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Hampshire’s New Housing Developments

2011 Census Output Area Analysis

Introduction

This demographic analysis focuses on output areas (OAs) where new housing development was built between 2001 and 2011. The aim of the report is to aid understanding of the make up of new housing development communities.

Methodology

The methodology was to:

- Utilise a shapefile of all housing sites with completions between April 2001 and March 2011 (using Hampshire’s Land Availability Monitoring System (LAMS))
- Determine whether the OAs containing these sites consisted mostly of new development built or inhabited since the 2001 Census, by using LAMS, address data, council tax records and aerial photography.
- Record the development that the OA consisted of (LAMS site code, name and year of start and completion).
- Analyse the OAs that meet this criteria against a number of 2011 Census topics.

Limitations and caveats

In order to meet the criteria the area must have seen the number of dwellings grow considerably or a complete change in content (regeneration). This means that the sites included are mostly green field, regeneration or brownfield sites and the method does not readily capture infill, garden grabbing or small sites. These limitations should be kept in mind when analysing the data.
Output areas consisting mostly of new development

All local authorities within Hampshire had at least five output areas (OAs) that met the criteria. Basingstoke and Deane had the highest number of OAs with 55, whilst Havant and the New Forest only had 5 (Table 1). The analysis of Census topics will be more meaningful and reliable for those districts with a larger sample size, than for those with only a handful of new development OAs.

Table 1: Number of output areas meeting new development criteria

<table>
<thead>
<tr>
<th>LA Name</th>
<th>Number of Output Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portsmouth</td>
<td>12</td>
</tr>
<tr>
<td>Southampton</td>
<td>19</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>55</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>6</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>18</td>
</tr>
<tr>
<td>Fareham</td>
<td>7</td>
</tr>
<tr>
<td>Gosport</td>
<td>22</td>
</tr>
<tr>
<td>Hart</td>
<td>18</td>
</tr>
<tr>
<td>Havant</td>
<td>5</td>
</tr>
<tr>
<td>New Forest</td>
<td>5</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>14</td>
</tr>
<tr>
<td>Test Valley</td>
<td>12</td>
</tr>
<tr>
<td>Winchester</td>
<td>11</td>
</tr>
<tr>
<td>Hampshire County Council Area</td>
<td>172</td>
</tr>
<tr>
<td>Hampshire including Portsmouth and Southampton</td>
<td>203</td>
</tr>
</tbody>
</table>

Table 2 shows the developments that these OAs cover. It should be noted that the OA does not necessarily cover the whole development, and may only represent a small part of the whole site. There are 97 sites in total and 62 of these are made up of only one OA. Figure 1 shows the broad location of the new development OAs across Hampshire.

Table 2: Development sites included in new development output areas

<table>
<thead>
<tr>
<th>Area</th>
<th>Site Name</th>
<th>Number of Output Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portsmouth</td>
<td>Victoria Road North and Cumberland Business Park</td>
<td>1</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>Historic Ships’ Car Park</td>
<td>3</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>Land Adjacent to Roebuck House</td>
<td>1</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>University Business School</td>
<td>1</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>Vulcan Building Gunwharf</td>
<td>6</td>
</tr>
<tr>
<td>Southampton</td>
<td>Shirley Garage Services and Pennant Information Services</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>57/58 High Street</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Andersons Road/Deanery Annexe Site</td>
<td>5</td>
</tr>
<tr>
<td>Southampton</td>
<td>French Quarter Castle Way</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Clausentum Quay Hawkeswood Road</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>County Cricket Ground</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Custom House Orchard Place</td>
<td>2</td>
</tr>
<tr>
<td>Southampton</td>
<td>Dock House Canute Road</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Former Wickes Store</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Land at St Mary St/Kingsway North</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Land Bounded by Ocean Way and the Boatyard Site</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Nazareth House</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Orions Point</td>
<td>1</td>
</tr>
<tr>
<td>Southampton</td>
<td>Telephone House</td>
<td>1</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>The Old Down Kempshott Lane</td>
<td>2</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Adjacent to Forge Cottage Sherfield Road</td>
<td>1</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Alencon House</td>
<td>1</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Beech Road</td>
<td>2</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Crown Heights</td>
<td>2</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Down West Yard</td>
<td>3</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Churchill Way West</td>
<td>2</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>John Hunt School</td>
<td>1</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Kempshott Park</td>
<td>11</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Merton Rise</td>
<td>2</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>North Binfields</td>
<td>3</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>North Hampshire Hospital Land</td>
<td>1</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Old Kempshott Lane</td>
<td>3</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Park Prewett</td>
<td>8</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Popley Fields</td>
<td>6</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Skippetts House</td>
<td>1</td>
</tr>
<tr>
<td>Basingstoke and Deane</td>
<td>Taylor's Farm and Sherfield Place</td>
<td>5</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>Land rear of Winchester Road</td>
<td>1</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>Borough Grove Grange Road</td>
<td>1</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>Former OSU Midhurst Road</td>
<td>1</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>Land at Chase Road</td>
<td>1</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>Lord Mayor Treloar Hospital Chawton</td>
<td>1</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>Ramshill</td>
<td>1</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Site of Golden Hind PH Twyford Road</td>
<td>1</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Dowds Farm</td>
<td>4</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Ensign Way &amp; Hamble Lane Junction</td>
<td>1</td>
</tr>
<tr>
<td>Area</td>
<td>Description</td>
<td>Code</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Land at Bodmin Road</td>
<td>1</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Land North Botleigh Grange</td>
<td>2</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Leigh House Hospital</td>
<td>1</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Pirelli Site</td>
<td>6</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>Land South of South Street</td>
<td>1</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>The Gardens Estate and 229-245 Desborough Road</td>
<td>1</td>
</tr>
<tr>
<td>Fareham</td>
<td>Land to Rear of Hunts Pond Road</td>
<td>1</td>
</tr>
<tr>
<td>Fareham</td>
<td>Land at the Rear of Working Mens Club</td>
<td>1</td>
</tr>
<tr>
<td>Fareham</td>
<td>Dairy Cottage and Cartshed Cold East Way</td>
<td>1</td>
</tr>
<tr>
<td>Fareham</td>
<td>Dickens Drive Land at North Whiteley</td>
<td>2</td>
</tr>
<tr>
<td>Fareham</td>
<td>East of Lower Duncan Road</td>
<td>1</td>
</tr>
<tr>
<td>Fareham</td>
<td>Land at &quot;Marlborough Gardens&quot; Whiteley Lane</td>
<td>1</td>
</tr>
<tr>
<td>Gosport</td>
<td>Daedalus</td>
<td>1</td>
</tr>
<tr>
<td>Gosport</td>
<td>Howe Road Land</td>
<td>1</td>
</tr>
<tr>
<td>Gosport</td>
<td>Land East of Cherque Farm</td>
<td>8</td>
</tr>
<tr>
<td>Gosport</td>
<td>Priddy's Hard</td>
<td>7</td>
</tr>
<tr>
<td>Gosport</td>
<td>St Georges Barracks North</td>
<td>2</td>
</tr>
<tr>
<td>Gosport</td>
<td>Schat - Harding Site Mumby Road</td>
<td>1</td>
</tr>
<tr>
<td>Gosport</td>
<td>St Georges Barracks South</td>
<td>2</td>
</tr>
<tr>
<td>Hart</td>
<td>Elvetham Heath</td>
<td>15</td>
</tr>
<tr>
<td>Hart</td>
<td>Holt Lane Land</td>
<td>3</td>
</tr>
<tr>
<td>Havant</td>
<td>Homewell, East Street, West Street and the Pallant</td>
<td>1</td>
</tr>
<tr>
<td>Havant</td>
<td>Park Parade and Greywell Centre</td>
<td>1</td>
</tr>
<tr>
<td>Havant</td>
<td>Proctor &amp; Gamble</td>
<td>2</td>
</tr>
<tr>
<td>Havant</td>
<td>Ramsdale Playing Fields Woolston Road</td>
<td>1</td>
</tr>
<tr>
<td>New Forest</td>
<td>Britannia Gate Shore Road</td>
<td>1</td>
</tr>
<tr>
<td>New Forest</td>
<td>Hazel Farm</td>
<td>1</td>
</tr>
<tr>
<td>New Forest</td>
<td>Mulberry Estate</td>
<td>1</td>
</tr>
<tr>
<td>New Forest</td>
<td>RNAD Site, Magazine Lane</td>
<td>1</td>
</tr>
<tr>
<td>New Forest</td>
<td>Vernall's Farm</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>250 Concept House and Rear of 294 Farnborough Road</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Alma House Crimea Road and Copthall House</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Salamanca Park</td>
<td>2</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Boots Depot Site</td>
<td>4</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Concept House Farnborough Road</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Farnborough Business Park Land at O'Gorman Avenue</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Guillemont Fields</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Ladywood Avenue</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Land off Whetstone Road and NAAFI Guillemont Fields</td>
<td>1</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>Whetstone Road and Brownsover Road</td>
<td>1</td>
</tr>
<tr>
<td>Test Valley</td>
<td>South of Knights</td>
<td>2</td>
</tr>
</tbody>
</table>
Figure 1: Location of new development output areas

<table>
<thead>
<tr>
<th>Location</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Valley</td>
<td>East Anton</td>
</tr>
<tr>
<td>Test Valley</td>
<td>Grove Place</td>
</tr>
<tr>
<td>Test Valley</td>
<td>West of Floral Way</td>
</tr>
<tr>
<td>Test Valley</td>
<td>Willow Way Estate</td>
</tr>
<tr>
<td>Winchester</td>
<td>Whiteley Farm</td>
</tr>
<tr>
<td>Winchester</td>
<td>Harvest Home PH</td>
</tr>
<tr>
<td>Winchester</td>
<td>Knowle Hospital</td>
</tr>
<tr>
<td>Winchester</td>
<td>Staple Gardens</td>
</tr>
<tr>
<td>Winchester</td>
<td>Old Park Farm</td>
</tr>
<tr>
<td>Winchester</td>
<td>Winton House</td>
</tr>
</tbody>
</table>

Legend
- New Development Output Areas
- District Boundaries

Miles
Figure 2 shows some of Gosport’s new development OAs (in purple) and an example development (Land East of Cherque Farm, shown by the purple hatching). This new development has led to the creation of eight new OAs that are entirely made up of the development. At the north of the development, the new housing is combined with an existing OA and so these new development residents are not included in this analysis.

Figure 2 also shows a contrast to these new development OAs. Areas where a number of properties were vacant at the time of the 2011 Census will have had their OAs merged to form larger geographic areas and populations. In Gosport, the Rowner renewal project (shown in blue hatching) was being redeveloped at the time of the 2011 Census and so the four 2001 OAs covering this area were merged into two for 2011 (2011 OA boundaries shown in blue).
Figure 2: Example of new development and merged output areas in Gosport
Comparison of the total number of dwellings in sites included within each new development OA with the total number of net dwellings (gains minus losses) built over the decade (gained from LAMS) reveal how much of each areas’ development is included in this report. However, it is an over estimate, as not all of some sites are included in the selected OAs (Table 3).

For Hampshire overall (including Portsmouth and Southampton) 41.5% of all dwellings built over the decade are included in this report. For Hampshire County (excluding Portsmouth and Southampton), the figure is 46.0%. There are four districts where more than half of all dwellings built over the decade are included here (Southampton, Basingstoke and Deane, Eastleigh, Portsmouth). However, there are three districts where less than a fifth of all dwellings built are included (Fareham, Havant and New Forest).

Table 3: Percentage of development over the decade included in new development analysis

<table>
<thead>
<tr>
<th>Area</th>
<th>Dwellings within New Development Output Areas</th>
<th>All Net Gains within the Area</th>
<th>Percentage of All Development Over the Decade Included in New Development Output Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basingstoke and Deane</td>
<td>6,295</td>
<td>9,401</td>
<td>66.96%</td>
</tr>
<tr>
<td>East Hampshire</td>
<td>1029</td>
<td>2,240</td>
<td>45.94%</td>
</tr>
<tr>
<td>Eastleigh</td>
<td>2,455</td>
<td>3,705</td>
<td>66.26%</td>
</tr>
<tr>
<td>Fareham</td>
<td>895</td>
<td>4,865</td>
<td>18.40%</td>
</tr>
<tr>
<td>Gosport</td>
<td>2,640</td>
<td>9,054</td>
<td>29.16%</td>
</tr>
<tr>
<td>Hart</td>
<td>2,579</td>
<td>6,643</td>
<td>38.82%</td>
</tr>
<tr>
<td>Hart</td>
<td>576</td>
<td>3,917</td>
<td>14.71%</td>
</tr>
<tr>
<td>New Forest</td>
<td>690</td>
<td>3,678</td>
<td>18.76%</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>1808</td>
<td>3,487</td>
<td>51.85%</td>
</tr>
<tr>
<td>Rushmoor</td>
<td>1623</td>
<td>4,800</td>
<td>33.81%</td>
</tr>
<tr>
<td>Southampton</td>
<td>2599</td>
<td>3,250</td>
<td>79.97%</td>
</tr>
<tr>
<td>Test Valley</td>
<td>1376</td>
<td>3,406</td>
<td>40.40%</td>
</tr>
<tr>
<td>Winchester</td>
<td>1496</td>
<td>4,380</td>
<td>34.16%</td>
</tr>
<tr>
<td>Hampshire County Council Area</td>
<td>21,654</td>
<td>47,129</td>
<td>45.95%</td>
</tr>
<tr>
<td>Hampshire including Portsmouth and Southampton</td>
<td>26,061</td>
<td>62,826</td>
<td>41.48%</td>
</tr>
</tbody>
</table>
Summary Characteristics of New Development

**Households**
- Overcrowded
- Shared ownership households
- More flats
- Cohabiting households

**Population**
- Ethnically diverse
- More single (never married) residents
- More commute by train
- Younger residents
- More densely populated
Population Pyramids

The population pyramids for the new development output areas (OAs) (shown in pink for females and blue for males) compared to each area as a whole (shown with a black line) are presented below.

It is clear that residents of new development OAs tend to be younger than the general population, with peaks in the young adult and young child populations.

New Development Males
New Development Females

Hampshire County (excluding Portsmouth and Southampton)

Hampshire (including Portsmouth and Southampton)
Area Summaries

The pages below present summaries of the 2011 Census demographic characteristics of new development output areas (OAs) for Hampshire including and excluding Portsmouth and Southampton and at district, borough and unitary level. The data summarised below can be seen in full within the charts in the appendix.

Hampshire
(including Portsmouth and Southampton)

3.6% of Hampshire’s population live in the 203 output areas (OAs) containing new development (63,240 people). The majority of these live in OAs made up of entirely new development. The vast majority of these people live in households. 89.7% of new development OAs are in urban cities and towns.

Households

More flats
- 44.4% of new development accommodation is flats, compared to 21.5% for Hampshire as a whole.

Smaller properties
- 25.3% of new development households only have 1-3 rooms, in comparison to 12.9% for Hampshire overall.

More overcrowded
- 15.2% of households have an occupancy rating of -1 or less, meaning that there are fewer rooms than required for the number of people living in the household and thus it is overcrowded. This compares with the Hampshire average of only 7.1%.

More densely populated
- Population density of new developments in urban cities and towns is much larger than for Hampshire as a whole, with 32.8 people per hectare compared to 20.6. Showing that new developments consist of more concentrated housing and multi-story accommodation. 17.8% of new accommodation is detached, compared to 27.9% for Hampshire overall.

More likely to be private rented or under shared ownership
- Over a quarter (25.9%) of new development households are privately rented, above the Hampshire average of 15.6%. A much larger percentage of new development households are under shared ownership (part owned and part rented) than the Hampshire average, with 6.2% compared to only 0.9%.

More likely to cohabit
- 17.1% of new development households contain cohabiting couples, compared to 9.3% of all households in Hampshire.
Population

Younger
- Median age of the population living in new development OAs is 10 years younger than for Hampshire as a whole (30 years, compared to 40 years). 39.4% of household reference persons are aged under 35, compared to only 16.9% in Hampshire overall.

Young population
- 16,860 people aged 0-19 live in new development areas, 38.7% of these are aged 0-4 years.

More ethnically diverse
- 81.5% of new development residents are White British, compared to 89.0% for Hampshire overall. A larger percentage of new development residents occupy all other ethnicities, including 6.7% Asian and 6.2% White Other, compared to Hampshire as a whole (3.8% and 4.0% respectively).

More likely to catch the train to work
- 6.4% of new development residents catch a train to work, compared to 4.1% overall.
Hampshire County
(excluding Portsmouth and Southampton)

4.2% of Hampshire County’s population live in the 172 output areas (OAs) containing new development (55,110 people). The majority of these live in OAs made up of entirely new development. The vast majority of these people live in households.

Households

More urban areas
- 87.9% of new development OAs are in urban cities and towns, compared to 77.9% overall.

More flats
- 36.3% of new development accommodation is flats, compared to 16.1% for the county as a whole.

More overcrowded
- 11.2% of households have an occupancy rating of -1 or less, meaning that there are fewer rooms than required for the number of people living in the household and thus it is overcrowded. This compares with the county average of only 5.3%.

Smaller properties
- 20.4% of households have 1-3 rooms, compared to 10.4% in the county overall.

More densely populated
- Population density of new developments in urban cities and towns is much higher than Hampshire County as a whole, with 29.4 people per hectare compared to 16.5. Showing that new developments consist of more concentrated housing and multi-story accommodation. 20.7% of new accommodation is detached, compared to 34.3% for the county overall.

More likely to be private rented or under shared ownership
- Over a fifth (22.2%) of new development households are privately rented, above the county average of 12.5%. A much larger percentage of new development households are under shared ownership (part owned and part rented) than the county average, with 6.0% compared to only 0.9%.

More likely to cohabit
- 17.3% of new development households contain cohabiting couples, compared to 9.5% of all households in Hampshire County.
Population

Younger
• Median age of the population living in new development OAs is 12 years younger than for the county as a whole (30 years, compared to 42 years). 35.9% of household reference persons are aged under 35, compared to only 13.6% in the county overall.

Young population
• 15,730 people aged 0-19 live in new development areas, 38.4% of these are aged 0-4 years.

More ethnically diverse
• 84.8% of new development residents are White British, compared to 91.8% for Hampshire County overall. A larger percentage of new development residents occupy all other ethnicities, including 5.7% Asian and 5.1% White Other, compared to the county average (2.7% and 3.2% respectively).

More likely to catch the train to work
• 6.5% of new development residents catch a train to work, compared to 4.3% overall.
Only 1.3% of Portsmouth’s population live in the 12 output areas (OAs) containing new development (2,670 people). The vast majority of these live in OAs made up of entirely new development. All of these people live in households.

Households

More household spaces without usual residents
- 12.6% of household spaces in these new development areas do not have usual residents, compared to 3.6% for the city as a whole.

Mainly flats
- 96.2% of accommodation in new development areas is flats, compared to 35.3% for the city’s accommodation as a whole.

Smaller households and living alone
- New development households are smaller with 1.59 people on average compared to 2.34 for Portsmouth overall. This is linked to the high proportion of one person households (44.0% of all new development households, compared to 32.1% of all households).

Smaller properties and fewer bedrooms
- The majority (64.4%) of households only have 1-3 rooms, compared to only 17.6% in the unitary overall. Over a third (35.2%) are studios or have only 1 bedroom.

More overcrowded
- 41.2% of households have an occupancy rating of -1 or less, meaning that there are fewer rooms than required for the number of people living in the household and thus it is overcrowded. This compares with the unitary average of only 10.9%.

More densely populated
- The population density of new developments in Portsmouth is substantially higher than any other area and for the city as a whole, with 133.9 people per hectare compared to 50.7. Showing that new developments consist of highly concentrated housing and multi-storey accommodation. Only 0.5% of new accommodation is detached housing, compared to 4.1% for the city overall.

More likely to be rented or under shared ownership
- 22.1% of new development households are social rented, above the unitary average of 18.3%. Over a third (38.0%) are privately rented, above the Portsmouth average of 24.7%. A much larger percentage of new development households are under shared ownership than the unitary average, with 10.1% compared to only 1.0%.
Population

Younger
- Median age of the population living in new development OAs is 6 years younger than for Portsmouth as a whole (28 years, compared to 34 years). The majority (57.0%) of household reference persons are aged under 35 in new developments, compared to a quarter (25.0%) overall.

Young population
- 380 people aged 0-19 live in new development areas, The majority (60.1%) of these are aged 0-4 years.

More males
- New development areas contain more males than females, with 56.3% of the population male, compared to 50.3% for the city in total.

More likely to be single
- Household reference persons aged 25-34 and 35-49 are more likely to be single in new development than the city overall.

Much more ethnically diverse
- Only 60.3% of new development residents are White British, compared to 84.0% for the city overall. A larger percentage of new development residents occupy all other ethnicities, including 11.6% Asian and 9.9% White Other, compared to the city as a whole (6.1% and 4.3% respectively).

More likely to walk to work
- Over a fifth (22.8%) of new development residents commute to work on foot, compared to 16.9% across the unitary as a whole. This is linked to the 41.6% of households that do not have a car (compared to 33.4% in Portsmouth as a whole).

Sites

- Victoria Road North and Cumberland Business Park
- Historic Ships’ Car Park
- Land Adjacent to Roebuck House
- University Business School
- Vulcan Building Gunwharf
2.3% of Southampton’s population live in the 19 output areas (OAs) containing new development (5,460 people). The majority of these live in OAs made up of mostly new development. The vast majority of these people live in households.

### Households

**Mainly flats**
- 84.2% of accommodation in new development OAs is flats, compared to 40.0% for the city’s accommodation as a whole.

**Smaller households**
- New development households are smaller with 1.89 people on average compared to 2.33 for Southampton overall. This is linked to the high proportion of one person households (42.4% of all new development households, compared to 33.8% of all households).

**More overcrowded**
- 30.5% of new development households have an occupancy rating of -1 or less, meaning that there are too few rooms for the number of people in the household and thus overcrowding. The average for the city as a whole is only 13.6%.

**Smaller properties and fewer bedrooms**
- 46.5% of new development properties have 1-3 rooms, compared to only 22.9% in the unitary overall. Almost a third (31.9%) are studios or only have 1 bedroom.

**More densely populated**
- The population density of new developments in Southampton is substantially higher than all other areas excluding Portsmouth and for the city as a whole, with 94.1 people per hectare compared to 47.5. Showing that new developments consist of highly concentrated housing and multi-story accommodation. Only 2.3% of new accommodation is detached housing, compared to 13.2% for the city overall.

**Majority of households are private rented or under shared ownership**
- Over half (52.1%) of all new development households are private rented, compared to a quarter (24.9%) across the city. 5.5% of new households are under shared ownership; this is well above the average of only 1.0% for the unitary.

**More cohabiting couple households**
- 17.1% of new development households are cohabiting couple households, above the figure of 11.0% for the unitary as a whole.
Population

Younger
- Median age of the population living in new development OAs is 7 years younger than for Southampton as a whole (25 years, compared to 32 years). 60.5% of household reference persons are aged under 35 in new developments, compared to 28.2% overall.

Young population
- 750 people aged 0-19 live in new development areas, over a third (34.2%) of these are aged 0-4 years.

More likely to be single
- Household reference persons aged 25-34 and 35-49 are more likely to be single in new development than the city overall.

Much more ethnically diverse
- Only half (58.9%) of new development residents are White British, compared to 77.7% for the city overall. A larger percentage of new development residents occupy all other ethnicities, including 15.4% White Other and 14.2% Asian, compared to the city as a whole (8.3% and 8.0% respectively).

More likely to walk to work
- Nearly a third (30.4%) of new development residents commute to work on foot, much higher than the unitary average of only 16.5%. This is linked to the 36.8% of households that do not have a car (compared to 29.5% in Southampton as a whole).

Sites

- Shirley Garage Services and Pennant Information Services
- 57/58 High Street
- Andersons Road/Deanery Annexe Site
- French Quarter Castle Way
- Clausentum Quay Hawkeswood Road
- County Cricket Ground
- Custom House Orchard Place
- Dock House Canute Road
- Former Wickes Store
- Land at St Mary St/Kingsway North
- Land Bounded by Ocean Way and the Boatyard Site
- Nazareth House
- Orions Point
- Telephone House
9.3% of Basingstoke and Deane’s population live in the 55 output areas (OAs) containing new development (15,660 people). The vast majority of these people live in OAs made up of entirely new development. The vast majority live in households.

Households

**More urban areas**
- The majority (94.5%) of new development has taken place in OAs now defined as urban.

**More flats**
- 36.2% of accommodation in new development OAs is flats, compared to 14.9% for the borough’s accommodation as a whole.

**Smaller households and living alone**
- New development households are smaller than the borough average with 2.30 people per household, compared to 2.40 for the borough overall.

**Smaller properties**
- 25.1% of new properties only have 1-3 rooms, compared to 11.3% overall.

**More overcrowded**
- 14.7% of households have an occupancy rating of -1 or less, meaning that there are too few rooms for the number of people in the household and thus overcrowding, compared to only 5.5% across Basingstoke and Deane as a whole.

**More densely populated**
- Population density of new developments in urban areas is double that of Basingstoke and Deane’s urban areas as a whole, with 44.6 people per hectare compared to 18.8. Showing that these new developments consist of more concentrated housing and multi-story accommodation. Only 19.2% of new accommodation is detached housing, compared to 30.8% for the borough overall.

**More likely to own via a mortgage or a loan**
- Only 8.0% of new development households are owned outright compared to 28.2% across the borough as a whole. A further 46.5% are owned via a mortgage or a loan, much higher than the borough average of 39.6%.

**More likely to cohabit**
- 18.7% of new development households contain cohabiting couples, compared to only 10.7% across the borough.
Population

Younger
- Median age of the population living in new development OAs is 9 years younger than for Basingstoke and Deane as a whole (30 years, compared to 39 years). 42.3% of household reference persons are aged under 35 in new developments, compared to 17.3% overall.

Young population
- 3,240 people aged 0-19 live in new development areas. 42.2% of this population are aged 0-4 years.

More ethnically diverse
- 78.5% of new development residents are White British, compared to 88.2% for the borough overall. A larger percentage of new development residents occupy all other ethnicities, including 9.4% Asian and 6.7% White Other, compared to the borough as a whole (4.0% and 4.7% respectively).

More commute by train
- A larger proportion of new development residents travel to work by train (7.7%) compared to 5.3% across the borough.

Sites

- The Old Down Kempshott Lane
- Adjacent to Forge Cottage Sherfield Road
- Aldermaston Junction Priestley Road
- Alencon House
- Beech Road
- Crown Heights
- Down West Yard
- Churchill Way West
- John Hunt School
- Kempshott Park
- Merton Rise
- North Binfields
- North Hampshire Hospital Land
- Old Kempshott Lane
- Park Prewett
- Popley Fields
- Skippetts House
- Taylor’s Farm and Sherfield Place
Only 1.9% of East Hampshire’s population live in the 6 output areas (OAs) containing new development (2,170 people). The vast majority of these live in OAs made up of mostly new development. All of these people live in households.

Households

More flats
- 27.3% of accommodation in new development OAs is flats, compared to 14.4% for the district’s accommodation as a whole.

Larger households
- New development households are larger than the district average with 2.49 people per household, compared to 2.40 for the district overall.

Smaller properties and fewer bedrooms
- A quarter (25.6%) of new development properties have 7 or more rooms, compared to 37.3% across the whole district. 13.2% are studios or have only one bedroom, compared to 9.2% overall.

Less Spacious
- The majority of new development households have one or more rooms than they require (66.1%), however this is below the figure for the district as a whole (81.1%), indicating that new development households are slightly less spacious.

More densely populated
- Population density of new developments in the urban areas is three times that of East Hampshire’s urban areas as a whole, with 30.9 people per hectare compared to 9.1. Showing that new developments consist of more concentrated housing and multi-story accommodation. Only 24.3% of new accommodation is detached housing, compared to 42.5% for the district overall.

More likely to be social rented or under shared ownership
- 31.9% of new development households are social rented compared to only 12.0% across the district. 5.8% of new development households are under shared ownership, compared to 0.9% overall.

More likely to be cohabiting couples or lone parents
- 13.8% of new development households contain cohabiting couples compared to only 8.5% across East Hampshire. A further 13.4% are lone parent households, above the district average of 7.9%.
Population

Younger
- Median age of the population living in new development OAs is 13 years younger than for East Hampshire as a whole (31 years, compared to 44 years). A quarter (24.8%) of household reference persons are aged under 35, compared to 10.5% overall.

Young population
- 710 people aged 0-19 live in new development areas. 38.3% are aged 5-11 years.

More females
- 52.6% of the new development population is female, compared to 51.4% for the district overall.

More likely to be single
- Household reference persons aged 25-34 and 35-49 are more likely to be single in new development than the district overall.

More ethnically diverse
- 91.1% of new development residents are White British, compared to 93.0% for East Hampshire overall. A larger percentage of new development residents occupy many other ethnicities, including 4.3% White Other and 2.5% Asian, compared to East Hampshire as a whole (3.5% and 1.6% respectively).

More commute by train, fewer work from home
- 6.7% of people living in new developments commute to work by train, compared to 5.3% across the whole district. 6.1% work mainly from home, compared to 8.6% overall.

Sites

- Land rear of Winchester Road
- Borough Grove Grange Road
- Former OSU Midhurst Road
- Land at Chase Road
- Lord Mayor Treloar Hospital Chawton
- Ramshill
4.3% of Eastleigh’s population live in the 18 output areas (OAs) containing new development (5,400 people). The majority of these live in OAs made up of entirely new development. The vast majority of these people live in households.

**Households**

**More flats**
- Almost half (48.4%) of accommodation in new development OAs is flats, compared to 16.2% for the borough’s accommodation as a whole.

**Smaller households**
- New development households are slightly smaller than the borough average with 2.32 people per household, compared to 2.38 for the borough overall.

**More overcrowded**
- 12.1% of new development households have an occupancy rating of -1 or less, meaning that there are too few rooms for the number of people in the household and thus overcrowding, compared to 5.0% across the borough.

**Smaller properties and fewer bedrooms**
- 22.3% of new development properties have 1-3 rooms, compared to 10.2% overall. 13.2% are studios or have only one bedroom, compared to 9.2% for the borough as a whole.

**More densely populated**
- Population density of new developments in urban areas is almost three times that of Eastleigh’s urban areas as a whole, with 54.4 people per hectare compared to 18.6. Showing that new developments consist of more concentrated housing and multi-story accommodation. Just 9.8% of new accommodation is detached properties, compared to 33.5% for the borough overall.

**More private rented, social rented and shared ownership**
- Over a quarter of new development properties are private rented (25.4%) and social rented (25.4%), compared to the borough as a whole (12.3% for both rental categories). Shared ownership is also more common in new development areas, with 8.5% of households under this tenure, compared to 1.1% overall.

**More cohabiting couples and lone parents**
- More than a fifth (22.4%) of new development households contain cohabiting couples compared to only 10.4% across the borough as a whole. This is the highest new development cohabiting couple figure seen across all boroughs. 16.0% of households contain lone parents, compared to 9.0% overall.
Population

Younger
- Median age of the population living in new development OAs is 13 years younger than for Eastleigh as a whole (28 years, compared to 41 years). 46.9% of household reference persons are aged under 35, compared to only 15.5% in Eastleigh as a whole.

Young population
- 1,590 people aged 0-19 live in new development areas, 45.2% of these are aged 0-4 years.

More likely to be single or divorced
- Household reference persons aged 25-34 and 35-49 are more likely to be single in new development than the borough overall. Those aged 35-49 are also more likely to be divorced in new development areas.

More ethnically diverse
- 83.4% of new development residents are White British, compared to 91.8% for Eastleigh overall. A larger percentage of new development residents occupy all other ethnicities, including 7.1% Asian and 4.3% White Other, compared to Eastleigh as a whole (3.0% and 2.9% respectively).

More likely to commute by train or on foot
- 7.3% of new development residents travel to work by train, across the borough this stands at only 3.9%. A further 10.7% walk to work, compared to 7.5% for Eastleigh as a whole.

Sites

- Site of Golden Hind PH Twyford Road
- Dowds Farm
- Ensign Way & Hamble Lane Junction
- Land at Bodmin Road
- Land North Botleigh Grange
- Leigh House Hospital
- Pirelli Site
- Land South of South Street
- The Gardens Estate and 229-245 Desborough Road
2.5% of Fareham’s population live in the 7 output areas (OAs) containing new development (2,780 people). The majority of these live in OAs made up of mostly new development. The vast majority of these people live in households.

## Households

### More household spaces without usual residents
- 13.7% of household spaces in these new development areas do not have usual residents, compared to 2.9% for the borough as a whole.

### More flats
- 29.6% of accommodation in new development OAs is flats, compared to 12.8% for the borough’s accommodation overall.

### Smaller households
- New development households are smaller with 2.16 people on average compared to 2.36 for Fareham overall.

### Less Spacious
- The majority of new development households have one or more rooms than they require (72.2%), however this is below the figure for the borough as a whole (83.8%), indicating that new development households are slightly less spacious.

### Similar population density
- The population density of new developments in urban areas of Fareham is 17.2 people per hectare, slightly below the figure for Fareham’s urban areas overall (18.1 people per hectare).

### More social rented and under shared ownership
- 18.1% of households are social rented in new development areas compared to 8.1% overall. A further 4.8% are under shared ownership, compared to 0.6% across the borough.

### More cohabiting couples and lone parents
- 16.0% of new development households are occupied by cohabiting couples, compared to 9.0% across Fareham as a whole. A further 13.0% contain lone parents, above the 8.1% average for the borough.

### More car ownership
- 92.4% of households own at least one car, compared to 86.6% in the whole borough.
Population

Younger
• Median age of the population living in new development OAs is 11 years younger than for Fareham as a whole (33 years, compared to 44 years). 29.7% of household reference persons are aged under 25 in new developments, compared to 11.3% overall.

Young population
• 780 people aged 0-19 live in new development areas, 72.4% of these are under 12 years of age.

More likely to be single
• Household reference persons aged 25-34 and 35-49 are more likely to be single in new development than the borough overall.

More ethnically diverse
• 93.1% of new development residents are White British, compared to 94.7% for the borough overall. A larger percentage of new development residents occupy all other ethnicities, including 2.4% White Other and 1.9% Asian, compared to the borough as a whole (2.1% and 1.5% respectively).

More likely to drive to work
• 75.6% of new development residents drive to work, compared to 70.9% across the borough as a whole.

Sites
• Land to Rear of Hunts Pond Road
• Land at the Rear of Working Mens Club
• Dairy Cottage and Cartshed Cold East Way
• Dickens Drive Land at North Whiteley
• East of Lower Duncan Road
• Land at "Marlborough Gardens" Whiteley Lane
8.4% of Gosport’s population live in the 22 output areas (OAs) containing new development (6,920 people). The majority of these live in OAs made up of entirely new development. All of these people live in households.

### Households

#### Homes without usual residents
- 8.4% of household spaces in new development areas do not have usual residents, compared to 3.5% for the borough as a whole.

#### More flats
- 40.0% of accommodation in new development OAs is flats, compared to 24.0% for the borough’s accommodation on average.

#### Smaller households
- New development households are slightly smaller than the borough average with 2.27 people per household, compared to 2.31.

#### Smaller and larger properties
- 22.8% of households only have 1-3 rooms in new development areas, compared to 14.1% overall. However, 28.0% have 7 or more rooms, compared to 19.7% in the borough as a whole.

#### More overcrowded
- 12.6% of new development households have an occupancy rating of -1 or less, meaning that there are too few rooms for the number of people in the household and thus overcrowding, compared to only 6.2% across the borough as a whole.

#### Less densely populated
- Population density of new developments is lower than that of Gosport as a whole, with 21.0 people per hectare compared to 32.6. Showing that new developments consist of less concentrated housing (24.1% of the accommodation is detached, compared to 13.2% for the borough as a whole).

#### Many private rented and under shared ownership
- 26.0% of new development households are private rented compared to only 16.3% across the borough as a whole. 4.5% of new development households are under shared ownership, compared to 1.1% overall.

#### More likely to be cohabiting couples
- 14.9% of households contain cohabiting couples, in comparison to 10.5% across the borough.

#### More car ownership
- 87.3% of households own at least one car, compared to 77.1% in the whole borough.
Population

Younger
• Median age of the population living in new development OAs is 7 years younger than for Gosport as a whole (33 years, compared to 40 years). 27.7% of household reference persons are aged under 35 in new developments, compared to 17.5% overall.

Young population
• 1,950 people aged 0-19 live in new development areas, almost a third (32.6%) of these are aged 0-4 years.

More likely to be single
• Household reference persons aged 25-34 are more likely to be single in new development than the borough overall.

More ethnically diverse
• 92.3% of new development residents are White British, compared to 94.4% for the borough overall. A larger percentage of new development residents occupy many other ethnicities, including 3.0% White Other and 1.8% Asian, compared to the borough as a whole (2.0% and 1.3% respectively).

More likely to drive to work
• 65.5% of new development residents drive to work, much higher than the 59.5% experienced across the borough.

Sites

• Daedalus
• Howe Road Land
• Land East of Cherque Farm
• Priddy's Hard
• St Georges Barracks North
• Schat - Harding Site Mumby Road
• St Georges Barracks South
6.7% of Hart’s population live in the 18 output areas (OAs) containing new development (6,080 people). The majority of these live in OAs made up of entirely new development. All of these people live in households.

Households

More urban areas
- The majority (83.3%) of new development has taken place in OAs now defined as urban.

Larger households
- New development households are larger than the district average with 2.78 people per household, compared to 2.52.

Slightly less spacious
- The vast majority of new development households have one or more rooms than they require (82.1%) which is the highest figure across all districts. However this is below the figure for the district as a whole (84.6%), indicating that new development households are slightly less spacious.

More densely populated
- Population density of new developments in urban areas is more than double that of Hart’s urban areas as a whole, with 29.7 people per hectare compared to 13.6. Showing that new developments consist of more concentrated housing and multi-story accommodation. 15.2% of new accommodation is flats, compared to 11.1% for the district as a whole.

More private rented and shared ownership households
- 17.0% of new development households are private rented, compared to only 12.1% across the district and a further 7.8% of new development households are under shared ownership, much higher than the district figure of 1.1%.

Less likely to live alone, more likely to cohabit
- 15.3% of new development households are one person, compared to a much higher district average of 22.4%. A further 16.2% are cohabiting couple households, well above the average across the district of only 9.1%.
Population

Younger
- Median age of the population living in new developments is 8 years younger than for Hart as a whole (33 years, compared to 41 years). 22.5% of household reference persons are aged under 35 in new development areas, higher than the figure for Hart overall (11.5%).

Young population
- 2,000 people aged 0-19 years live in new development areas, 39.4% of these are aged 5-11 years.

More ethnically diverse
- 82.9% of new development residents are White British, compared to 90.7% for the district overall. A larger percentage of new development residents occupy all other ethnicities, including 6.7% White Other and 7.0% Asian, compared to the district as a whole (4.2% and 2.7% respectively).

More likely to commute by train and less likely to walk to work
- 11.7% of new development residents travel to work by train, above the district average of 7.2%. 3.9% of new development residents walk to work, which is lower than the average of 7.4%.

Sites
- Elvetham Heath
- Holt Lane Land
Havant

Only 1.9% of Havant’s population live in the 5 output areas (OAs) containing new development (2,260 people). The majority of these live in OAs made up of mostly new development. The vast majority of these people live in households.

Households

Mainly flats
- 54.8% of accommodation in new development OAs is flats, compared to 19.1% for the borough’s accommodation as a whole.

Smaller households
- New development households are smaller than the borough average with 2.14 people per household, compared to 2.33.

Smaller properties and fewer bedrooms
- 29.8% of new development households have 1-3 rooms, the highest percentage in any Hampshire County borough. This compares to 11.4% across the borough overall. 18.3% of new development households have no or only 1 bedroom, compared to 10.9% for Havant overall.

More overcrowded
- 17.2% of all new development households in the borough have an occupancy rating of -1 or less, meaning the household has fewer rooms than required for the number of residents. This is much higher than the borough average of only 6.5%.

Less densely populated
- Population density of new developments in urban areas of Havant is slightly lower than for Havant as a whole, with 20.6 people per hectare compared to 24.6.

More private rented and shared ownership households
- 26.1% of new development households are private rented, compared to only 9.9% across the borough and a further 4.0% of new development households are under shared ownership, much higher than the borough figure of 0.5%.

More to likely to cohabit or be lone parent households
- 16.7% of new development households are cohabiting couple households in comparison to only 9.7% across the borough. Almost a fifth (19.5%) of new development households are lone parent households, compared to 11.0% on average.

Lower car ownership
- Almost a third (32.4%) of new development households do not own a car, the highest of any Hampshire County borough, compared to 20.7% in the whole borough.
Population

Much Younger
- Median age of the population living in new development OAs is 15 years younger than for Havant as a whole (29 years, compared to 44 years). This is the largest age difference of any borough. 37.9% of household reference persons are aged under 35, compared to 13.2% in Havant overall.

Young population
- 600 people aged 0-19 years live in new development areas, 40.4% of these are aged 0-4 years.

More likely to be single or divorced
- Household reference persons aged 25-34 and 35-49 are more likely to be single in new development than the borough overall. Those aged 35-49 are also more likely to be divorced in new development areas.

More ethnically diverse
- 93.1% of new development residents are White British, compared to 95.2% for the borough overall. A larger percentage of new development residents occupy most other ethnicities, including 3.1% White Other and 1.9% Asian, compared to the borough as a whole (1.9% and 1.2% respectively).

More likely to be a car passenger, walk, or go by bus
- 9.0% of new development residents commute to work as a passenger in a car compared to only 6.3% across the borough as a whole. A further 10.9% walk, above the borough average of 8.0%. Fewer drive their own car to work with 58.3% compared to 68.5%.

Sites

- Homewell, East Street, West Street and the Pallant
- Park Parade and Greywell Centre
- Proctor & Gamble
- Ramsdale Playing Fields Woolston Road
New Forest

Only 1.1% of New Forest’s population live in the 5 output areas (OAs) containing new development (1,910 people). The vast majority of these live in OAs made up of mostly new development. All of these people live in households.

Households

More flats
- 35.4% of new development accommodation is flats, compared to 13.9% for the district as a whole.

Larger households
- New development households are larger than the district average with 2.46 people per household, compared to 2.26.

Smaller properties
- 16.2% of new development households have 1-3 rooms, compared to 9.0% for the district overall.

Less spacious
- The vast majority of new development households have one or more rooms than they require (65.6%), however this is below the figure for the district as a whole (82.1%), indicating that new development households are slightly less spacious.

More densely populated
- Population density of new developments in urban areas is over three times that of New Forest urban areas as a whole, with 41.8 people per hectare compared to 11.3. Showing that new developments consist of more concentrated housing and multi-story accommodation. 18.7% of new accommodation is detached, compared to 45.3% for the district overall.

More likely to be private or social rented
- Almost a third (30.3%) of new development households are private rented, above the 12.1% district average. A further 16.6% are social rented, compared to 11.0% overall.

More to likely to cohabit or be lone parent households
- 14.1% of new development households are cohabiting couple households in comparison to only 8.1% across the borough. 13.3% of new development households are lone parent households, compared to 8.1% across the borough.
Population

Younger
- Median age of the population living in new development OAs is 17 years younger than for New Forest as a whole (30 years, compared to 47 years). This is the largest difference of any district. Over a third (34.0%) of household reference persons are aged under 35, compared to only 10.0% in New Forest as a whole.

Young population
- 580 people aged 0-19 years live in new development areas, 37.4% of these are aged 5-11 years.

More ethnically diverse
- 86.2% of new development residents are White British, compared to 94.9% for the district overall. A larger percentage of new development residents occupy all other ethnicities, including 5.2% Black and 3.6% White Other, compared to the district as a whole (0.3% and 2.7% respectively).

More likely to commute by car
- 73.0% of new development residents drive to work; this is above the district average of 69.4%.

Sites

- Britannia Gate Shore Road
- Hazel Farm
- Mulberry Estate
- RNAD Site, Magazine Lane
- Vernall's Farm
4.6% of Rushmoor’s population live in the 14 output areas (OAs) containing new development (4,270 people). The majority of these live in OAs made up of mostly new development. The vast majority of these people live in households.

Households

Mainly flats
- Half (50.9%) of accommodation in new development OAs is flats, compared to a quarter (25.6%) for the borough’s accommodation as a whole.

Smaller households
- New development households are slightly smaller than the borough average with 2.40 people per household, compared to 2.53.

Smaller properties
- 28.2% of new development households have 1-3 rooms, compared to 14.7% for the borough overall.

More overcrowded
- 16.4% of households have an occupancy rating of -1 or less indicating that there are too few rooms for the number of people living in that household, this is compared to the borough average of only 10.1%.

More densely populated
- Population density of new developments is more than twice that of Rushmoor as a whole, with 61.8 people per hectare compared to 24.4. Showing that new developments consist of more concentrated housing and multi-story accommodation. Only 7.0% of new accommodation is detached, compared to 16.8% for the borough overall.

More private and social rented or under shared ownership
- A quarter (25.0%) of new development households are private rented, 21.5% are social rented and 10.7% are under shared ownership (the highest shared ownership figure in any borough). This compares to borough wide figures of 17.6%, 16.3% and 1.8% respectively.

More likely to cohabit
- 17.1% of new development households are cohabiting couple households, above the borough average of only 11.1%.
Population

Younger
- Median age of the population living in new development OAs is 8 years younger than for Rushmoor as a whole (28 years, compared to 36 years). 44.6% of household reference persons are aged under 35, compared to 20.0% in Rushmoor as a whole.

Younger population
- 1,280 people aged 0-19 years live in new development areas, 38.5% of these are aged 0-4 years.

More likely to be single
- Household reference persons aged 25-34 and 35-49 are more likely to be single in new development than the borough overall.

More Ethnically Diverse
- 78.3% of new development residents are White British, compared to 80.5% for the borough overall. Only 8.9% of new development residents are Asian, down from the 10.4% observed across the borough as a whole.

More likely to catch the train to work
- 8.6% of new development residents catch the train to work in comparison to 6.8% across the borough.

Sites

- 250 Concept House and Rear of 294 Farnborough Road
- Alma House Crimea Road and Copthall House
- Salamanca Park
- Boots Depot Site
- Concept House Farnborough Road
- Farnborough Business Park Land at O'Gorman Avenue
- Guillemont Fields
- Ladywood Avenue
- Land off Whetstone Road and NAAFI Guillemont Fields
- Whetstone Road and Brownsover Road
3.5% of Test Valley’s population live in the 12 output areas (OAs) containing new development (4,130 people). The majority of these live in OAs made up of mostly new development. The majority of these people live in households.

**Households**

- **More household spaces without usual residents**
  - 10.0% of household spaces in these new development areas do not have usual residents, compared to 3.1% for the district as a whole.

- **Larger households**
  - New development households are larger than the borough average with 2.55 people per household, compared to 2.40.

- **More bedrooms**
  - 34.5% of new development households have four or more bedrooms, compared to 29.0% overall.

- **Similar population density**
  - The population density of new developments in urban areas of Test Valley is 12.1 people per hectare, slightly below the figure for Test Valley’s urban areas overall (13.3 people per hectare).

- **More likely to be private rented or under shared ownership**
  - 30.0% of households are private rented compared to only 12.9% across the borough as a whole. 3.1% are under shared ownership, compared to 0.7% overall.

- **Less likely to live alone, more likely to cohabit**
  - Only 13.9% of new development households are one person households, much lower than the 24.9% average across the borough. 13.0% are cohabiting, higher than the borough average of only 9.3%.

- **More car ownership**
  - The vast majority (92.7%) of new development households have at least one car, in comparison to 86.5% in Test Valley overall.
Population

Younger
• Median age of the population living in new development OAs is 12 years younger than for Test Valley as a whole (31 years, compared to 43 years). Over a quarter (26.0%) of household reference persons are aged under 35 in new developments, compared to 11.6% overall.

Young population
• 1,260 people aged 0-19 live in new development areas, 34.9% of these are aged 0-4 years.

Less likely to be single
• Household reference persons aged 25-34 and 25-49 are less likely to be single in new development than the borough overall.

More ethnically diverse
• 90.0% of new development residents are White British, compared to 92.6% for the borough overall. A larger percentage of new development residents occupy most other ethnicities, including 5.0% White Other and 1.6% Mixed, compared to the borough as a whole (3.4% and 1.3% respectively).

More likely to commute by cycle or on foot
• 6.3% of new development residents travel by bike compared to 2.9% across the borough. 12.5% walk, in comparison to 10.3% across the borough as a whole.

Sites

• South of Knights
• East Anton
• Grove Place
• West of Floral Way
• Willow Way Estate
3.0% of Winchester’s population live in the 11 output areas (OAs) containing new development (3,530 people). The majority of these live in OAs made up of mostly new development. The majority of these people live in households.

**Winchester**

**Households**

- **Homes without usual residents**
  - 8.0% of household spaces in these new development areas do not have usual residents, compared to 4.7% for the district as a whole.

- **More flats**
  - 43.4% of accommodation in new development OAs is flats, compared to 16.7% for the district’s accommodation as a whole.

- **Smaller households**
  - New development households are smaller than the district average with 1.99 people per household, compared to 2.38.

- **Smaller properties and fewer bedrooms**
  - Almost a quarter (24.8%) of new development properties have 1-3 rooms, compared to only 11.0% across the district overall. A fifth (19.7%) of new development properties are studios or have only one bedroom, compared to 10.6% in Winchester as a whole.

- **More overcrowded**
  - 15.0% of households have an occupancy rating of -1 or less indicating that there are too few rooms for the number of people in that household, compared to the district average of 5.5%.

- **More densely populated**
  - Population density of new developments in urban areas is greater than Winchester urban areas as a whole, with 24.2 people per hectare compared to 16.2. Showing that new developments consist of more concentrated housing and multi-story accommodation. 17.3% of new development is detached properties, compared to 36.6% for the district as a whole.

- **More private rented or under shared ownership**
  - A much larger percentage of new development households are private rented, with 28.7% compared to 14.1% across the district. 4.2% of households are under shared ownership, compared to 0.9% overall.

- **More young people living alone and more cohabiting couples**
  - A larger percentage of younger people live alone in new development areas than the district overall, with 29.7% in comparison to 14.0% overall. 18.8% are cohabiting couple households, much higher than the 8.9% average across the district.
**Population**

**Younger**
- Median age of the population living in new development QAs is 10 years younger than for Winchester as a whole (32 years, compared to 42 years). Over a third (36.6%) of household reference persons are aged under 35 in new developments, compared to 13.5% overall.

**Young population**
- 750 people aged 0-19 live in new development areas, 35.8% of these are aged 5-11 years.

**More likely to be single or divorced**
- Household reference persons aged 25-34 and 35-49 are more likely to be single or divorced in new development than the district overall.

**More ethnically diverse**
- 88.9% of new development residents are White British, compared to 91.8% for the district overall. A larger percentage of new development residents occupy many other ethnicities, including 4.9% White Other and 3.5% Asian, compared to the district as a whole (3.9% and 2.3% respectively).

**More likely to commute by car and less likely to work from home**
- 69.1% drive to work, compared to 61.0% across the district as a whole. 5.2% of new development residents work from home, below the district average of 9.1%.

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**Sites**

- Whiteley Farm
- Harvest Home PH
- Knowle Hospital
- Staple Gardens
- Old Park Farm
- Winton House
Conclusion

New development areas in Hampshire have been shown to contain generally young and ethnically diverse communities where families will mature and children will be born and may grow up.

They are characterised by tenures typical of younger adults in the current housing market, with higher levels of private renting and shared ownership. The shared ownership options available on new developments will have no doubt shaped the age and life stage of those that have moved in.

The properties tend to be smaller and more overcrowded, which again reflects the life stage of the residents and the affordability of their accommodation. It also reflects the age of the properties themselves, as there has been less time for additions such as conservatories, loft conversions or garage conversions to be required or built.

New development areas are more densely populated and contain more concentrated housing such as flats and terraces. Their smaller size means they contain many young people that live alone, particularly in the more urban areas.

The particular characteristics seen in each district vary but there are some trends that span a few areas but not Hampshire as a whole, these include:

- Lower levels of home working, perhaps due to the younger stages of career or lower level occupations of the occupants.
- More mixed communities including higher proportions of social housing and lone parents, likely reflecting the requirement to include affordable accommodation within new developments.
- Some evidence of divorced residents moving into new development areas, perhaps due to their need for affordable accommodation.
- Some areas where larger and more exclusive developments are taking place.

In conclusion, despite making up a very small percentage of Hampshire’s overall land and population, new housing developments have helped shape Hampshire’s overall population between the 2001 and 2011 Censuses. They provide a necessary first step on the housing ladder and will likely continue to do so in ongoing development that will be seen in censuses of the future.
Appendix

The charts below present the demographic characteristics described in each area summary. In the charts with two bars for each area, the left hand bar represents the new development areas and the right hand bar the area average (including the new development areas).

Figure 3: Percentage of the area’s population that live in new development output areas
Figure 4: Percentage of output areas that are urban and rural

Figure 5: Household spaces without usual residents
**Figure 6: Household spaces by accommodation type**

- Portsmouth
- Southampton
- Basingstoke and Deane
- East Hampshire
- Eastleigh
- Fareham
- Gosport
- Hart
- Havant
- New Forest
- Rushmoor
- Test Valley
- Winchester
- Hampshire County
- Hampshire inc P&S

- Detached
- Semi-Detached
- Terraced
- Flat
- Caravan or other

**Figure 7: Percentage of household spaces that are flats**

- Portsmouth
- Southampton
- Basingstoke and Deane
- East Hampshire
- Eastleigh
- Fareham
- Gosport
- Hart
- Havant
- New Forest
- Rushmoor
- Test Valley
- Winchester
- Hampshire County
- Hampshire inc P&S

- New Development
- Average
Figure 8: Average household size

![Average household size chart]

- Portsmouth: 1.6
- Southampton: 1.9
- Basingstoke and Deane: 2.3
- East Hampshire: 2.4
- Eastleigh: 2.2
- Fareham: 2.4
- Gosport: 2.3
- Hart: 2.5
- Havant: 2.1
- New Forest: 2.3
- Rushmoor: 2.4
- Test Valley: 2.4
- Winchester: 2.0
- Hampshire County: 2.3
- Hampshire inc P&S: 2.3

New Development vs Average
The definition of a room does not include bathrooms, toilets, halls or landings, or rooms that can only be used for storage. All other rooms, for example, kitchens, living rooms, bedrooms, utility rooms, studies and conservatories are counted. If two rooms have been converted into one they are counted as one room. Rooms shared between a number of households, for example a shared kitchen, are not counted.
A bedroom is defined as any room that was intended to be used as a bedroom when the property was built, or any room that has been permanently converted for use as a bedroom. It also includes all rooms intended for use as a bedroom even if not being used as a bedroom at the time of the Census. Bedsits and studio flats are counted as having one bedroom.
Figure 11: Percentage of households with an occupancy rating of -1 or less (over occupied) and an occupancy rating of +1 or more (under occupied). Households with sufficient occupancy are not shown.

Figure 12: Population density – urban city and town.
Figure 13: Households by tenure

Figure 14: Percentage of households that are under shared ownership (part owned and part rented)
**Figure 15: Households by composition**

- **One person: Aged 65 and over**
- **One person: Other**
- **Family: All aged 65 and over**
- **Family: Married/civil partnership couple**
- **Family: Cohabiting couple**
- **Family: Lone parent**
- **Other household types**

**Figure 16: Percentage of households that contain cohabiting couples**

- **New Development**
- **Average**
Figure 17: Households by car ownership

Figure 18: Percentage of the population that are male
Figure 21: Young population

![Graph showing the young population by town and age group]

Figure 22: Household reference persons aged 25-34 by marital status

![Graph showing household reference persons aged 25-34 by marital status and town]

Legend:
- Single
- Married
- Civil partnership
- Separated
- Divorced
- Widowed
Figure 23: Household reference persons aged 35-49 by marital status

Figure 24: Percentage of the population that is Non-White British
Figure 25: Percentage of the working population aged 16-74 that work from home, travel to work by train or bus, as a passenger in a car or van, by bicycle or on foot

Figure 26: Percentage of the working population aged 16-74 that drive a car or van to work