

# Hampshire Perspectives forum: “You said, we did”

September 2020-August 2021



Insight. Marketing. Communications.

# Hampshire Perspectives: a reminder

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Hampshire Perspectives online residents' forum was launched in September 2020 to **help shape the delivery of essential services** and support the County to get 'back on its feet' as it navigates through COVID-19.

Anyone **over 18** who **lives in Hampshire** can sign up.

Forum members are asked for their feedback on a regular basis on issues that are important to local people. Your responses are analysed, disseminated throughout the Council and used to shape the services that we deliver to Hampshire residents.

**The views which you gave us during the pandemic have been instrumental in helping develop public information campaigns and support the effective delivery of our core services.**

Examples of what you've helped us with are given in the next few slides.

Can you **access the services you need?**

How has **COVID-19** affected you?

How are you adjusting to the **'new normal'?**

**Hampshire**  
**PERSPECTIVES**

Sign up to our online Hampshire residents' forum

# Your perspectives have informed: Support for mental wellbeing

 Hampshire County Council  
10 October 2020 · 🌐

It's ok to not be ok.  
You are not alone.  
Talk about your worries.  
Get more help if you need it.  
Find out where to get help with [Connect To Support Hampshire's Mental Health and Wellbeing resources](https://www.connecttosupporthampshire.org.uk/coronavirus) <https://www.connecttosupporthampshire.org.uk/coronavirus>  
#worldmentalhealthday

**It's OK to...**  
**not be OK.**



Right from the first project, forum members indicated concerns about mental wellbeing and isolation during the COVID-19 pandemic, and this became a key area of focus.

In response, the County Council redeveloped and updated its [five ways to wellbeing webpages](#) and launched a public information campaign to reassure people that 'It's ok to not be ok' and signpost to help. The campaign ran throughout the pandemic and was updated to align with key learnings from the Hampshire Perspectives surveys.

The campaign was also shared with a range of other organisations to help extend its reach to people who don't typically use the Council as their main source of information.

# Your perspectives have informed: Access to vital online services

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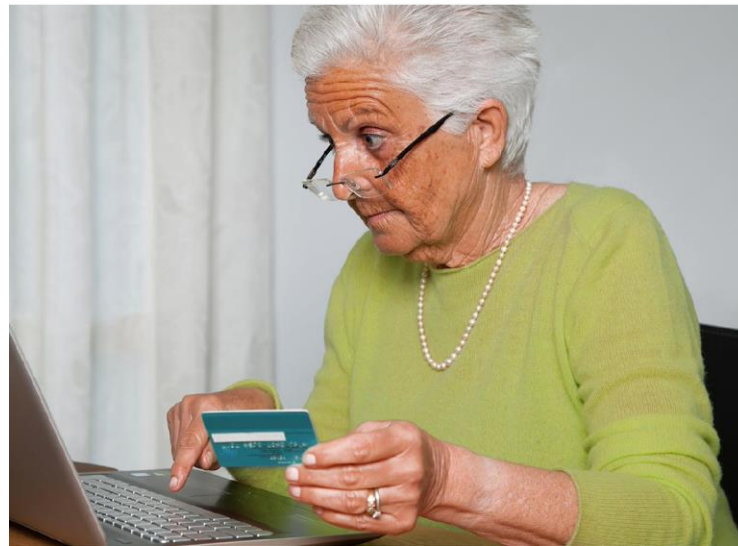
Find resources in our helping someone get online section.

[ConnectToSupportHampshire.org.uk](https://ConnectToSupportHampshire.org.uk)

If you have an older relative, friend or neighbour show them how to do their shopping online.

If you have an older relative, friend or neighbour show them how to do their online banking.

**Get granny  
online.**



The Hampshire Perspectives survey on 'Digital Connectivity' highlighted the important role of online services and activities during the pandemic, but also some of the barriers that prevented people from using online resources.

The survey results helped shape the County Council's digital offer, including an increased focus on information security and resources to help people support elderly relatives, friends and neighbours who were struggling to access vital services such as shopping and banking.

They also confirmed the need for 'in person' as well as a virtual training options to help people feel more confident online.

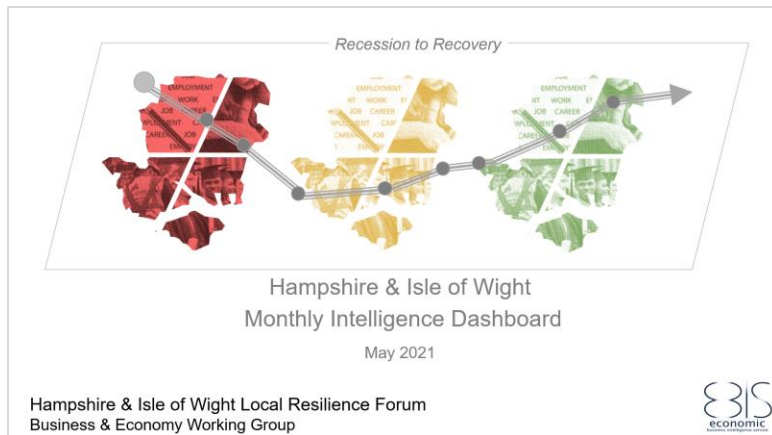
# Your perspectives have informed: Financial and economic resources

Views on the pandemic's economic impacts identified that many people felt it had negatively affected their financial situation, reducing income, increasing living costs and causing economic instability for savings returns.

This feedback helped inform the development of online resources to help people to manage their finances and seek help for key issues such as rent arrears, debts and running their household finances on a lower budget.

Find where to get help and support on rent arrears, debt and budgeting during coronavirus.

Connect to Support Hampshire



Survey results on the economic impact of the pandemic have also been used by Hampshire's Economic and Business Intelligence Service (EBIS) as inputs to economic profiling and regular intelligence reports produced for Hampshire and several local stakeholders (Local Enterprise Partnerships and Cities) which monitor the health of the local labour market, business and consumer confidence.

# Your perspectives have informed: Test, Trace, Isolate participation

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Survey learnings on the frequency with which people in Hampshire carry out COVID-19 asymptomatic testing has been used to inform strategy and communications. Your feedback told us that a larger proportion of people than expected had not yet taken a test, mainly because they felt they were not exposing themselves to risk.

Results led Hampshire County Council to

- extend the supported testing offer in pharmacies across Hampshire to assist the large proportion of people who have not done lateral flow tests
- increase emphasis on providing basic information about testing for those who have not yet engaged with it
- use the improved understanding of the barriers to encourage testing as we start to open up
- engage in outreach to businesses to influence those who test (as for many people work is the key reason they are engaged in the programme)



# Your perspectives have informed: Transport planning

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We use the information from the forum's regular transport surveys to help understand how and why travel is changing and this, in turn, informs our policies and practice.

Currently, your perspectives are helping to shape the development of the new Local Transport Plan, which will guide Hampshire's transport system over the next 30 years.

In combination with traffic monitoring data, you have helped us to understand variance in travel patterns due to COVID, such as changes to the morning rush hour, the need for increased walking and cycling facilities and why the types of journeys taking place are different.

Insights into concerns and barriers to using public transport have been used in travel training to help reassure and encourage people (particularly older adults) to feel confident in using public transport to access community facilities and activities.



# Your perspectives have informed: Ways to support local businesses

**Decide today to Swap One to Local**




Swapping one to local is all about finding easy swaps in the everyday things we do.

By making one of your regular food shops, or one of your holidays a local one, we can help our local community, enjoy trying something new, potentially save a few pounds and do our bit for the planet.

What one will you swap to local...?

Your feedback in the surveys on 'Climate Change' and 'Choosing Local' enabled the team to understand current views from residents on shopping and travelling locally, as well as on buying second hand.

This helped shape our 'Swap One to Local' campaign which was launched in May 2021 to highlight easy ways that local people could support local businesses and, by doing so, reduce their own carbon-impact. Led by the County Council's climate change team, the campaign was inspired by our commitment to becoming carbon neutral and resilient to a 2 °C temperature rise by 2050.

 <b>Local produce</b>	 <b>Holiday locally</b>	 <b>Second-hand bargains</b>
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**Swap one of your regular food shops to a local shop supplying locally produced food**

This could be once a week or once a month, but every swap adds up!

Eating locally produced food from Hampshire or the UK reduces your foods' travel miles and can also reduce food waste, whilst supporting your local economy.

**Tips for sourcing locally**

Many places also offer online services and deliveries, such as veg box schemes, which is a great way to explore the seasonal produce grown near you.

Where possible, choose a shop closest to you to reduce your own travel miles. On average, people living in the UK travelled 700 miles to go shopping in 2019!

**Where to start...**

[Hampshire Fare](#) has a directory of where you can buy Hampshire food online. It also tells you where locally grown produce can also be found in markets and shops across Hampshire.

Hampshire is most famous for its watercress, but did you know that it is also home to the oldest commercial vineyard in England? Produce grown in Hampshire includes staples like garlic and mushrooms.

And the next time you do go to a supermarket keep an eye out for 'grown in the UK' labels and see how many items you can purchase from the UK rather than further afield.

**Did you know**

11% of the UK's food-transport emissions are from flying products, such as out-of-season berries, into the UK



78% of Hampshire residents surveyed are willing to buy more locally produced food.





# Hampshire Perspectives: how to get involved

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**We want to hear  
your views...**



**Hampshire  
PERSPECTIVES**

**Sign up to our online  
Hampshire residents' forum**

New Hampshire Perspectives members are always welcome.

If this is the first time you've heard of the forum, and you would like to share your views. . .

or you're an established member who knows of others who may like to get involved. . .

. .the registration form and further information is available at [www.hants.gov.uk/hampshire-perspectives](http://www.hants.gov.uk/hampshire-perspectives).

We welcome everyone, but are particularly keen to hear from people who don't traditionally share their views with local government, such as younger residents, people on lower incomes and people from ethnic minority backgrounds.

# Insight and Engagement

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