



Carswell Gould

marketing communications
from every angle

Lifestyle in Hampshire Year 2050

An exploration and prediction for the future by
Carswell Gould on behalf of Hampshire County Council

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The day Monty saved the countryside

As the man at the end of the slipway used the robotic lifting arm to complete the installation of the smart sign, Monty and his fellow campaigners stood back with broad smiles – the local Community Hub would be busy tonight.

“You are now entering the New Forest, part of Authentic Hampshire, an environment where transport speeds, technology and simulation are restricted for your enjoyment. Slow down, breathe in what is around you but don’t feed the ponies.”

The idea of being a commoner had been forgotten by many but not by Monty. His grandad, Tom, had been a tenant farmer on what used to be known as the Bisterne Estate, where he kept pigs and horses. Monty loved going there as a young boy as it was the only place that he ever really thought of as a home. He would spend hours running through the woods, chasing the chickens or petting the animals - he even rode the horses a few times.

Old Tom was one of the few people left that was paid to keep rare breed livestock. He had lived in the New Forest all his life, as had his family before him. He used to tell Monty stories about his own grandad who had a huge farm with a herd of dairy cows ‘that fed the town’. He used to say, “never let go of what is real, boy”. The rest of the family spoke about Tom like he was crazy, they seemed to think he was from a bygone age. There was never much work in the countryside and Monty’s dad was sent to the city to be educated as an engineer. His mother wanted him to have better prospects in a world that she saw as changing fast.

He eventually became one of the overseers that worked on the redevelopment of city infrastructures. It was big business and he was in high demand through the late 20’s and 30’s. Monty and his parents moved around all over the world, he saw less and less of the old farm and in the summer of 2025 his grandad passed away.

Monty was educated on the move and thanks to his dad’s job was able to access the finest education leading him to follow in his father’s footsteps. He was promoted year on year after his apprenticeship leading to a lead role within the Government’s commercial land partner, ‘P.L.A.C.E’, which ran all infrastructure development to help the country cope with its rapidly growing population.

By the time Monty reached 40 years old, he was happily married to his wife Eshe and had a son of his own. He was working increasingly from the office of their rented apartment complex in the city, using the latest visualisation and simulation technology to survey land and create new places. When he wasn’t doing that, he was doing his best to keep sane in a world that was becoming increasingly unsatisfying to him.

Was this the ‘quarter life crisis’ that the family councillor talked about? His friends didn’t understand, they had a great life. But he knew he wanted something else, something more.

In the end it was a chance happening that did it.

Like any other day he had logged on to the system and was surveying land, he went through the motions and filed his notes then moved to the next case that was under consideration for redevelopment. He stared at it for a while then suddenly recognised something. He panned out and realised what he was looking at was a place he recognised called Ringwood. He scanned across the land and before he knew it, he was slap bang, back on ‘terra-firma’ looking at a hyper real simulation of his grandad’s old family plot. It was all still there but not in use. He checked the files and saw that the whole estate had been broken up. The plot was part of a package of land being reviewed for development by his company.

He stared at it again, got up, logged out of the system, and shouted for Eshe to take the car off charge and get his son off the games simulator.

That was over five years ago now.

By the time Monty got back from the new sign by the slip road to the old farm plot, his family were waiting for him. "So, *how did it go?*" Eshe asked. He excitedly explained how the sign fitter had come and connected everything up, it lit up and they had all cheered, "*We did it Eshe, it's finally happened, we have given this place a future as well as a past.*"

She proudly smiled and was comforted with the thought that he had helped the community. She wasn't a country girl like Monty, but she valued having natural space for their boy to grow up in. The city was so close anyway that she could easily meet up with her friends. Last month's shopping trip in New York had been a blast but as they sat on the hyperloop chatting about what Monty and her had been working on in terms of saving the countryside, her friends thought she was mad. They didn't get it, but she knew Monty was heading in the right direction.

That's not to say it had all been plain sailing. When they first arrived, it had taken a while to adjust to life in the countryside. The closest they had got to a 'community action group' back in the city was the sports club quiz night.

Five years on and they were still seen as 'city folk' by many, but that was changing. More and more people were moving to the countryside, it was cleaner, more beautiful and still only a short drive to the city. They weren't the first to up sticks and wouldn't be the last. She had fallen in love with the lifestyle and understood why Monty wanted to get back to his roots.

The big agenda locally had been how they could stop development encroaching on the natural environment – it had been debated for years and, as land became sparser, the need to safeguard green space became greater. Ideas like no car zones, private ownership and reforestation had been around for a while, as had tech free zones but had made little ground outside the major heritage sites.

Everyone remembers when 'they' finally started shutting off personal content devices automatically when you went into hospitals, quiet zones and schools. It was a bit like when they finally just banned cigarettes rather than taxing them.

And that, in part, is where Monty had got his idea.

They had been attending the meet ups at the local Community Hub for a while. People across the county were up in arms. It wasn't just the family plot that Monty had bought that was up for development, huge swathes of land in the New Forest were also being reviewed. If selected, the government could enforce purchase. "*It would,*" as one well-meaning but irate villager from Bolderwood said, "*be the end of rural life in Hampshire – look what happened to Lyndhurst!*"

They had tried fighting it on moral grounds for years, but Monty's experience and background in surveying land brought something new – he could see an opportunity to do something different. "*The only way we will the land is if it's worth more in its current state than when it's developed into a city suburb.*"

He was still working for 'P.L.A.C.E' and knew that at present the numbers didn't stack up. No one in the city or in the county wanted to see the loss of spaces like the New Forest and there were other sites far more suitable. But, how long would that last? The UK population had increased by millions in the last fifty years, and he wondered

what it would be like when his son was his age. It felt like history was rewriting itself and to stop his grandad's story happening to him, he took action and showed his company how a different, smaller kind of development could be worth far more.

He started looking at technology, trends and new ideas, and he collaborated with experts from across the world and explored sites of natural beauty which were being protected. He started to see that the progress and technology that many in the countryside feared, could well be their saviours.

This is where he hit upon the idea of actively restricting technology and offering people an authentic experience in a natural environment. There were new ideas to preserve natural spaces, like charging people to enter the New Forest, reducing the speed on their cars and increasing the use of Community Hubs. An attractive get away, a valued home with an identity, a rural haven that would create sustainable income for itself.

His company loved the idea and helped convince their government partners of the logic. Soon, the project took flight and plans were put in place to grow the New Forest and reinstate it to its 11th century geography. They reclaimed old farms and reforested land with native species, plants and trees from the Svalbard Global Seed Vault.

Tourists and visitors from far and wide (or Grockles as Monty's grandad use to call them), were now a big part of the solution. Every visit they made cost them a small amount of money which was invested back into the countryside. Companies competed to win licences, invest in and run new campsites, 'glamping' treehouses and outdoor activity centres that offered families and schools from all over Europe the chance to learn about what life was like before simulation was so prevalent.

Before long, the initiative was all over the world. Monty, was the talk of the town and the village. Old Tom would have been proud.

Author's note

We hope you enjoyed our little tale about Monty. Monty is real, he's my son. The rest of the story is not just plucked from the air either, much of the back story is based on reality. Over the last two months we have been researching and exploring what the future will look like in Hampshire in 2050. It's been a significant journey and the following pages set out what we have discovered. All in all, the fiction above may well be closer to the truth than one might imagine.

Introduction: What we were asked to do.

Carswell Gould was invited to contribute to the 2050 inquiry by exploring and offering recommendations for the theme of work, skills and lifestyle. We were asked;

“We’d like to commission you to shape an evidence-based submission relating to the ‘lifestyle’ element of the work, skills and lifestyle theme. We’re keen to understand what are the current and future trends in the creative and cultural sector, how technologies may influence these sectors by 2050 and how these sectors add to a sense of place (i.e. Hampshire). We’d also be interested in how virtual reality (now a reality, ironically) may apply to the arts and leisure activities.”

As well as the above exercise, and picking up on the issue of place, it would be helpful to have the voice of some young people, specifically those aged c.18/in FE college (the logic being they will be about 50 in 2050) on both the wider skills, work and lifestyle theme but also what it is about Hampshire the place that they value and that they think needs to be protected so that it remains a great place to live and work in the future.”



Brief summary of methodology:

- 1. Exploration**
Preparation work by all employees at Carswell Gould to explore and develop ideas in response to the brief ahead of our internal workshop. Sources: Thought leader/client conversions, internet and design research.
- 2. Workshop**
The whole team at Carswell Gould will participate in a half day workshop to explore the themes, ideas and opportunities at a top level and then drill down into ideas to expand and find evidence.
- 3. Expanding and Evidence**
We will research those themes and add evidence where possible to each key idea and theme.
- 4. Communicate Thinking**
Create a written 'draft' report outlining our thinking, the ideas and themes which we want to recommend and what they will mean to Hampshire. Then, submit the draft and review it with Hampshire County Council to make sure we are on the same page and to agree which ideas we expand on in our final submission.
- 5. Run Research**
Research key themes with young people in the county at key colleges via face to face interview and questionnaires. We will then write up the outcomes and pick out key comments and responses for us on the report.
- 6. Finalise the Submission**
We will then finalise, in a format agreed with Hampshire County Council, the submission that it can then integrate into its own reports and recommendations.
- 7. Offer a Spot to Local Talent/Experts to Show Off**
Engage with and recommend regional talent/experts in VR/Technology demonstrations to be at the commission event.
- 8. Represent/Present**
Attend and present at the commission event in October.

The context we worked in:

We focused on the following definition of 'lifestyle' when undertaking our work. [See more](#)

'A way of living, of individuals, families (households), and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is expressed in both work and leisure behaviour patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people's self-image or self-concept; the way they see themselves and believe they are seen by the others. Lifestyle is a composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class.'

A global forecast for 2050

We explored the following broad global predictions for 2050. 2050 is billed as “a year that will see the world transform in big and small ways; this includes disruptions throughout our culture, technology, science, health and business sectors.” [See more](#)

- Most of the fish stocks that existed in 2015 are now extinct
- 5 billion of the world's projected 9.7 billion people now live in water-stressed areas
- Nearly 2 billion people now live in countries with absolute water scarcity, mostly in the Middle East and North African regions
- 6 million people now die per year from complications with air pollution
- Neurotechnologies enable users to interact with their environment and other people by thought alone
- 6.3 billion people will live in cities.
- Half of the world's population will be short-sighted
- Toyota stops selling gasoline cars
- Coffee becomes a luxury due to climate change and the loss of suitable farming land
- Skyscrapers that function as cities are built to address growing populations
- Athabasca Glacier disappears by losing 5 metres per year since 2015
- China's "South-to-North Water Transfer Project" is fully built
- World population is forecasted to reach 9,725,147,000
- Share of global car sales taken by autonomous vehicles equals 90 per cent
- Average number of connected devices, per person, is 25
- Global number of Internet connected devices reaches 237,500,000,000
- World sales of electric vehicles reaches 26,366,667 (Moore's Law - the observation that the number of transistors in a dense integrated circuit doubles about every two years.) Calculations per second, per \$1,000, equals 10^{23} (equal to all human brain power globally)
- Worst case forecasted rise in global temperatures, above pre-industrial levels, is 2.5 degrees Celsius
- Forecasted rise in global temperatures, above pre-industrial levels, is 2 degrees Celsius
- Optimistic forecasted rise in global temperatures, above pre-industrial levels, is 1.89 degrees Celsius
- Largest age cohort for the Brazilian population is 45-49
- Largest age cohort for the Mexican population is 50-54
- Largest age cohort for the Middle East population is 35-44
- Largest age cohort for the African population is 0-4
- Largest age cohort for the European population is 60-64
- Largest age cohort for the Indian population is 35-39
- Largest age cohort for the Chinese population is 60-64
- Largest age cohort for the United States population is 20

A summary of the two viewpoints

We considered each topic above from two viewpoints which we frame as **'Authentic'** and **'Simulation'**.

This is key in how we think about the future. Trends and evidence which we have uncovered during our work clearly indicate that technology will develop to 'make lives easier', a by-product of this is it will offer people ever more realistic gaming and simulation experiences through the likes of VR (Virtual Reality) and AR (Augmented Reality).

In time, these simulations will invade, improve and change other aspects of how we live day-to-day. By 2050 we are likely to use simulation to help us to be in more places at once e.g. meeting face to face, at sports events, entertainment etc. Work will utilise this technology, as will medicine and education. We suggest that, as time passes, we will become more reliant, trusting and invested in simulation as a key part of our day.

Conversely, this means that 'real life' authentic experiences will therefore become less common and we will be less reliant on 'doing things for real'. We suggest that this will result in 'Authentic' experiences becoming more valued. Live experiences may command higher income than virtual or simulated.

This theory forms the core of our submission for the inquiry and thus creates the kick-off point for our workshop exploration.



The workshop

We took all of the above into consideration and discussed five key themes.

The workshop was held at the office of Carswell Gould and all team members were invited to offer input and contribute ideas. We held the session over half a day and used the outputs to create the following theme summaries.

Theme one:

Recreation and Daily Activity



Theme two:

Entertainment/Music/Arts/
Heritage/Museums



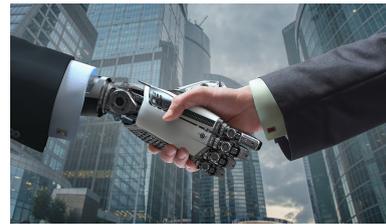
Theme three:

Sport/Health/Activity



Theme four:

Relationships and Family

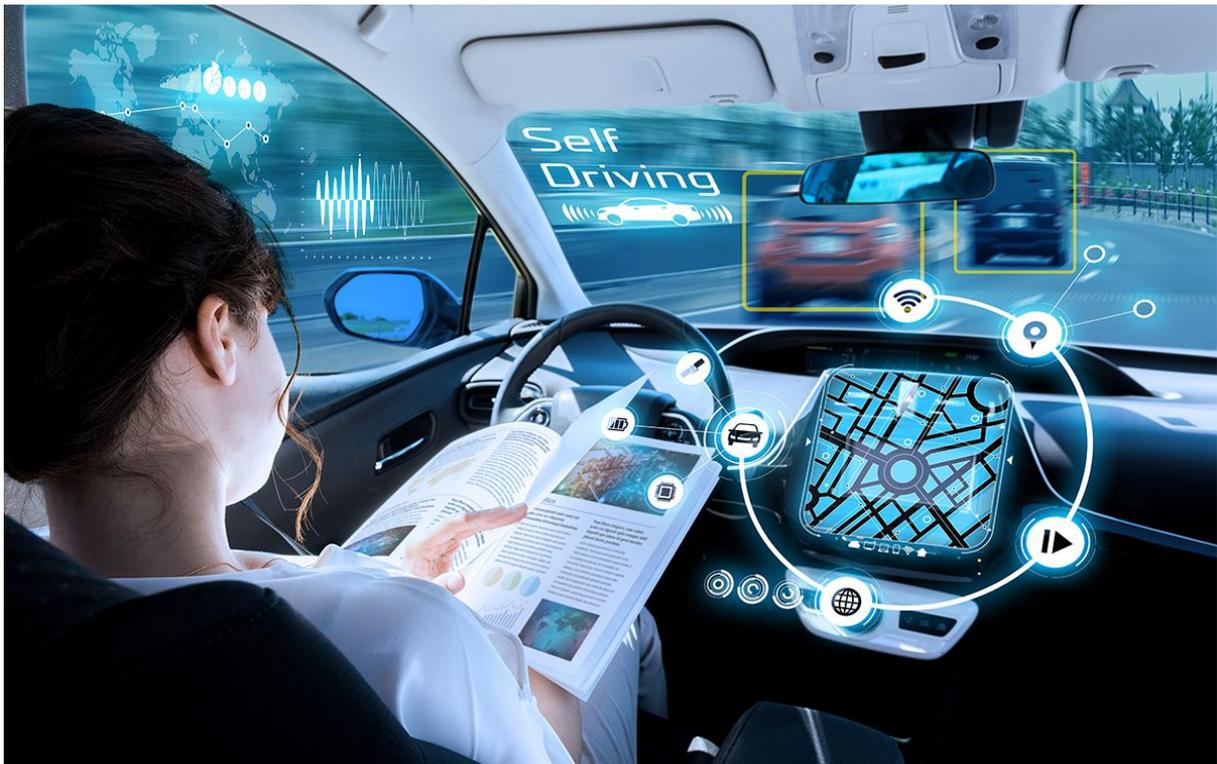


Theme five:

Creative and Cultural Sector



Theme one: Recreation and Daily Activity



Theme one: Recreation and Daily Activity

Activities will become simulated

Rock climbing, sailing, horse riding, archery and cycling are all ripe for simulation recreation, meaning 'real gaming' VR versions will replace actually doing those things for real. People will be able to do anything they like via hyper-real experiences that will feel and work like real life. VR will mean that people can experience recreational activities digitally.

We suggest that while people may access these experiences through VR in 2050, there will still be a need for the real thing. For example, the VR version of sailing in the Solent may create more fans and customers of sailing in the Solent for real. There will be VR enhanced experiences at locations such as the Sea City Museum. Hampshire will leverage social media/AR/VR to attract people to experience these places remotely to decide if they'd like to visit.

Nature's playground

The New Forest and protected areas could be extended through the reclaiming of farm land and reforestation. This will be developed into a natural/outdoor place of play for families and individuals to enjoy and get 'out of the city'.

People will have to pay a fee to enter places like the New Forest. This charging will be done via geolocation and connected devices. The money could be invested back into those assets and create profit. The driver for this could be demand but also the need to offset the impact of growing demand on decreasing volumes of real life and natural experiences due to climate change and development.

Hampshire will be a regional hub for outdoor and natural pursuits. With the South's biggest city as the jumping off point and entry for Londoners and international travellers looking to experience the outdoors, heritage etc. This could be a real asset

for Hampshire in a world dominated by cities, overpopulated housing and technology.

Commercialising of Council recreation assets

With a slowing economy, more people and less public funding we foresee a trend towards greater privatisation and commercialisation of recreational assets. This would impact on Hampshire as the market will control what is on offer; from swimming pools to parks - all will be up for grabs but, if it can't turn a profit, it's likely it will disappear.

Connecting and sharing our place, history and heritage to the world

Key information, heritage spots and historical assets will be digitised and available to the world. The backstory of a place will need to be preserved and, as the world connects via technology with greater depth and accuracy, the successful sharing of that information through simulations and connected data will help more people from more places around the world to understand what Hampshire is and was.

Activity/community Hubs and accessing recreation will be easier

Advances in travel will make accessing hubs and sites of activity and recreation a lot easier. These hubs will offer a mix of real and hybrid simulation to open up a world of outdoor pursuits where you can interact with people, exercise and enjoy real life experiences.

Authentic recreation will be accessible by more

Authentic recreation will be accessible to all because of advances in technology. Technology will offer accessibility for people who are less able to go outside and enjoy more forms of recreation. Audible maps will blend with physical kits like prosthetics. Technology will integrate elements of simulation into real life activity such as 'active suits' which will allow those who are paralysed to undertake physical activity.

Theme two: Entertainment/Music/Arts/Heritage/Museums



Theme two: Entertainment/Music/Arts/Heritage/Museums

The role of authentic assets as a way to attract people will grow

Whether it's a work of art, a live performance or a heritage site, seeing it for real will have increasing value.

People will access arts via technology in public hubs

Some things never change, and we see a role for high-tech public hubs and centres, where people can share and access arts, heritage, culture and shows. We believe that not everyone will be able to afford the level of personal technology that many cite as being standard by 2050.

Hampshire will make sure this is as inclusive as possible through continual investment into digital skills, broadband and 5G infrastructure. People can access this technology in public places (like libraries) and it will be available across the country.

We also believe that not everyone will want to experience everything in solitude, therefore, authentic shared experiences will be of huge value. With this in mind we predict investment in high tech, highly flexible public facilities will continue to bring people together.

Remote access of arts from anywhere

People will access entertainment, arts, gigs via AR/VR and then simulation. You will be able to curate your own museum and be in the front row of a 'live gig' from your own home. Simulation will mean we will have full access to the world's back catalogue. It will also offer new, direct channels for creators to show their work.

Music concerts are already both live and on demand via VR - Kasabian's 360 concert. [See more](#)

Gaming will become real life and vice versa. [See more](#)

VR National gallery. [See more](#)

Entertainment as a service and 'pay per view'

Subscription, pay per view, and what we are calling Entertainment as a Service (EaaS), will help more creators get paid for their work and share it through the connected web. You will be able to see and 'be at' any gig, museum, watch entertainment, or play on your favourite simulation - but it will be at a cost.

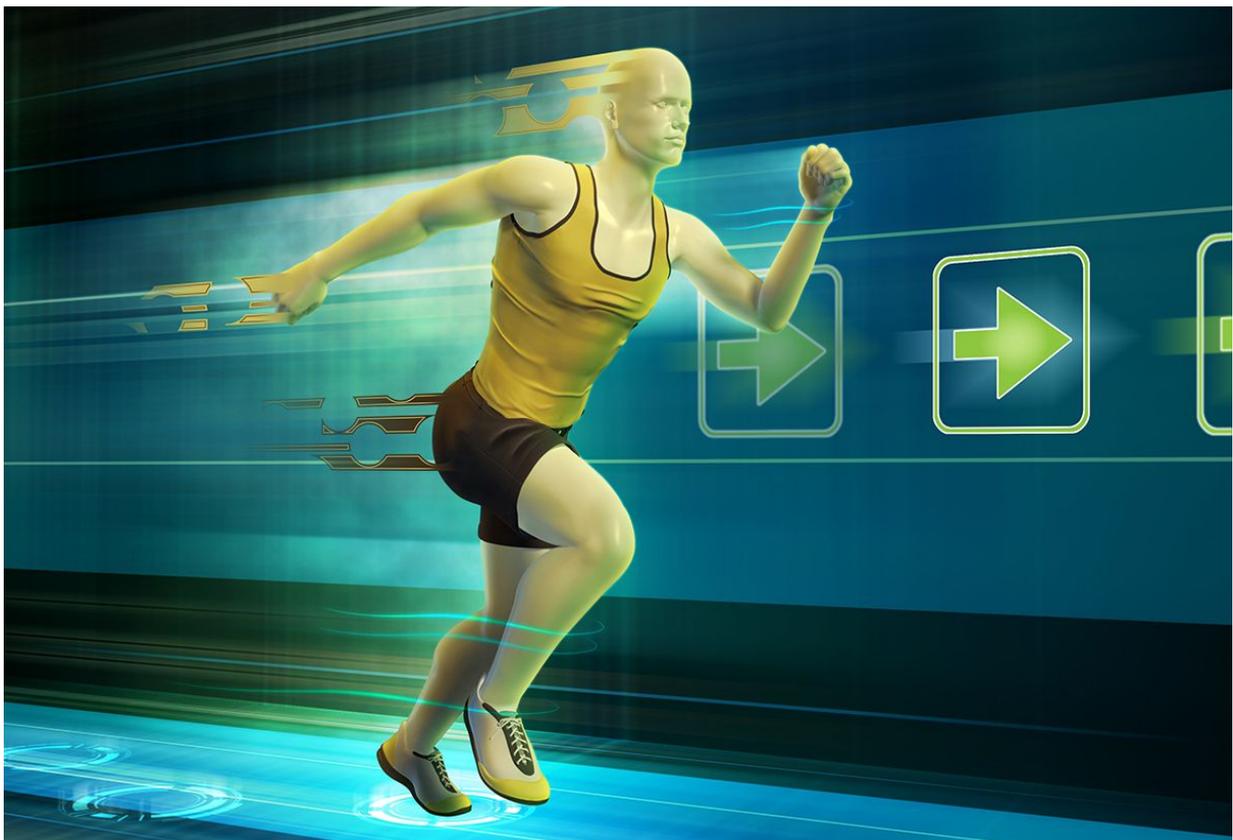
EaaS may follow the lead of Subscription or SaaS.

[See more](#)

Bands won't need to perform live

We have already seen VR and other technology used in arts and music and we already have music events or performances shown live in cinemas around the country at the same time. We considered how bands will make money if everything is online, how we will view art and how money will be made. Music venues (which are already disappearing fast) will not be needed as people attend gigs live via subscription from their own home. Bands and promoters set up their own space and broadcast is taking control of how and when they work and monetise themselves. This is a more cost-effective model than touring and hiring venues.

Theme three:
Sport/Health/Activity



Theme three: Sport/Health/Activity

Importance of sport and exercise for public health

If recreational activities become more and more revolved around VR, real sport and exercise will be of great importance. There may be a risk that only wealthy people will be able to access authentic sport experiences, which could exacerbate social and economic divides.

Higher uptake in sports

As the social-economic divide between classes grows (<https://ind.pn/2O8TgRm>), and as technology advances traditional or niche sports (like cricket, rugby etc.) will be played online using powerful VR systems. This is of specific relevance for Hampshire considering its cricket presence.

No more spectators

Advances in VR and simulation will mean that by 2050 we won't go to the stadium. There will be audience-less stadiums, greater flexibility in how you watch sports and even the potential to compete virtually.

Simulation will bring Hampshire routes into homes around the world

There is already plenty of products where sports fans, such as cyclists, can ride a virtual version of famous routes. This will increase in 2050. An example of this is Zwift. [See more](#)

Developing world-leading sports technology

The trends and investment in innovation/tech and sports science by local universities could position the South and this region as a world (or at least UK) leader in sports technology.

Fitter and healthier population

Overall fitness levels will improve and people will live marginally longer by 2050 ([See more](#)). This in part will be down to people having access to more sports equipment and technology around the house or near the home. The taxation system will encourage people to remain healthy and be more active. [See more](#)

Fitness closer to home

As space becomes more valuable it's likely that home gyms will be only for the very wealthy, where space is available. There will be more shared gyms run on subscription models and they will be part of high rise accommodation blocks to save space.

We are all world class athletes with gaming

Gaming and Esports will have a huge growth and Hampshire based companies such as Multiplay, are set to help grow this. Hampshire could invest in a stadium for Esports as well as football. Perhaps we will see a 'Saints' Esports team. [See more](#)

Health and wellbeing

There will be a greater focus on happiness and wellness, as opposed to medical health. As a result, mental wellness and support will be of more value. [See more](#)

In the year ending September 2017, 34.9% of people aged 16+ in the UK reported their happiness as very high. Between 2015 and 2016, 51% of people aged 16+ in

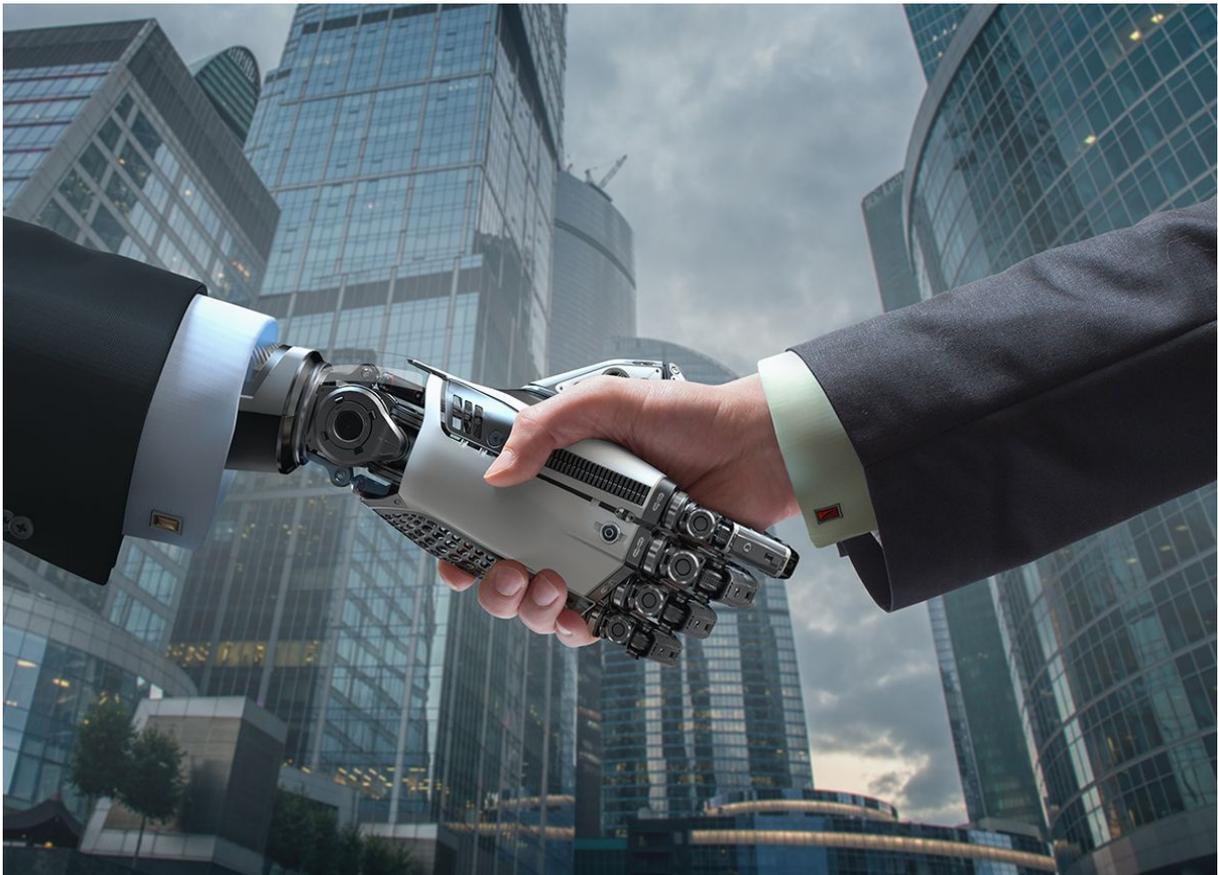
the UK reported that they were mostly or completely satisfied with their health. [See more](#)

More lifestyle options for the retired or ageing population

With an ageing population, more investment will go into developing commercial opportunities to sell to the older generation. This will include everything from dating, through to new technology that enables people of restricted movement to be active.

We foresee the death of the retirement home and the development of the retirement village/town or high rise where communities live and work together through to later in life. With better help and activity options, people may stay in the workforce for longer.

Theme four: Relationships and Family



Theme four: Relationships and Family

Long distance relationships will work

In 2050 we will engage, collaborate and work with people from an ever-wider geography. This will change what work and personal relationships look like. This will be driven by technology that allows us to simulate 'being in two places at the same time'.

Mental support

Robots are unlikely to be able to show emotion and/or empathy towards humans. We will increasingly interact with AI (Artificial Intelligence) and robots and this will impact our view of the world. High reliance on robots in the future will mean that we may well need to seek support, counselling or advice from humans.

The prevalence of AI and VR could lead to an increase in addiction problems as people become more immersed in the virtual world. We will still need hubs and collaborative spaces where people can come together and meet. People will still 'buy from people' and socialise together. 'Human factor' and authentic experiences will be important.

Technology that lets people collaborate at work will mean less physical time in offices and travelling. This will impact lifestyle choice and relationships. There is opportunity and risk in this – families and friends may have more quality time together as they are physically closer as families work, learn, shop and play at home. However, relationships may well degrade as more time is spent using technology, in simulation or working 'elsewhere'.

Relationships will be nurtured by collaborative hubs and meeting places

Shared working hubs will improve relationship-building on a professional level.

Four days week and four hours a day

The typical working day will change from 9-5 as more people will work remotely and at different times. We have already seen a trend in 'flexible working'.

[See more](#)

AI will become increasingly life-like and that will create new kinds of relationships

Gaming and experiences that mirror real life will mean characters not only look rather life-like but will interact like humans.

Education trends

AI and remote teaching will mean more people around the world can have higher levels of education. This will mean less time in classrooms, less teachers and more time spent at home, distance-learning. This could offer universities, for instance, a good opportunity. Imagine the University of Southampton giving 10,000 high value places for 'attended degrees' and one million places for 'distance degrees' at a lower cost. Universities will still be a place for authentic learning but only by the wealthiest. Schools could become central community hubs giving flexibility to work where your children learn.

Theme Five:
Creative and Cultural Sector



Theme Five: Creative and Cultural Sector

Human creativity will increase in value

Design thinking/problem solving will be a necessity for business and creative industries will have a resurgence, growing in importance and value as mundane and manual jobs and tasks are undertaken by AI and robots. There will be a need for arts and entertainment to provide new ideas, thinking and creativity that will keep us 'human'.

Process driven creative industry jobs will start to be automated

By 2050, technology will replace or be impacting on roles including web developers, graphic designers and some areas of music and film.

Design and development jobs will decrease due to an increase in computer auto-generated work. Higher level jobs will remain and increase in value.

The creative sector will be dominated by the creation of digital simulations, new worlds, gaming and experiences

We predict an explosion in this area, with more and more people being needed to conceive and create these worlds. This growth will present varied challenges and opportunities.

As technology advances allow ever-more realistic experiences to be created, debates over appropriate content in games and other entertainment will be huge.

Everything is a competition

Online gaming infiltrates multiple aspects of life. Many hobbies and day-to-day activities are gamified. This is already in its infancy with Wii-fit style devices and pedometers but soon will become more common and social. Hobbies such as Fantasy Football can be played out in virtual space.

Traditional sports or even entirely new sports might begin to erupt out of this new technology. Imagine, gladiator battles fought by sophisticated robots controlled through a VR (Virtual Reality) interface.

As mobile devices become entirely prevalent, VR is blended with AR (Augmented Reality, computer overlays in the real world) which have become as equally sophisticated. Virtually all of our surroundings could be gamified in some way or another.

VR may well be used to bring society closer together as opposed to alienating them in some previous examples. Imagine being able to literally see a world through another's eyes. We already spend a day a week online. By 2050, one may elect to be someone completely different for large portions of their life.

[See more](#)

What do young people think the future will be like?

We visited two local colleges, Southampton City College and Eastleigh College, where we undertook workshops with 20 students in each session. During the workshop we explored the themes we have outlined above and asked them questions set out below.

Q. What do you think Hampshire will be like in 2050?

The main response from this question was that it will be over crowded, full and containing the overspill of London. Students think that there will be lots of traffic and pollution with many also saying they think Hampshire will have disappeared and be “underwater”.

Many participants said they think there will be less work, but a large amount also said that they think education will evolve and that there will be more opportunities and types of work.

Students believe that health will improve due to better technologies, robots and holograms and that although health will be worse due to pollution, we will discover new and better ways of preventing this.

Many participants commented on the economic growth and that we will have good links to cities i.e. London. Hampshire will become a tourist attraction and a great place to visit due to its heritage and history. As opposed to this, Hampshire could become lost, too close to and overtaken by London and lose its identity.

A lot of comments were made that it may not change too much but people's views and opinions will, and gender and sexuality judgment will be a thing of the past, and everyone will be valid and equal.

Q. What's good about living in Hampshire?

The most popular responses were the countryside and the New Forest. Many people said that there is lots to do and that they enjoy having everything they need close to them.

We spoke to some students from the North of England who are apprentices. Their employer sent them to Eastleigh College as it is the best in the UK for the course they do. They expressed that Hampshire is really welcoming and has a much nicer vibe than where they are from. Diversity was also one of the most popular responses to this question, along with trade and work opportunities.

Q. What's bad about living in Hampshire?

Road traffic is something that students expressed as a downside of Hampshire, alongside a perception of high petty theft and the overall crime rate. Cost of living is seen to be high in Hampshire and the job market is narrow with limited sector.

They believe youth work is on the decline and students expressed a need for youth clubs and more things to do. Overall, students were pretty positive about Hampshire and don't have too much bad to say about it.

Q. What needs to happen to make Hampshire better for you in 2050?

The key responses to this question were faster/ electric travel and better technology. Improvement on the crime rate and support for progression were also mentioned.

Students think that there should be more attention to supporting young people in getting housing and that education should be free for everyone.

There should be more community projects. The county is increasing in population and working with the community more will improve everyone having their voices heard. Expression is important and there needs to be an enrichment of culture.

Linking and expanding the ideas we explored in our workshop, we created a set of predictions. These form the core of our creative writing submission.

Technology will help the creative and cultural sector flourish

Advancements in AI, simulation VR and AR will contribute to a seismic shift in how people interact and consume creative output.

Gaming will drive advances that will flow into every aspect of life including work, recreation and relationships. You will be able to smell, touch and feel the entertainment you digest as hyper-simulation takes over. VR and AR are already striving ahead, creating near-real experiences for people to enjoy.

This will lead to creators of games, content and entertainment being in high demand, whether that be roles creating simulation, games and content or creation of art and music.

The value of live experiences delivered by the creative and culture sector will increase. In a world where remote viewing through connected devices and simulation is easier, authentic experiences will be rarer and in great demand.



Creative tech and community hubs

We see that community tech and creative hubs will be common place in places with lower incomes or less tech infrastructure. These will show live, simulated and projected arts content and double as a gallery, theatre and collaboration space.



Our 'local identity' should be protected

In 2050 the world will feel small. We will be able to be anywhere at the touch of a button. A few giant global companies will run industry and we will be exposed to more global information and messaging. There is potential that places will become more harmonised and we will lose sight of 'place'. We suggest that a focus on local identity, building protection and nurturing the local brand will be key to maintaining Hampshire's identity, visibility and uniqueness.

This is vital when we build a Hampshire with a future (a place where people want to be). *Consider the uplift in products applying for Protected Designation of Origin.*

[See more](#)

Businesses that bring us together locally and on a small scale

We foresee the growth of micro businesses that play to localised niche audiences. We suggest that by 2050, the majority of what we buy, consume and do will be controlled by a handful of businesses (currently around ten businesses control the retail food industry). In an increasingly globalised world, niche community businesses will offer us something local. We also suggest that a rise in home/solitary working will mean there will be a gap for businesses that find ways of bringing like-minded people together. Examples include things like cat cafes, one has recently opened in Romsey, Hampshire. [See more](#)



The effect of migration

2050 will see a world-wide migration away from areas affected by climate change. This may see more people moving to major power centres and cities across the UK and Europe. This may also see Hampshire developing its unique position based on its physical assets. Some areas of Hampshire will, in turn, increase in value or be developed by a growing city presence. [See more](#)

'World population has grown from 3bn in the mid-20th century to over 7bn today; by 2050, there will be 9bn – and 70% of them will live in cities.'

[See more](#)

We explored the idea that by 2050, the urban areas of South Hampshire would blend together to create the south's major coastal city. This new mega-city would become the UK's key coastal city. It will have significant capability in terms of land, sea and air connectivity. It will be the highest populated conurbation, south of London.

Importantly, we see this city as a jumping off point. A place that has an attractive work and lifestyle offer for those wanting the benefit of living a city life close to some of the best natural spaces in the UK. The proximity to the capital, nature and sea will make the area an exclusive and desirable place to live.



3D printing everything

By 2050, everything from food to sports kits will be able to be printed. This means people will have easier access to an endless range of kit, tools, artefacts and indeed, anything. The impact on lifestyle could be immense, but some more trivial examples could include; if you want a famous sculpture in your kitchen you can have it, if you want to try your hand at the old hobby of knitting, you can create the tools you need.

Death of home ownership

Due to ever increasing house prices, owning a home may not exist. Will councils maintain the responsibility to provide housing or will private landlords win out in the control of bricks and mortar? Our research shows trends towards building higher, with high-rise buildings providing all services and activities in one place. These towers will combine to create the mega cities the future will need to house the nine billion plus population.



As land and space becomes a higher commodity, the trend of micro housing will continue, meaning we may live in spaces that are physically small but use technology and design to offer the people living there everything they need.

From what we have seen, it would suggest that councils will be unlikely to fund the development of the properties and new spaces we need and, for that reason, a focus on regulation and protection of public interest will be huge, as commercial entrepreneurs start to control and own more of our lifestyle.

A travel revolution

We discussed that improvement in travel will mean people will move around the world faster and with less impact on the environment. We also explored how VR and simulation could offer people a way to vacation with their family anywhere from your own home. The impact of this would mean the location and experiences could become digital commodities that people look to access.

How one would own and promote these commodities and assets could effectively become an IP or brand issue.

Hampshire could attract real life visitors which would mean more investment and more interest from around the world, but also making itself available to the connected web. It could become the go-to place for all outdoor activities including sailing in the Solent and camping in the New Forest, which could all become simulations accessible to people anywhere to experience. The above is supported by the theory that we will have more leisure time due to changing work patterns and greater utilisation of technology. Less work will be needed by humans, and more done by robots or computers. As leisure time increases, the need for experiences will grow.

Advances like the Hyperloop will make travel faster, safer and more efficient. The global population is expected to top 11 billion by the end of this century, and much of this growth will be concentrated in cities - an estimated 2.5 billion people will be added to urban population numbers by 2050 according to a United Nations report. Yet, our roads, ports, and airports are already at capacity, and expanding existing infrastructure is an incredibly difficult, slow, and expensive process. This could be combated in 2050 by the Hyperloop, a transportation innovation which would massively reduce journey times and congestion.



[See more of future travel trends](#)

[See more of driverless transport](#)

Full connectivity vs blackout zones

In 2050 it's estimated that individuals will have upwards of twenty connected devices, meaning that people will expect the best when it comes to connectivity. Investment in and support for world leading technology infrastructure is key in the run up to 2050 to ensure this county and region is ahead of the rest of the UK. Core to this, is internet connectivity, 5G capacity and data speeds. It becomes a reason to avoid moving to a new house or office. However, if Hampshire fails to invest and give people these opportunities, it could have a negative effect on the area.

With large portions of our county classed as rural or National Park it may be challenging to deliver the same levels of connectivity everywhere. This thought led us to explore the idea of blackout and tech-free zones in Hampshire. There are already locations where we have no phones or technology and people may look to opt out either all the time or some of the time.



As technology increases to become the norm and runs more of our life and with some predictions, the idea of offering spaces to 'get away' from technology is one that is worth exploring. Hampshire is in a unique position and has many natural assets which offer an opportunity to pursue this. Could its spaces of natural beauty become havens for people seeking 'real experiences' as opposed to a simulated experience created through technology?

Technology has always had its early adopters and laggards. 2050 will still have its 'technophobes' and people that are happy and prefer to live without technology. There are festivals that ban phones already. What if Hampshire offers a blackout area in the New Forest where people go to get away from technology, an oasis of heritage, nature and health where families spend quality time and relationships are nurtured?

An age of solitude awaits

We explored how we will physically collaborate, meet, and engage. Where will the community fit in and 'face to face' remain? How will these developments affect our lifestyle? Are flexible working spaces a temporary trend?

Google and Amazon invest in spaces to make sure their offices are as easily accessible to staff as possible. An example of this is including benefits such as gyms and nurseries on site to ensure all employees can work the same hours and be productive together. This is key to try and get the right people to engage in their work. We maintain the necessary role of hubs for meetings but predict we will all spend less time physically with the people we work with.

[See more about getting away from technology](#)

[See more about a digital detox](#)

Robots will take jobs, but arts, creativity and music will stay human

By 2050, many basic tasks and jobs will be automated by robots or AI. Driving, shopping, entertainment, booking a table for dinner and other tasks we associate with lifestyle will no longer be for us to sort out. Everything from farming to accountancy and building will be affected, dramatically reducing the number of humans needed to 'get things done'.



This will obviously have a huge impact on lifestyle. It's suggested we will have more free time and less work hours. This will lead to a change in lifestyle with people looking to find more to do in their spare time.

We believe these recreational activities will be split largely into two camps. The first is what we have called 'simulated recreation' - VR and AR have paved the way and people will spend increasing amounts of time in simulation as a pastime. The second is what we are calling 'authentic or real recreation' which we believe will become increasingly valued and commercially fought over. Real experiences, nature and the great outdoors will be a commodity that places/cities and counties can develop and use as a key unique identifier and attraction.

On the negative side, it's possible that it will take years of readjustment for the population to move from an 'industrious age of work' to what we see as 'an age of thinking, introspection and exploration'. It could take generations to shift from a self-dependant 'manual' model to be fully technologically dependent where robots do all the hard work and we are left to

plan and develop our next big step forward as a human race.

This means that, contrary to prediction, 2050 could well be a time of huge inequality, less money and more hardship for people at the lower end of the economic scale. Education, government and industry will need to work together to avoid a calamity for the population.

With the above in mind we explored how lifestyle could be affected - we suggested that arts, creativity and music, will be one of the last bastions of humanity. 'Authentic human creations like art and music will be something that is of huge value'. We agreed that although computers and AI could do these things (and are likely to replace some elements such as design, architecture etc.), a human original will be of more value.

These are key drivers for and ingredients of 'lifestyle'. We will maintain a belief and need for these proof points, which denote us from machines and allow humans to stay relevant and of value in a world increasingly dominated by technology.

[See more about how tech will change our lives](#)

[See more about work in 2050](#)

For more information or if you would like a digital copy of this report including the links, please get in contact with Carswell Gould.

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