

“You said, we did”

Findings and impact from projects Hampshire Perspectives forum members have been involved in over the last year

22 January 2026
Nicola Gibbs

A bit of background about this feedback.....

Why have we written this?

To say **thank you** to all of who have taken part in projects over the past year and to **let you know how you have made a difference** to decisions that link directly to the County Council's goals* for services for the people in Hampshire.

How is it structured?

You asked for feedback on projects that have been carried out – in a way that is **easy to read, visually interesting**, and lets you **pick and choose how much detail you read**:

- The next slide shows a summary of the wide range of projects you have helped with
- Click on the relevant picture on the summary slide to navigate to more detail on the findings, and on what we have done as a result (to return to the summary, click ◀ at the top of each page)
- We've also included links to further information where relevant (at the bottom of each page).

To read more:

Our website is regularly updated: you can find more about different ways to have your say, and links to project summaries [here](#) .



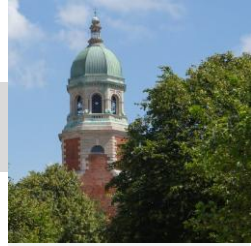
At a glance: the topics you have shared your view on during the last 12 months.

Click on each picture to find out more.

Late 2024



Waste reuse tracking



Country Parks and Farms



Fly Tipping on private land



Barriers to walking and cycling



Climate Change



Winchester Cycling and Walking Infrastructure



Planning for future care needs



Future services consultation



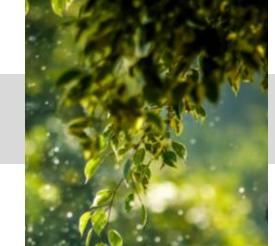
Caring for older people from the LGBTQ+ community



NHS Health Checks



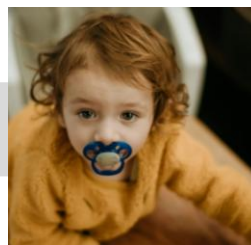
Local Government Reorganisation (LGR)



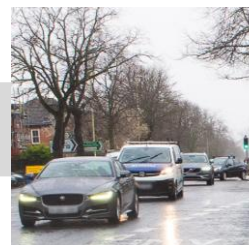
Local Nature Recovery Strategy



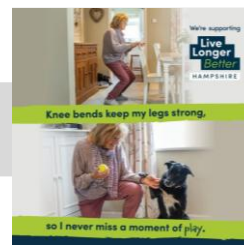
Countryside Access Plan



Public Health Nursing



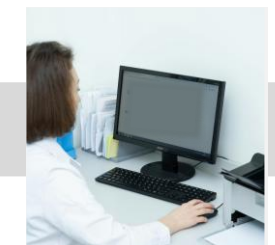
Tracking travel



Strength and balance campaign development



Creativity, culture and mental wellbeing



Cervical screening take-up

Late 2025



Waste reuse tracker survey

Invitation to complete a wider survey - December 2024

You said:

- The items disposed of in 2024, the means, and the reasons for doing so were little changed from when the survey was previously run in 2023.
- Suggestions on how to improve waste reuse tended to relate to
 - supporting repair cafes and lending schemes
 - improving waste services
 - improving awareness around alternatives to putting items in the general waste bin.
- There were lower levels of repair, rental, borrowing or purchase of second-hand items than a year previously.
- Use of reusable and refillable items instead of one-use alternatives was generally consistent with the previous year, although the use of reusable hygiene products had reduced in 2024.
- Barriers to the use of reusable and refillable items focused mainly on opportunity (such as availability, cost, and awareness), as well as mentions of personal preference.
- Almost 3 in 10 of you know the location of their nearest repair cafe - although there was lower awareness amongst those of you who are younger, males, recent home movers, living in urban (rather than rural) areas, and living in Fareham or Eastleigh.

We did:

- The findings of the survey have informed the type of information the County Council uses on its [Smart Living web pages](#) to help people reduce the amount of waste that they produce.
- The results have also identified the areas of Hampshire in which different types of waste are produced, allowing services to adjust the types of support available in different parts of the County to reduce waste going to landfill.



Hampshire's country parks and farms

Invitation to complete a wider survey – November 2025

We circulated a survey towards the end of 2024 which asked you about your visits to Hampshire County Council's five country parks or two farm attractions. This was to help us to understand more about our visitors, and how we could encourage more people to visit more often. The survey was also shared via social media, the Your Countryside newsletter and QR codes at the sites and on our webpage. It received over 4000 responses in total.

You said:

- Summer was the most popular time of year to visit, with the most common time of day being between 11am and 2pm.
- The most common reasons for visiting were:
 - Walking, spending time with friends / family and exploring different habitats / scenery (country parks).
 - Entertaining children, seeing farm animals and spending time with friends / family (farm attractions).
- Those living closest to the sites tend to be the most frequent visitors – however, there were also some of you living close by but only visiting infrequently.
- Most of you reported travelling to the sites by private vehicle, rather than public transport, walking or cycling.
- For all sites, the main incentive to visit more, would be cheaper entrance or parking fees.
- Lack of awareness is a key barrier for those of you who have never visited, with proximity to the sites also playing a part.

We did:

- Your feedback shaped seasonal campaigns launched throughout summer and autumn 2025 to boost awareness of less-visited parks, as well as to cross promote farms and parks located closer together so visitors can make more of their day.
- We introduced clearer offers (such as catering deals) and promoted memberships and parking passes in the 'Your Countryside' newsletter to increase awareness of the value for money and benefits for regular visitors.
- A social media campaign is due to be launched in early 2026 to promote all country parks, highlighting the motivations for visiting that were identified in the survey, such as spending time with friends and family and the benefits of connecting with nature.
- The findings have also been shared with the park managers at each individual park, plus strategic leads within the Countryside Service.

NO FLY-TIPPING

Fly-tipping is an offence under the Environmental Protection Act (1990).
Offenders may face an unlimited fine and/or imprisonment.



hants.gov.uk/flytipping

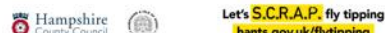


Don't let **YOUR** waste end up here.



Let's S.C.R.A.P. fly tipping
hants.gov.uk/flytipping

Fly tipping is a crime
If **YOU** dump waste in Hampshire **YOU** will be prosecuted



Let's S.C.R.A.P. fly tipping
hants.gov.uk/flytipping

Fly tipping on private land Invitation to complete a wider survey - December 2024

You said:

- 90% of you indicated that you'd experienced fly-tipping in the previous six months, with 32% saying you'd experienced it within the previous week
 - 65% who had experienced fly tipping said the most recent location they had experienced it was rural, compared with 15% who had experienced it most recently in an urban location
 - 44% of you living in urban areas most recently experienced fly tipping in a rural location, compared with 25% for an urban location, indicating that even urban dwellers most commonly experience fly-tipping in rural locations.
- Almost half (46%) of you had most recently experienced fly tipping on land used for agricultural or farm land, almost double the proportion who had experienced it in residential locations (26%) and significantly more than those who had experienced it in commercial locations (5%).
- 46% had not reported fly-tipping they had experienced in the previous 6 months. Of the 54% who reported fly-tipping:
 - 38% had reported it to their local district or unitary council, making this the most common organisation contacted
 - Almost half (46%) made the report via an online form or webpage, which was fairly consistent amongst all groups polled, although there was also a significant minority who used email (30%) and phone (22%), suggesting that the public perceive value from being able to use these channels.
- You were shown a planned marketing campaign, and shared feedback on how to improve its messaging, impact, and clarity of information.

We did:

- The feedback received has informed partnership discussions around how to tackle fly tipping.
- It has also helped us shape public campaigns around fly tipping that went out in 2025 to inform the public of the risks of committing fly tipping, and how to report incidents they experienced.



Barriers to walking and cycling

Invitation to complete a wider survey – December 2024

You said:

- We asked you to show us where there were physical barriers, which might prevent people from walking or cycling in Hampshire – this was done by marking specific locations on an interactive map and answering questions about the sites concerned to help us understand the issues in that area.
- Over 1,500 responses were received in total.
- A range of issues were identified, including physical barriers such as bollards or railings, lampposts and signposts placed on pavements (making them too narrow), missing infrastructure such as dropped kerbs and tactile (bumpy) paving.
- Locations for new cycle parking were also identified, as were locations where existing cycle parking is not fit for purpose.
- Finally, comments were also collected on the location of existing ‘no cycling’ and ‘end of cycle route’ signs.

We did:

- Prioritisation work has taken place, to identify areas where the barriers you told us about are currently having the greatest impact.
- As a result, Fareham was identified as the first area for a programme of accessibility improvements to take place.
 - The plan is for around 20 existing barriers in Fareham to be removed or redesigned to improve accessibility, especially for wheelchairs, mobility scooters and cargo bikes, with work likely to start in Spring 2026.
- The barriers map will also continue to be used to:
 - Identify issues that need to be picked up as part of ongoing pavement resurfacing works
 - Help developers see what is needed to improve the quality of walking routes.

Moving forwards, we are investigating an online solution to enable members of the public to continue to report barriers to walking and cycling on an ongoing basis using an interactive map, similar to our existing highways online reporting tool.

Climate change Survey - January 2025

You said:

- You appeared to be more likely to make changes to your repeated, ongoing behaviours (such as changing waste or purchasing habits), compared with one-off actions (such as home modifications).
- This is consistent with findings from the previous survey in 2020, and suggests that you continue to recognise the benefits of these actions.
- The main barriers have also remained consistent vs 2020, suggesting that these have not been addressed over the past five years.
- The changes which you were most likely to make (reducing use of plastics and managing food waste) were more strongly associated with their environmental benefits, than with any financial benefits. This suggests that people would be most willing to make these changes for environmental reasons. The main barriers to these changes were a lack of information on how to do them and a lack of support to deliver them.
- Another popular change to make, purchasing energy efficient appliances, primarily appealed to you for financial savings reasons, compared to the environmental benefits more commonly cited in 2020. In addition, financial barriers (relating to up front and ongoing costs) were the barriers most commonly identified. This suggests that there is a greater focus on financial aspects of this change in 2025, compared with in 2020.
- The most effective ways to encourage green behaviours relate to explaining the environmental benefits of simple, everyday changes to behaviours. Efforts to encourage single (one-off) changes should focus more on signposting to financial support available to make them.

We did:

- The Council has used the information provided to inform bids for grant funding to support climate change projects.
- The research also forms part of a long-term study on attitudes around climate change to help understand how these shift over time.





Winchester City Local Cycling and Walking Infrastructure Plans

Invitation to complete a wider survey – February 2025

Local Cycling and Walking Infrastructure Plans (LCWIPs) set out how we can make walking and cycling easier and safer in local areas. They take a long-term view, helping to create connected networks and supporting the national goal to get more people travelling on foot or by bike.

Hampshire County Council launched an interactive Viewpoint website where you could:

- Complete surveys about walking and cycling within Winchester City and give your views on the proposed Core Walking Zone and cycling routes.
- Drop a pin on a map and tell us what works – or what needs improving – in that location.

The site was open from 13 January to 9 March 2025, and you were invited to share your views along with wider members of the public in Hampshire.

You said:

- The LCWIP proposed a Core Walking Zone, but you wanted to be able to walk **to** the core Walking Zone, not just within it.
- Some secondary cycle routes, or sections of them, needed upgrading to primary routes.

We did:

- Identified nine walking routes that will connect to the Core Walking Zone.
- Upgraded some secondary cycle routes, or parts of them, to primary routes.
- Audited both the newly identified walking routes (using the Healthy Streets approach*) and the upgraded cycle routes (using LTN1/20 guidance**). This means that if funding becomes available, they will be ready to progress.

*Healthy Streets is an evidence-based approach to creating fairer, sustainable and attractive urban spaces [Healthy Streets | Making streets healthy places for everyone](#)

** Guidance for local authorities on designing high-quality, safe cycle infrastructure [Cycle infrastructure design \(LTN 1/20\) - GOV.UK](#)



Planning for future care needs Survey - February 2025

You said:

- Almost all of you who responded are concerned about some aspect of your future care, in particular about maintaining your dignity, happiness and wellbeing, and remaining independent.
- Three quarters of you have made some sort of plans concerning your future: most often in the form of taking financial advice or making a Will.
 - However, even those who *have* planned have not necessarily looked specifically at future care costs, nor have a Lasting Power of Attorney (LPA) in place.
- The remaining quarter of you are less likely to have taken steps to establish where you are now, nor considered how to move forwards with care planning. For some there are financial challenges (insufficient funds to plan with), but there are also typically three attitudinal or knowledge-based barriers in place:
 - **Desire:** although concerned about your future, inbuilt behavioural and attitudinal barriers work against the desire to plan – a sense that ‘old age’ is still far off, more emphasis on the here-and-now, or alternative legacy aspirations
 - **Destination:** not knowing what to plan for due to the uncertainty of older age, the financial climate, and the unpredictability of your own future health
 - **Direction:** not fully understanding what plans need to be made, or where to turn for information and support – for those of you who are younger the internet is a key search source, for others, a range of information sources (e.g. consultative support, written material, workshops) may need to be considered to ensure everyone’s needs are met.

We did:

- Work is in progress, but includes the development of practical tools and information to help people:
 - A Cost of Care Calculator showing care costs in a care home and at home (a visual tool to help people easily see the cost and encourage them to find out more information and potentially plan financially).
 - An information hub to provide further information on care choices and financial planning to pay for care
- We have also been working with the Society of Later Life Advisors to create an initial free online consultation for people living in Hampshire with an independent financial advisor specialising in care costs and planning.
- We are also exploring expanding this to include public face-to-face events (as well as the online offer).



Future Services Consultation

Invitation to complete a wider consultation – March-May 2025

In Spring 2025, we asked for people's views on the future of four local services – Older Adults Day Services, Planned Highway Maintenance, Post-16 Transport and School Transport - in a public consultation on options to help the Authority meet a £97.6 million budget shortfall from 2025/26.

You said:

- Around 1500 people responded to the consultation, and we also received 29 emails and letters in response.
- There was a majority agreement to the changes proposed to school transport and post-16 transport services, but less than 1 in 4 of you agreed with changes to Older Adults Day Services and Highways Maintenance.
- Importantly, those with greater use, knowledge and experience of each service were more likely to disagree with the changes.
- You felt the proposals would particularly impact on those in rural areas, with impact on people due to their age, disability or poverty also being particularly prominent in responses to proposals relating to Adults' and Children's services.

We did:

- The views submitted through this consultation were collated and shared directly with services to help them understand the potential impact of the proposed changes, and where the proposals might need to be adapted.
- Local councillors from all political parties considered the consultation findings alongside other relevant factors including operational, financial, policy and legal considerations during July 2025.
- On 8 August 2025, the Cabinet met and approved the proposed service changes to Planned Highway Maintenance, Post-16 Transport and School Transport.
- Proposals relating to Older Adults Day Services were adapted because of feedback received. Rather than closing them from April 2026 if no alternative provider could be found, Cabinet instead agreed to seek an alternative provider, and continue to provide the services until such time they could be transitioned to such a provider.

You can read more on each proposal on our [Future Consultations webpage](#), including the full insight summaries from the consultation responses.



Caring for older people from the LGBTQ+ community

Survey – April 2025

This survey was run alongside one asking Hampshire County Council care workers about their experience and views. Findings from the two were analysed together, the goal being to better meet social care needs of older adults who are lesbian, gay, bisexual or transgender (LGBTQ+), via improving health care professionals' understanding of their circumstances.

You said:

- Less than 20% of you remembered being asked about your sexual orientation or gender identity by a healthcare professional – if you had, you answered honestly, and those of you who hadn't also felt you would respond truthfully if asked.
- Around three quarters of you wouldn't mind being asked, particularly if relevant to your care or treatment and if you understood why. You saw gender identity as even more valuable to understand than sexual orientation.
 - Such questions were seen as important for appropriate medical care, allowing a holistic and person-centred approach, building trust and rapport with a care provider, and aligning with the inclusive society in which we live.
- There is however a smaller proportion of you who were less comfortable, expressing frustration, annoyance or irritation at the idea of being asked such questions.
 - Typically this was because you felt such questions were irrelevant, intruded on privacy and personal beliefs, and negatively impacted on appointment efficiency and healthcare professionals' time. Some of you also believed that everyone should be treated equally, regardless of their circumstances, and voiced views on political correctness and needs of the minority shaping interactions with the majority.
 - Questions which were most challenged were around whether someone is transgender, and about preferred pronouns.
- Despite the views of the minority, the care workers' findings indicated that there was more anxiety over asking such questions than your responses would warrant: fewer of you minded being asked than care workers believed, and those care workers who had asked such questions found it much easier than those who hadn't (yet).

We did:

- Produced a guidance document for professionals on ways to approach a conversation about sexual and gender identity, taking into account the learning from those who felt more negatively about being asked.
- Shared learnings with care providers so they can understand the context and public views on the topic.
- Findings have also been shared with cross-Council working groups who are looking at their approaches to understanding sexual and gender identity characteristics.

NHS Health Checks Survey – April 2025

You said:

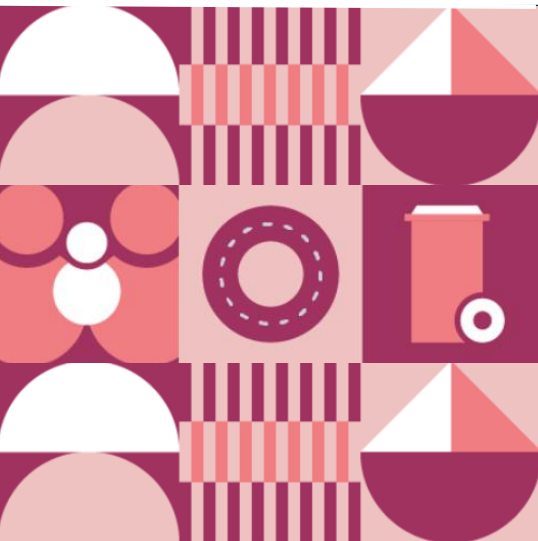
- You don't know much about NHS Health checks unless you've already attended one, and what *is* known is typically about how they're carried out rather than understanding why they're important or how to get one.
 - There is also some confusion between specific NHS Health Checks and general checks that may be carried out as part of a GP visit.
- While willingness to attend is generally high, a minority of you may need additional encouragement or reassurance.
- Barriers to attending include perception of long GP waiting lists, and either already knowing what the checks would say, or concern about what they might reveal. There was also belief that GPs should focus on the sick, and a sense that appointments aren't always convenient.
 - For a minority of you who said you would be less likely to attend, this was also due to beliefs that checks are unnecessary, plus some general mistrust of the healthcare system.
 - For those of you under 50, worry about what might be revealed was a further barrier, as were convenience, location and time pressure.
- Most of you who had attended a health check fed back positively on the experience, but around half also fed back on specific aspects that could be better.
- Beyond addressing barriers, messages about dementia prevention had potential to motivate attendance, especially for those of you who are older. Receiving the invitation is also a strong trigger to attending, and you also hypothesised that you'd be more likely to attend if you had health concerns.

We did:

- Later in 2026/2027 we will be taking steps to strengthen training for GPs around health checks, and to improve how GP surgeries communicate with patients about them.
 - This will help people understand why health checks are an important opportunity to discuss how to avoid heart and circulation problems through small changes to behaviour, and to spot and tackle any existing problems early. The approach will be tailored to each person's needs and goals, and joined up with other services they may use.
- The findings are also being used to inform ongoing strategy, support development of promotional campaigns, and help shape some aspects of the Health Checks such as improving the invitations.



**SIMPLER.
STRONGER.
SECURE.**



Local Government Reorganisation (LGR)

An invitation to take part in wider consultations - May and July 2025

You said:

- Those of you who took part were generally well informed and confident in your understanding of LGR and recognised the importance of the Government's criteria for re-organisation in guiding decisions in Hampshire and the Solent.
- You noted a range of potential benefits of the 4-authority structure proposed by Hampshire County Council and East Hampshire District Council:
 - most often relating to efficiencies and cost savings that could result from reducing 15 authorities to four
 - around one in five felt that the balance of population sizes and mix of communities in each area would help to maintain or enhance local identity and improve understanding of local communities
 - a similar proportion felt that services could improve and be easier to access as a result, particularly those (like waste, highways and planning) that were currently delivered across two tiers.
- However, many of you also expressed notable concern, predominantly about the combination of districts within each proposed authority and the challenges of bringing together communities with very different characteristics (notably rural/urban, financial stability, levels of deprivation, infrastructure, demography and political make-up) across large geographies. It was felt that this could erode local identity and lead to diminished representation and reduced access to services and resources – particularly in smaller communities located away from the administrative core.
 - reflecting some of these concerns, you would like to see any new authorities named (when appropriate) in a way that makes geographic sense, is relevant to all component parts, and is unique to each area – with a name relating to the authority's geography being the current recommendation.

We did:

- We used the information provided to scope, adapt and refine the [proposals put forward to Government](#) and a [future vision for community engagement and neighbourhood empowerment](#).
- Government are expected to make a final decision on the best approach for Hampshire and the Solent in March 2026.
- You can find out more and continue to follow progress at www.hants.gov.uk/lgr
- The [full insight report](#) from the consultations can be read if you would like to see more detail.



Local Nature Recovery Strategy

An invitation to take part in a wider consultation – July 2025

Introduced by the Environment Act 2021, Local Nature Recovery Strategies (LNRS) are plans for nature recovery covering the whole of England. The Local Nature Recovery Strategy for Hampshire was prepared following engagement with key stakeholders and community groups, and you were invited to give your views on it as part of a statutory public consultation in May and June 2025. This consultation invited feedback on the priorities and measures identified for recovering nature across the county, and 276 responses were received.

You said:

- Specific suggestions were made on species to include / exclude, and on possible amendments to the mapping.
- Additional feedback via open-ended questions also included concerns about sewage pollution, and overdevelopment (creating new problems and exacerbating existing ones). Some of you felt the LNRS lacked clarity in some areas (e.g. links with Planning, how the Strategy will be delivered and monitored).

We did:

- The feedback was used to finalise the LNRS for Hampshire which was published on 8 December 2025.
 - Changes based on the consultation responses included amendments to the Sites of Importance to Nature Conservation (e.g. boundary updates, new areas identified and added), mapping amendments and amends to the species list.
 - Clearer information has been included on the link to Planning.
 - The LNRS does not have statutory powers over issues such as sewage, or urban / suburban development. However, it encourages Biodiversity Net Gain and recreational access to nature in areas of development, and promotes nature-based solutions at wastewater treatment works (e.g. settlement lagoons and reedbeds).
- The Strategy will guide how nature recovery will take place in Hampshire and will have a particularly important role in guiding how Biodiversity Net Gain is delivered across the area.
- It also sets out the priorities for achieving the best outcomes for nature recovery, while providing options and opportunities which will support the wider strategies of the County Council and partner authorities.

Key themes from the consultation and our response to them are [published on our website](#), and more information can be found at: www.hants.gov.uk/landplanningandenvironment/nature-recovery-hampshire/hampshire-strategy



Countryside Access Plan

An invitation to take part in a wider consultation – July 2025

Our Countryside Access Plan (CAP) explains how we aim to improve countryside access in Hampshire over 2025-35. It reflects our statutory duties as well as the financial challenges being faced by the Council and other organisations.

Members of the public, including Hampshire Perspectives members, were invited to share their views on the draft plan before it was finalised.

You said:

- It was not clear whether the draft Plan would meet the needs of Hampshire's residents and other stakeholders, with suggestions of unmet needs relating to repair of paths and highways, and people's access requirements (particularly for those with disabilities).
- You agreed with all three of the draft Plan's delivery areas, with feedback indicating that the aims were sensible, strategic, and of importance to the public. However, some of you felt that local concerns were not suitably addressed by aims, particularly in relation to the use of motor vehicles on Byways Open to All Traffic (BOATs).
- Some of the actions were not sufficiently detailed, easily measurable, or focused on delivering short term benefits.

We did:

- Feedback from consultation responses was collated, analysed, and shared with the Countryside Service.
- This feedback was considered as part of the sign-off of the final CAP in [September 2025](#).
- The Countryside Access Plan for 2025-35 is now live and can be viewed at www.hants.gov.uk/landplanningandenvironment/countryside/accessplan.



Public Health nursing

Focus groups – June 2025

We circulated a survey to identify forum members who had interacted in the last two years with either Health Visitors (who support parents between birth and 5 years old) or School Nurses (who support children and families between age 5-19), and who would be willing and available to take part in an online focus group about their experiences.

You said:

- There is a widespread lack of clarity among parents / carers over what the School Nursing service does, and does not, do.
- A lack of familiarity with School Nurses may limit trust or use, as parents / carers say consistent relationships are important to them.
- Some positive experiences were reported by parents of children who had used the School Nursing service.
- Parents / carers reported that the process of NCMP (National Child Measurement Programme) measurement is well organised and sensitive (keeping numbers away from the children and young people).
- Follow up on NCMP (letter and support) is less positive – parents struggle to see the rationale, are concerned over the impact on their children and explain away 'negative' results.
- School Nurses' access to GP health data is working i.e. School Nurses could see relevant information for the children – parents suggest to go further and use school-held information too
- Parents would appreciate more input from School Nurses on what is 'normal' behaviour or on difficulties with children.

We did:

- Hampshire County Council Public Health team generated a report on the Public Health Nursing Service. This will be used to inform procurement for this service in future.
- A team within Public Health acted on the feedback on the NCMP letters and has redrafted the letters to be more empathetic, less surprising and to put the result on the second page overleaf from a page emphasising the support available. This was designed to soften the revealed results and make encourage parents to engage with support.





Tracking travel Survey – July 2025

You said:

- **Some aspects of your travel behaviour have remained stable:**

- Car / van travel remains the most common means of transport around Hampshire (mainly smaller cars), with shopping, leisure and social accounting for most journeys. Number and frequency of trips are constant post COVID.
- The shorter the journey, the more likely it is to be made by active travel, be seen as easy, and take place in towns / cities. Longer journeys are more likely to be by car, for leisure, using more major roads.
- Reasons for not using public transport continue to centre on lack of service and aspects of convenience.

- **Some aspects of travel behaviour are showing longer term changing patterns:**

- Continued growth in electric / cleaner / hybrid vehicles, with 23% of you now using them as your main vehicle.
- A slight increase in leisure or social travel over the past five years. Commuting has continued to decline.
- A decrease in those travelling in towns and cities, and a slight increase in those travelling in mainly village / rural areas.
- Slight declines in active travel (walking or cycling) continue, even taking COVID into account. Barriers are convenience, time constraints, baggage transportation, and health / mobility constraints.
- Fewer of you are now affected by fuel / living cost increases than in 2023 (or you may have adjusted to them).
- More of you use public transport, although the overall *proportion* of public transport trips has been stable since COVID.

- **And some are showing patterns that are changing, but only more recently:**

- You feel journeys are slightly easier now: in particular, those using public transport.
- Journeys for medical purposes outstrip health / fitness-based trips for the first time in 2025.
- 'Short' journeys show signs of getting slightly longer: fewer are under a mile, and slightly more were around 3-4 miles.
- Most journeys still start in the morning, but fewer are now early morning starts, and a few more start in the afternoon.

We did:

- We have continued to use your feedback to understand how you travel across Hampshire (mindful that you as forum members do not necessarily fully represent every demographic or geography in Hampshire), and how your travel needs may be changing over time: a valuable local snapshot against the wider national picture.
- The survey continues to inform us as we develop and deliver strategies to support Hampshire residents' everyday journeys, make cycling and walking safer, and plan our public transport better.

Strength and balance / Live Longer Better campaign development

Survey – July 2025

We showed you descriptions of six scenarios that could be used in a campaign (e.g. on social media) to encourage people aged over 65 to do simple exercises at home that could help them live longer independently.

You said:

- The overall campaign idea was moderately strong.
- You gave feedback on how motivating each of the individual ideas were to help us select and improve those working best:
 - In particular you helped us make the ideas feel more relevant for people who are less active and aged over 65, and who did not rate the overall campaign idea quite as strongly
 - You also told us that care is needed to make the scenarios feel realistic (e.g. featuring ‘real’ people), and to avoid the final versions feeling patronising or contrived
- The key ingredients working well were the exercises themselves (simple, enjoyable, easy to relate to, featuring everyday tasks), coupled with clear links to the immediate benefits.
- Of the six potential executions, you rated two of them well, feeling that some others had specific areas of potential even if not feeling as strong overall. One however felt contrived, lacking clear links between the different scenes within it.

We did:

- Using local Hampshire residents as ‘actors’ (varying in ages and abilities to keep the realistic feel you asked for), we filmed the two ideas you rated best:
 - a woman doing knee bends – making it easier to bend and pick up a ball to play with her dog
 - someone doing heel raises while waiting for the kettle to boil, making it easier to reach things in their kitchen
- We also developed and filmed new scenarios based on the elements of the other ideas that performed well and dropped the idea you rated least well.
- We ensured that the final selection of executions featured both men and women and contained a mix of gender-relevant scenarios to help address the fact that women were slightly more positive about the campaign idea than men overall.
- The final campaign will go live from 26 January 2026 and will feature on our website and on social media.
- Findings have been shared with partner organisations working across the health and social care sector to allow them to promote the campaign with people aged over 65+ they are in contact with.



Lifting tins from my weekly food shop



makes the watering can feel lighter.



Knee bends keep my legs strong,



so I never miss a moment of play.

Discover simple activities to help you feel stronger and

get the most out of life



Visit hants.gov.uk/livelongerbetter to get started today.

Creativity and mental wellbeing

Survey – September 2025

You said:

- Most of you take part in some form of creative and cultural activities – most popular are:
 - **Creative:** attending performances (e.g. theatre, concerts), followed by crafts such as cookery or textiles, and visual arts (e.g. painting, photography). Around a third of you are interested in performing (e.g. choirs, drama groups).
 - **Cultural:** visiting and exploring places (e.g. stately homes, gardens, historic buildings), followed by other cultural or community heritage activities (e.g. local heritage trails, traditional festivals or fairs).
- You recognise many benefits to taking part – enjoyment being key, alongside some aspects of mental wellbeing (learning something new, keeping your brain active, social connection) and appreciation of history and place.
 - Other mental wellbeing benefits (e.g. self-esteem, stress relief, sense of purpose, sense of identity, confidence) tended to be less widely noted. However, these are seen as absolutely critical benefits by those who work with particular groups of Hampshire residents (e.g. dementia groups, people living in areas of deprivation), who feel the greatest mental wellbeing benefits come from ‘active’ participation, where people may have to push themselves to achieve something new or outside their comfort zone (e.g. drama).
- For most of you (especially the under 65s), barriers are mainly functional or rational: convenience, timing, lack of awareness or information about what’s available, transport challenges, cost, poor health or mobility.
 - However, for some of the more stretching, participatory activities, barriers are also emotional – fear of being outside your comfort zone, a sense that creative or cultural activities are elitist or simply not ‘for people like me’, and fear of not having the right ability / not being good enough.
- You would welcome more information about what is available locally for you to take part in.

We did:

- We are creating a campaign to promote locally-available creative and cultural activities in some areas of Hampshire, and have published a new ‘Creativity for Wellbeing’ webpage to provide more information.
- We have shared findings with partner organisations to encourage them to consider and promote the mental wellbeing benefits of culture and creativity in their work with people living in Hampshire.
- We will offer organisations in Hampshire working in the creative or cultural sectors support in understanding latest research evidence to deliver high-quality impactful health interventions using culture and creativity, and help the sector work with health and wellbeing organisations to better join-up local offers and meet local needs.





Cervical screening take-up Survey - October 2025

You said:

- Most of you who are eligible recalled having been invited for cervical screening, with most attending when asked (or willing to do so in future). However, around 20% in total either hadn't attended or would not go if invited, with take up lowest in the 25-34 age group and amongst those with health limitations.
- The most significant barrier to attendance is the screening process itself – driven mainly by prior bad experiences (especially recalled by 55+s), or by concern about the procedure (25-54s).
- Further key barriers included low perceived risk (especially for those of you who are older and those who have no health limitations) and logistical reasons (difficulty booking, time pressure). Some of you also cited aspects of their medical history as reason not to attend.
- Most of you are unaware of the 2019 changes to cervical screening, mainly believing it tests for both signs of cervical cancer and HPV virus: just 16% believing (correctly) that only HPV is initially screened for.
- However, awareness of the changes and correct understanding of what is tested for do not appear to be linked to attendance.
- Those recalling recent invitations had generally received them by post. However, while post still headed preference for future invitations, email, text or NHS App were also welcomed – except by those who did not attend their last appointment (for this group, letter or email may be best).

We did:

- Detailed plans are still in progress, but findings will be used to help improve attendance at cervical screening (e.g. campaigns to motivate people to attend, working with NHS partners to explore changes to the invitation, booking process, and information available for those who are worried about screening).
- Particular emphasis will be on encouraging those in the younger age group who are newly eligible for screening to attend.

**Thank you to everyone who helped with this work....
We look forward to hearing your views in 2026**