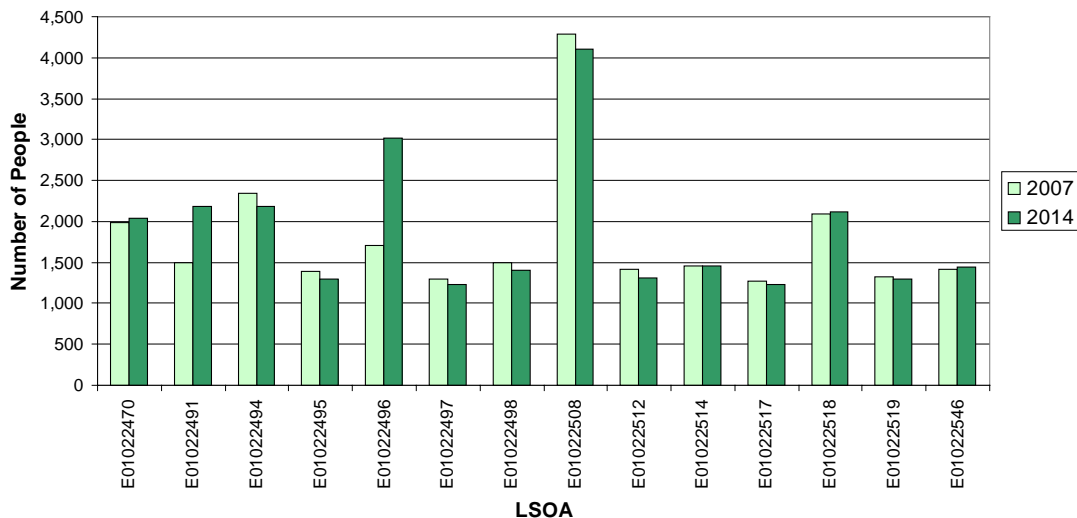
Source: Hampshire County Council's 2007 based SAPF

# Selected Lower Super Output Area Trends

This section of the profile provides detailed information about the demographic characteristics of the fourteen LSOAs that hold 83 % of the survey’s respondents.

## Total Population

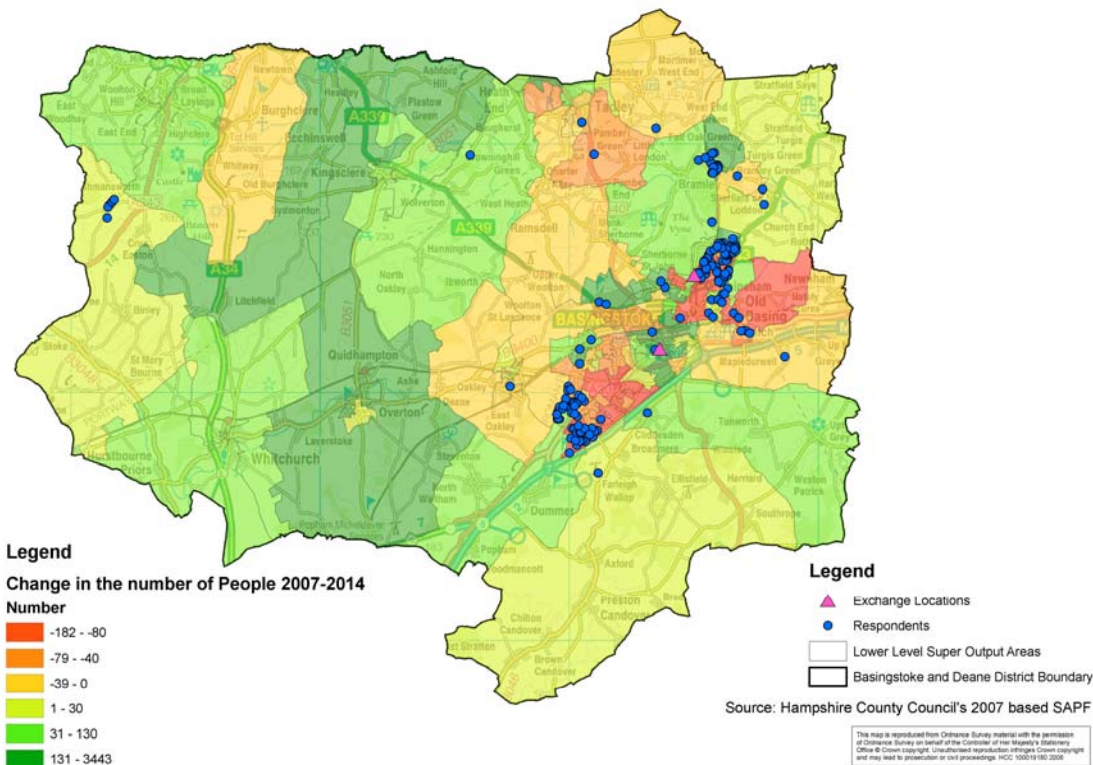
Figure 8a: Total Population in Selected LSOAs, 2007 and 2014



Sour

cc: Hampshire County Council’s 2007 based SAPF

Figure 8b: Change in the Number of People in an LSOA between 2007 and 2014, All LSOAs in Basingstoke and Deane



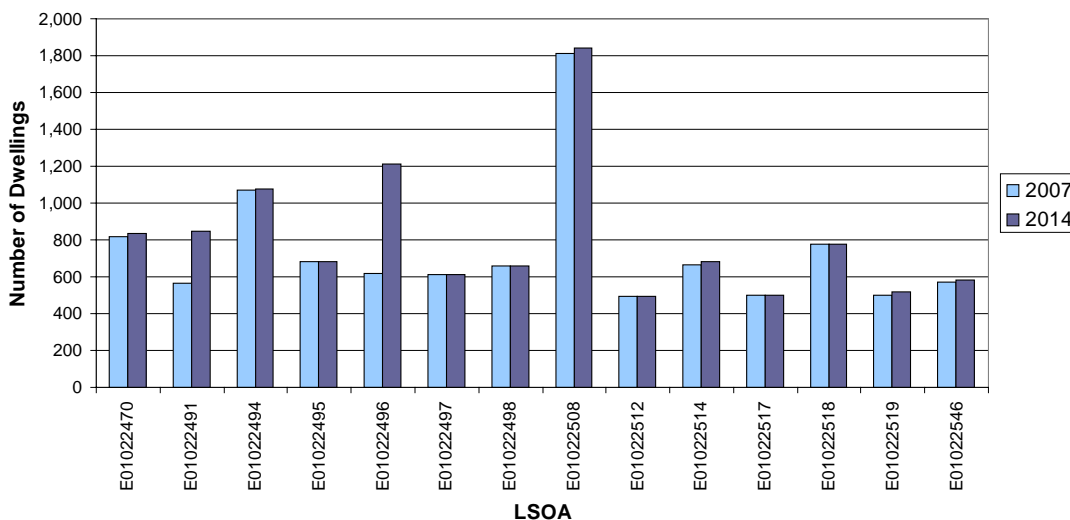
In 2007, the thirty six LSOAs that were home to respondents had a total population of 57,700. By 2014, this population is expected to increase by 10,000 people. This is 80.6 % of Basingstoke and Deane’s total forecast rise in population of 12,400.

In two of the fourteen LSOAs with the most respondents, large rises in population are forecast, with 1,300 more people expected in E01022496 (Chineham area) and 700 for E01022491 (Calleva area). Eight of the fourteen LSOAs are expected to see a small decline in their total population between 2007 and 2014 (largest decline of 150 people in E01022494) (Figure 8).

## Dwellings

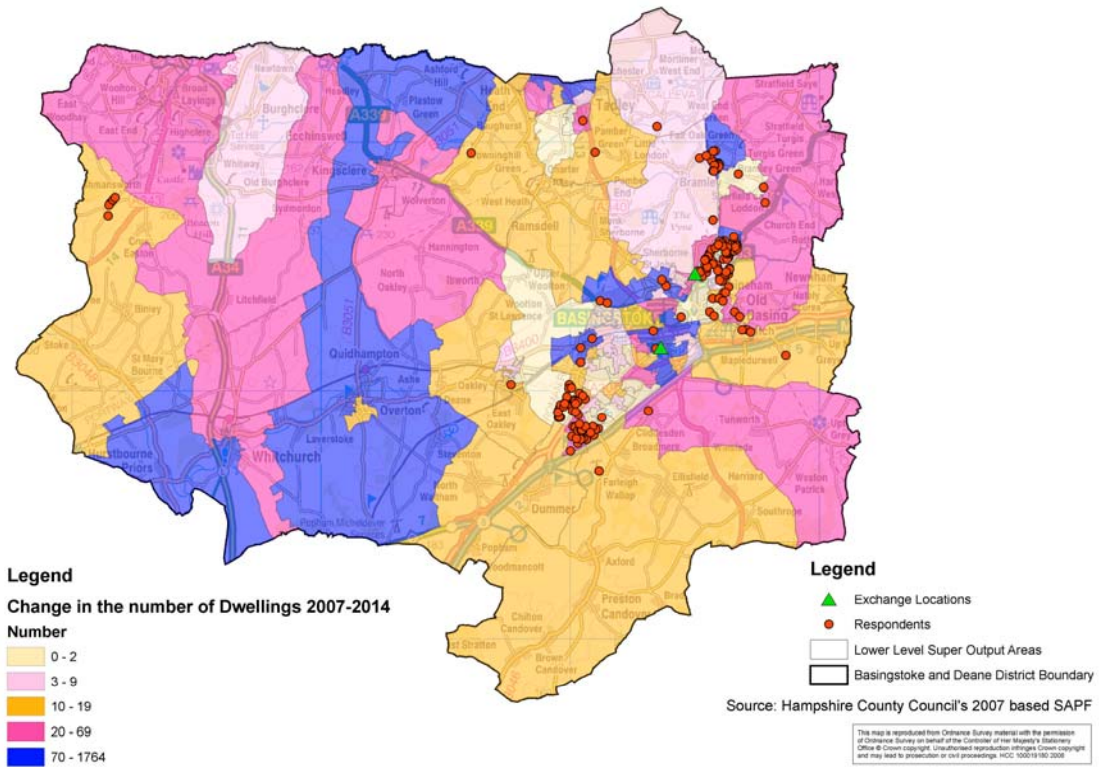
The number of dwellings in Basingstoke and Deane is expected to increase by 8,300 between 2007 and 2014. An increase of 4,600 dwellings is expected in the twenty two LSOAs with between 1 and 4 respondents. 970 more dwellings are expected in the fourteen LSOAs with 5 or more respondents. Eight of these fourteen LSOAs are set to see their number of dwellings increase, with the largest rises being almost 590 dwellings in E01022496 and 280 in E01022491. Six LSOAs are expected to see no change in their number of dwellings (Figure 9).

Figure 9a: Number of Dwellings in Selected LSOAs, 2007 and 2014



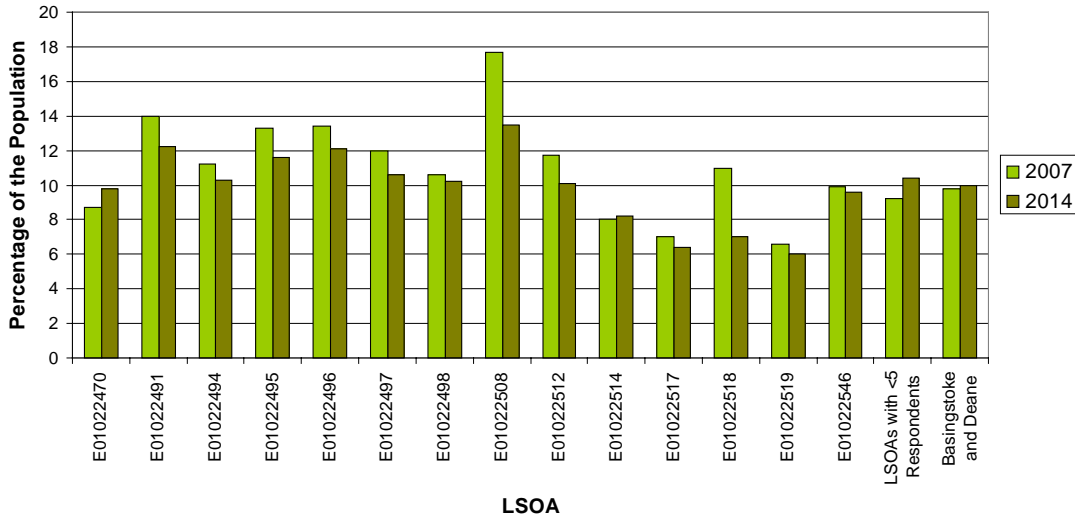
Source: Hampshire County Council’s 2007 based SAPF

Figure 9b: Change in the Number of Dwellings in an LSOA between 2007 and 2014, All LSOAs in Basingstoke and Deane



## Population Aged 0-7 Years

Figure 10: Percentage of the Total Population that is Aged 0-7 Years, for Selected LSOAs, 2007 and 2014



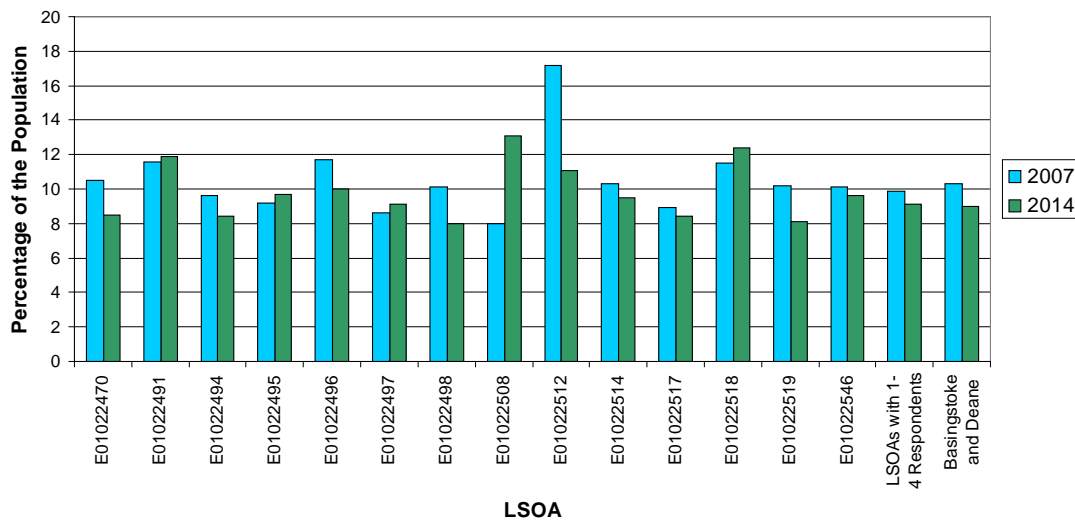
Source: Hampshire County Council's 2007 based SAPF

The district of Basingstoke and Deane is expected to see an increase in its population aged 0-7 years of 1,700 between 2007 and 2014. 1,300 more people aged 0-7 are expected in the twenty two LSOAs with between 1 and 4 respondents. In the fourteen LSOAs with the most respondents the number of people in this age group is expected to decline by 230.

Figure 10 shows the percentage of the population in each of the fourteen LSOAs that is aged 0-7 years. The percentage aged 0-7 years varies from 6.6 % to 17.7 % in 2007. Twelve of the fourteen districts are expected to see a decline in the proportion of their population aged 0-7 by 2014. The largest decline is forecast to occur in E01022518, where the proportion of the population aged 0-7 years is expected to decrease by 36.4 %. The largest rise in an LSOA is expected in E01022470 where the percentage of the population occupied by 0-7 year olds is forecast to increase by 12.6 %. At the district level a 2 % rise in the percentage of the population aged 0-7 years is forecast.

## Population Aged 8-15 Years

Figure 11: Percentage of the Total Population that is Aged 8-15 Years, for Selected LSOAs, 2007 and 2014



Source: Hampshire County Council's 2007 based SAPF

The number of people aged 8-15 years in Basingstoke and Deane is forecast to decline by 360 people between 2007 and 2014. Within the twenty two LSOAs with 1-4 respondents, the population is expected to rise by 550, and by 140 in the fourteen LSOAs with most respondents.

Figure 11 shows the percentage of the population in each LSOA that is aged 8-15 years. The percentage aged 8-15 varies from 8.0 % to 17.2 % in 2007. Nine of the fourteen LSOAs are expected to see a decline in the proportion of their population that is aged 8-15 years over the forecasted period. A decline of 35.5 % is forecast for E01022512 while an increase of 63.8 % is expected in the percentage of the population aged 8-15 in E01022508. For the district as a whole a 12.6 % decline is forecast.

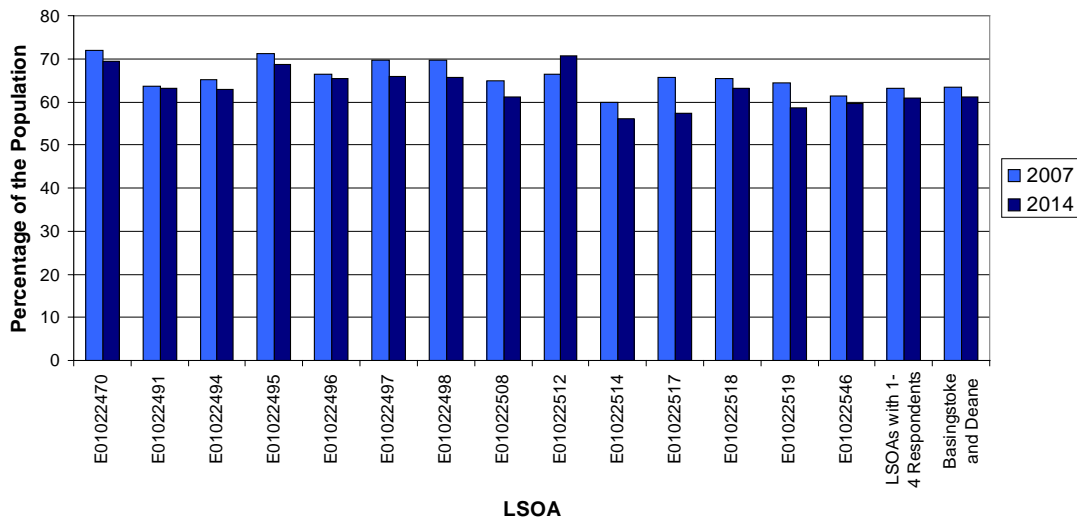
## Working Age Population

In the district of Basingstoke and Deane, the overall proportion of the population of working age was 63 % in 2007. Working age being those aged 16-59 years for females and 16-64 years for males. When looking at all respondents, 150 (84 %) lived in LSOAs where more than 63 % of the population were in the working ages (above the average district level), and 33 respondents (19 %) lived in LSOAs where the working age population was greater than 70 %.

In terms of numbers, there were 101,000 working age people in Basingstoke and Deane in 2007, 37,200 of which lived in LSOAs that contained respondents (37 %). Of these, 20,700 lived in LSOAs with 1-4 respondents and 16,500 in the fourteen LSOAs with the most respondents.

The percentage of the population occupied by the working ages is estimated to decline slightly between 2007 and 2014 in thirteen of the fourteen LSOAs (Figure 12a), though for two of these the actual number of people within this age group will increase. 840 more working age people are forecast for E01022496 and 430 for E01022491. Across Basingstoke and Deane as a whole there is estimated to be a rise in the number of people of working age of 4,100 to 105,100 over the forecasted period, though the percentage of the population who are of working age will decline to 61 % of the total population. 4,700 more people of working age are expected in all LSOAs with respondents, and 200 more in the fourteen LSOAs with more than 5 respondents (Figure 12b).

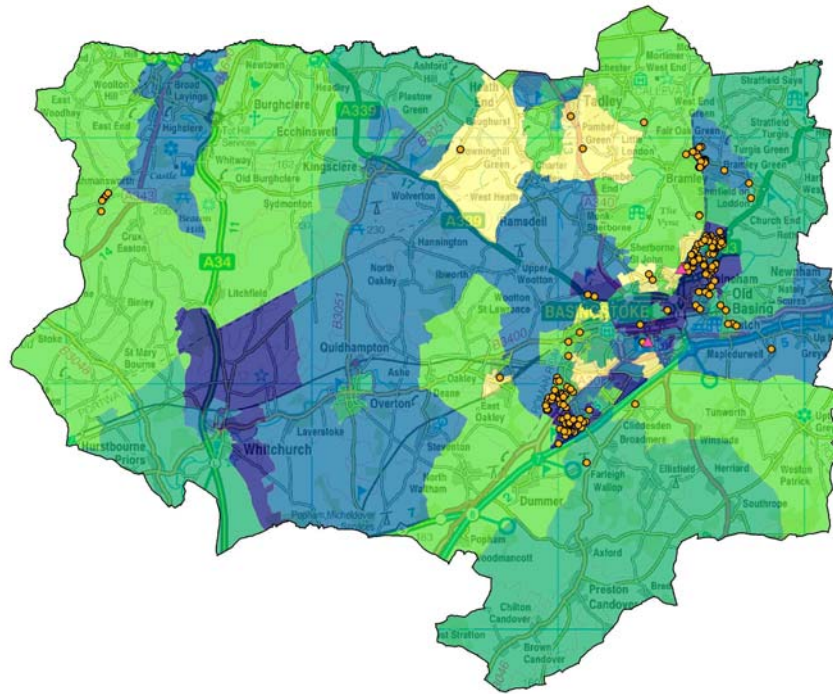
*Figure 12a: Percentage of the Total Population that is of Working Age (16-59 years for females, 16-64 years for males), for Selected LSOAs, 2007 and 2014*



Source: Hampshire County Council's 2007 based SAPF

Figure 12b: Number of People of Working Age (16-59 years for females, 16-64 years for males), All LSOAs in Basingstoke and Deane, 2007 and 2014

2007



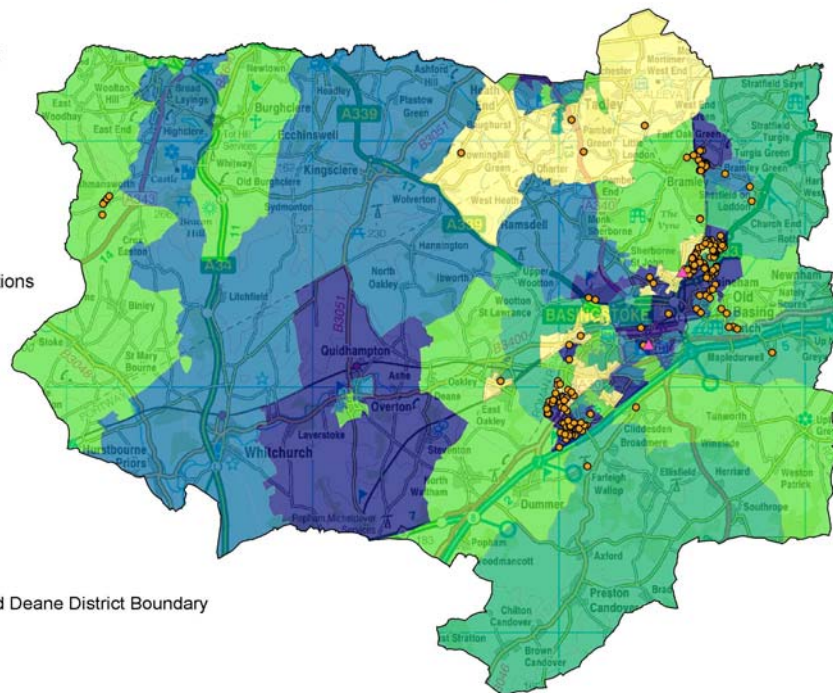
2014

**Legend**

- ▲ Exchange Locations
- Respondents

**Working Age Number of People**

- 508 - 811
- 811 - 878
- 878 - 945
- 945 - 1118
- 1118 - 2806
- Basingstoke and Deane District Boundary



Note: Working age refers to all those aged 16-59 for females and 16-64 for males.

Source: Hampshire County Council's 2007-based SAPF

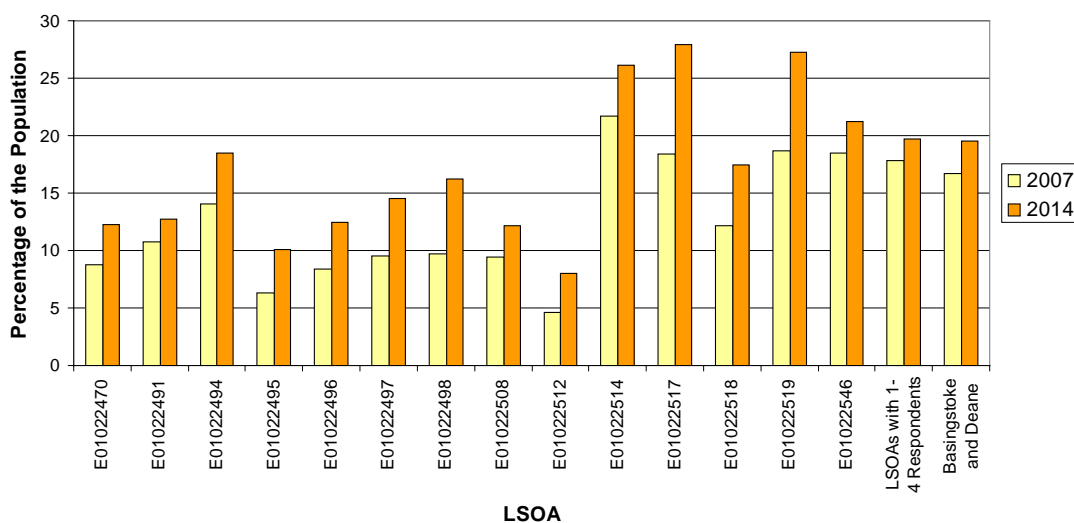
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## State Pensionable Age

Across Basingstoke and Deane, the percentage of the population occupied by those of state pensionable age (60 and over for females and 65 and over for males) is expected to rise by 16.8 % between 2007 and 2014, with a rise in numbers of 7,000, this compares to a 12 % increase across Hampshire as a whole. 3550 more people of state pensionable age are forecast in the twenty two LSOAs with 1-4 respondents and 1,300 more in the fourteen LSOAs with the most respondents.

All of the fourteen LSOAs are forecast to see a rise in the percentage of their population that is over state pensionable age (Figure 13). The largest increase of 73.9 % is expected in LSOA E01022512.

Figure 13: Percentage of the Population that is of State Pensionable Age (60+ years for females, 65+ years for males), for selected LSOAs, 2007 and 2014



Source: Hampshire County Council's 2007 based SAPF

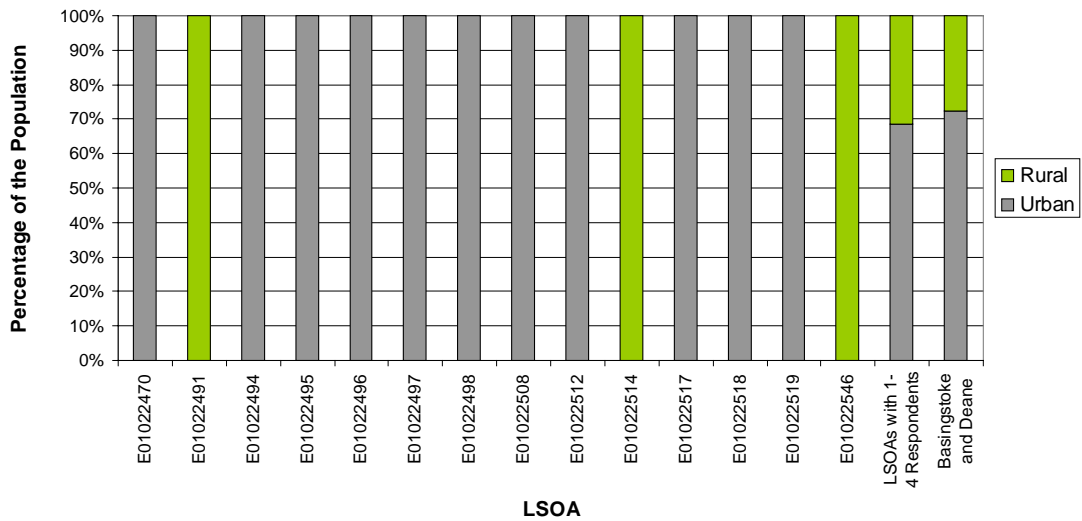
## Urban and Rural Populations

Figure 14a shows the break down of the population in each of the fourteen LSOAs by the percentage who live in urban or rural areas as at 2007. The 2004 Urban and Rural Classification has been used to determine this breakdown. Urban areas relate to settlements with a population of 10,000 or more.

At the district level, 72.4 % of the population lived in urban areas in 2007. The figure for all the LSOAs with respondents is slightly higher at 74.5 %. When looking at the fourteen LSOAs with most respondents, eleven have 100 % of their population living in urban areas.

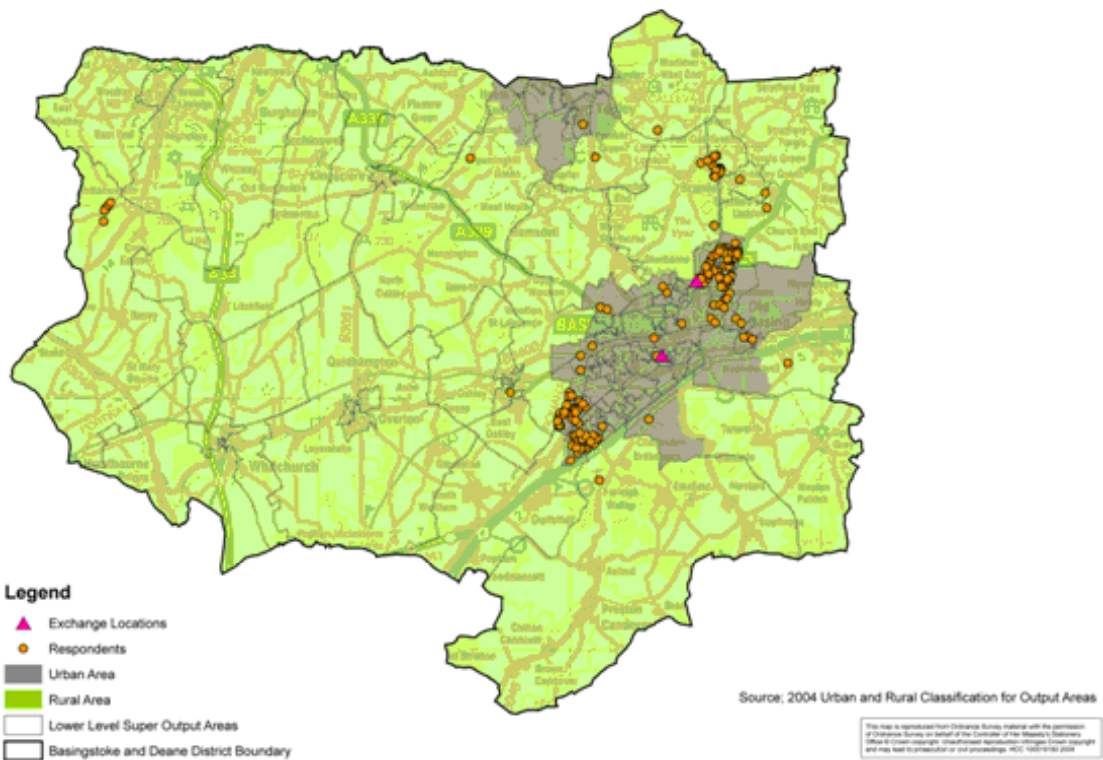
Please note these figures are based on the classification as at 2004. So large development after this time might result in some erroneous findings.

Figure 14a: Percentage breakdown of the population by whether they live in Urban or Rural areas, Selected LSOAs, 2007



Source: Hampshire County Council's 2007 based SAPF and 2004 Urban and Rural Classification for Output Areas

Figure 14b: Geographical Distribution of Urban or Rural areas, Basingstoke and Deane, 2004



## Population Density

Population density at LSOA level for all LSOAs in Basingstoke and Deane ranged from 0.2 to 83 people per hectare in 2007 (Figure 15a). Out of the LSOAs with respondents, the lowest number of people per hectare was 0.2 and the largest was 60.

The population density of the selected LSOAs is shown in Figure 15b. The majority of these LSOAs are in highly populated areas, with E01022512 having a population density of 54.62 people per hectare in 2007, compared to 2.52 for Basingstoke and Deane as a whole. This graph shows a similar pattern to that for rural and urban areas, as the rural LSOAs have a much lower population density than urban LSOAs.

*Figure 15a: Population Density – Number of People per Hectare, All LSOAs in Basingstoke and Deane, 2007 and 2014*

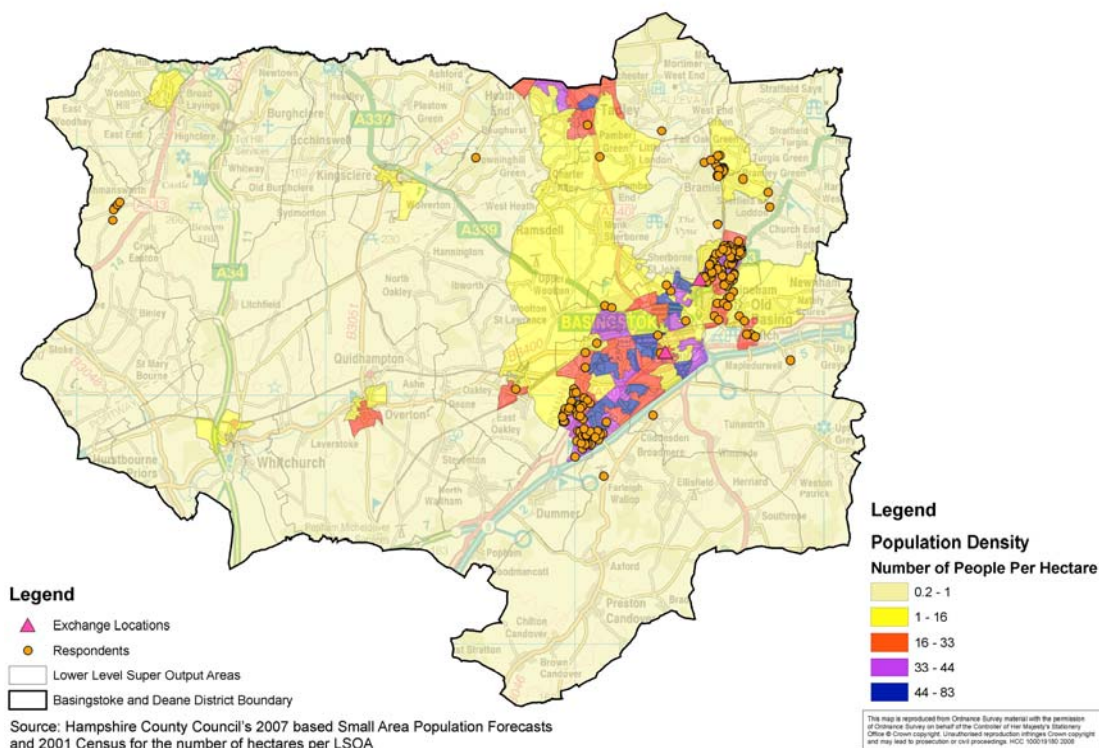
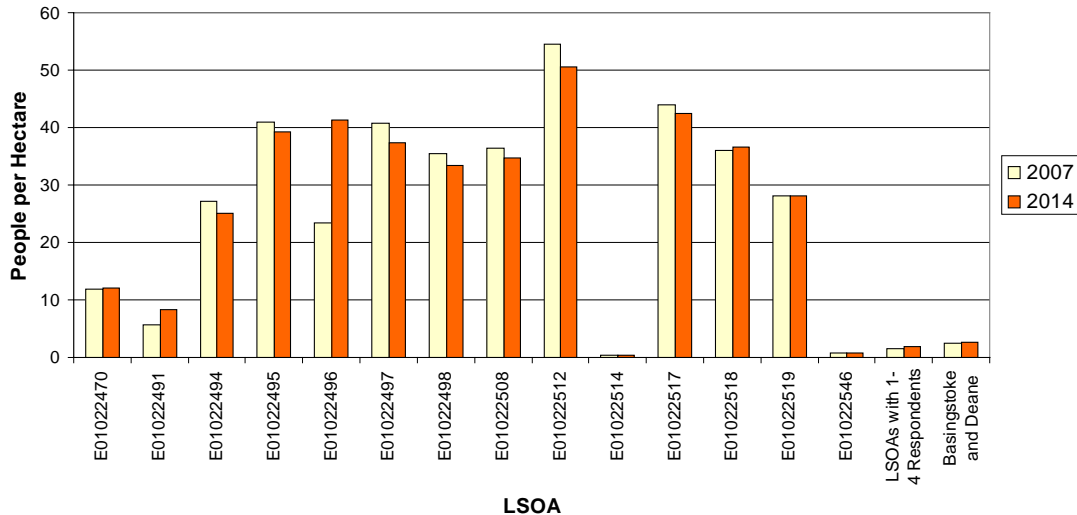


Figure 15b: Population Density – Number of People per Hectare, Selected LSOAs, 2007 and 2014



Source: Hampshire County Council's 2007 based SAPF and 2001 Census for the number of hectares per LSOA

## Working from Home

Reliable information and statistics on the number of people working from home is very difficult to obtain as the rapid change in working practices, styles and corporate policies have taken place since 2001 when the last census data was collected. However there is some information available from the Office for National Statistics (2005) that suggests Basingstoke has a work from home population of 14.3%.

In 2001, there were 82,600 employed residents of Basingstoke and Deane aged 16-74, of these 9.4 % worked from home (7,800 people), compared to 9.7 % in Hampshire County as a whole. 3,100 people worked from home in the thirty six LSOAs with respondents, 1,200 in the fourteen LSOAs with the most respondents.

The number of people working from home in an individual LSOA in Basingstoke and Deane ranged from 22-160 in 2001 (4-21 %). The district percentage of 9.4 % is similar to that seen in many of the LSOAs with 5 or more respondents (Figure 16a).

The largest number and percentage of the employed population working from home was found in the least densely populated and rural of the fourteen LSOAs. 134 people or 18 % of the employed population in LSOA E01022514 worked from home in 2001, compared to only 65 (6.7 %) of the employed population in LSOA E01022495 (Figure 16b).

Figure 16a: Number of Employed People Aged 16-74 that Work from Home, All LSOAs in Basingstoke and Deane, 2001

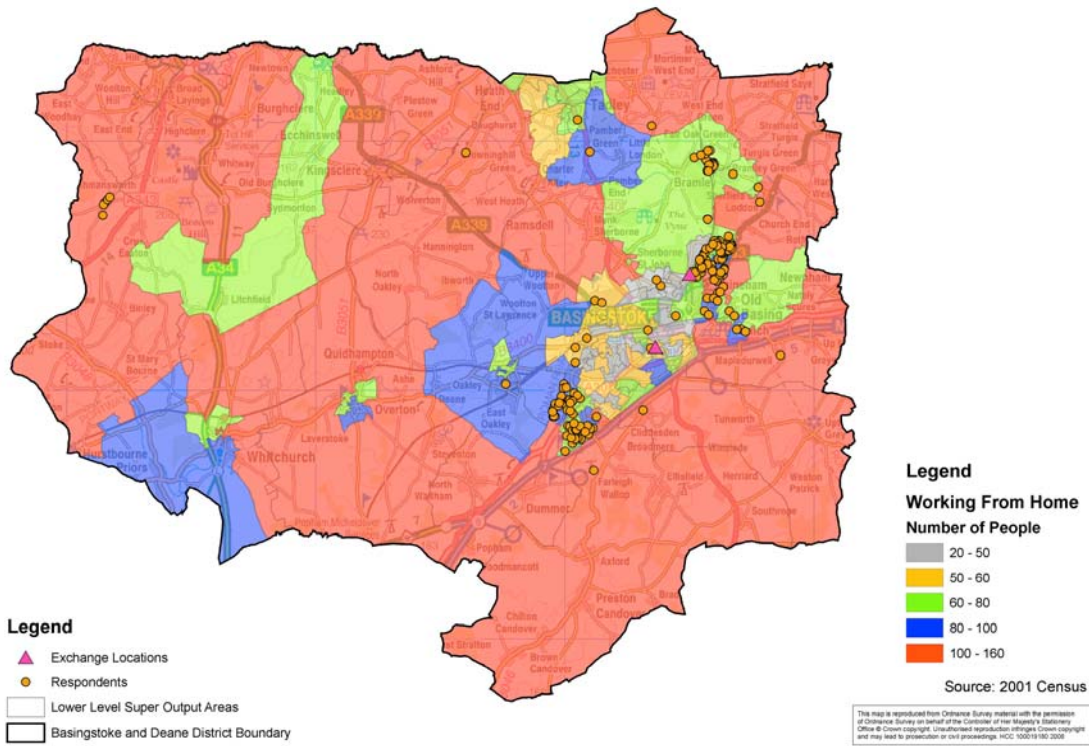
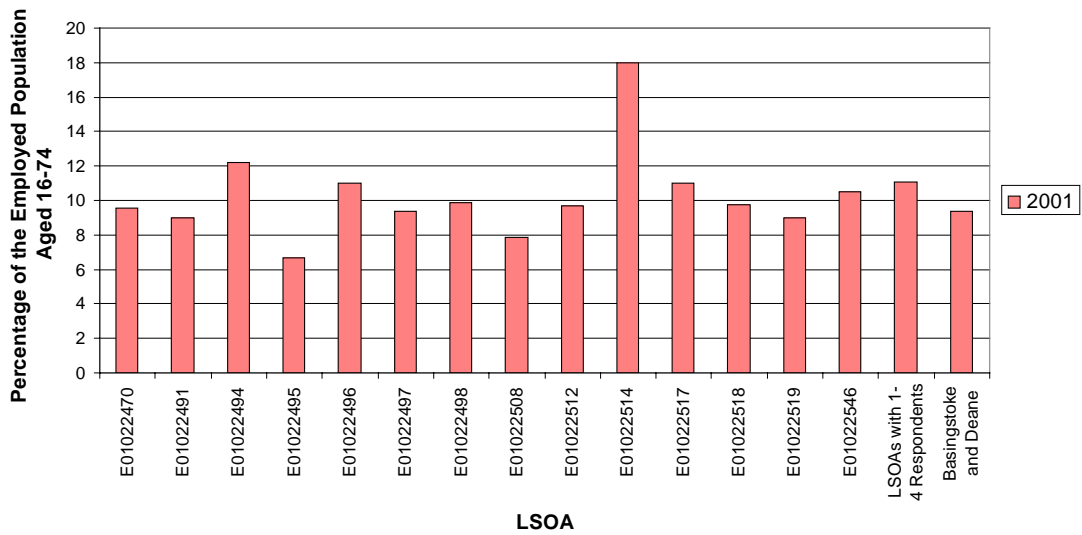


Figure 16b: Percentage of the Employed Population Aged 16-74 that Work from Home, Selected LSOAs, 2001



Source: 2001 Census

Source

## Index of Multiple Deprivation

The Index of Multiple Deprivation (IMD) 2007 England Rank variable provides information on how deprived an LSOA is relative to all the other LSOAs in England. The overall IMD rank shown in Figure 17 is a weighted aggregation of the domains that make up the IMD; income, employment, health and disability, education skills and training, barriers to housing and services, living environment and crime. The majority of data used to produce the IMD 2007 comes from 2004-2005 based data. All LSOAs in England have been given a rank, with 1 the most deprived LSOA in England and 32,482 the least deprived.

The most deprived LSOA in Basingstoke and Deane has a rank of 9,622 and the least deprived has a rank of 32,474. Of the LSOAs with respondents, the most deprived has a rank of 13,075 and the least deprived 32,474 (the least deprived LSOA in Basingstoke and Deane). Both of these LSOAs are home to only one respondent (Figure 17a).

The fourteen LSOAs with the most respondents are amongst the least deprived LSOAs in the country, with thirteen of them in the 20 % least deprived (Figure 17b). Seven of these LSOAs are in the top 1000 least deprived LSOAs in the country. LSOA E01022517 (5 Respondents), E01022498 (9 Respondents), and E01022495 (13 respondents) have an England Ranking in the top 500.

Figure 17a: Index of Multiple Deprivation England Rank, All LSOAs in Basingstoke and Deane, 2007

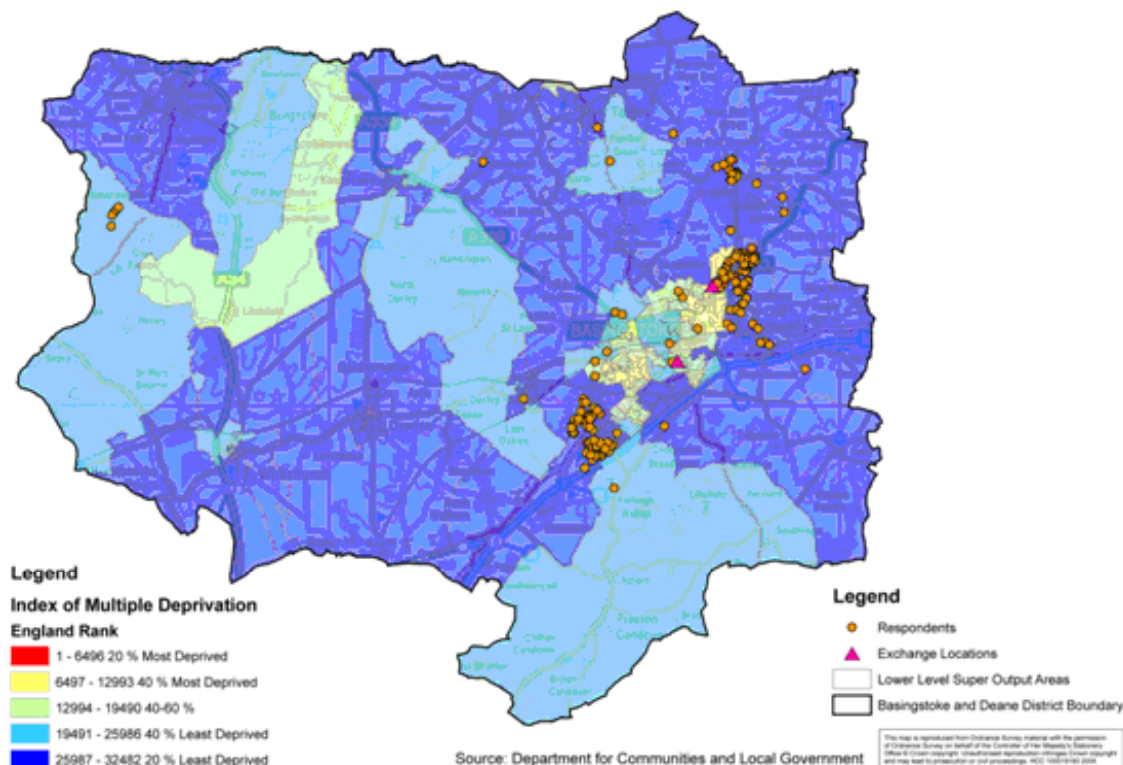
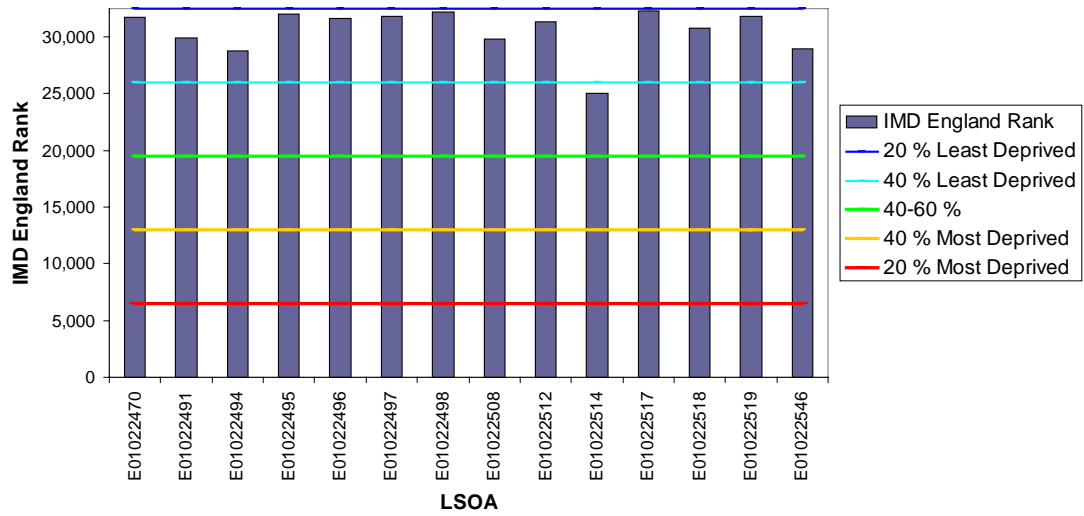


Figure 17b: Index of Multiple Deprivation England Rank, Selected LSOAs, 2007



Source: Department for Communities and Local Government 2007

## Appendix 1

*The Number of Respondents per Lower Super Output Area (LSOA)*

LSOA	Number of Respondents
E01022467	4
E01022468	1
E01022469	1
E01022470	6
E01022471	3
E01022472	1
E01022483	1
E01022485	1
E01022486	1
E01022490	2
E01022491	13
E01022492	1
E01022493	1
E01022494	21
E01022495	13
E01022496	21
E01022497	5
E01022498	9
E01022503	1
E01022508	17
E01022510	1
E01022512	6
E01022514	5
E01022517	5
E01022518	14
E01022519	7
E01022527	1
E01022530	1
E01022536	1
E01022544	2
E01022545	2
E01022546	6
E01022559	1
E01022561	1
E01022562	1
E01022569	1
Total	178

