

East Hampshire District

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Comment text:

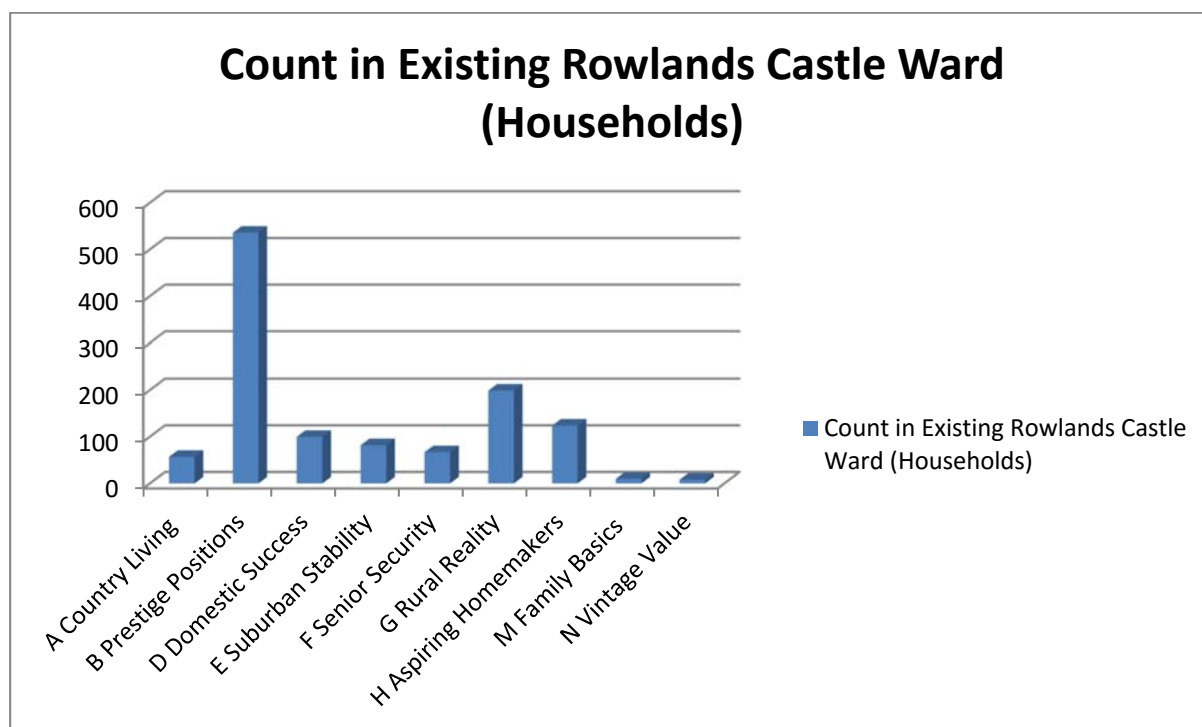
To the Local Government Boundary Commission East Hampshire District Council Review (2nd Submission) In my previous response to the commission in December 2017 I made it quite clear that I could not support the draft proposal that created an enlarged Rowlands Castle ward that incorporated the current Horndean Blendworth ward and was to be represented by two district councillors. Looking at the latest proposal from the Commission I find it equally unsatisfactory and it clearly is the result of a numerical exercise designed to create a three-councillor ward where each member has an equal number of electors so satisfying the Commission's goal of achieving the East Hampshire average of electors per councillor. In doing so it is clear that no attention has been paid to previous representations as displayed on the Commission's web site. There is no support for the original draft two-councillor ward idea and to perpetuate it with this new idea demonstrates a complete lack of appreciation of previous comments on this matter. As the attached chart demonstrates Rowlands Castle and the areas of Horndean are two quite separate and different communities each with their own individual identities. As was highlighted in previous responses from a variety of respondents, Rowlands Castle is a self-contained rural settlement and with the agreed addition of the hamlets of Finchdean and Idsworth forms a natural cohesive community, a significant part of which lies within the South Downs National Park, unlike Horndean which is very much an urban conurbation. Rowlands Castle is a community supported by a range of services locally. From the main-line railway station, the doctor's surgery and pharmacy, the veterinary practice, not to mention five pubs and four church communities, a garage and separate petrol filling station, a very comprehensive local convenience store together with a sub-post office and hardware and general store. This is a complete village community. Then when the vast range of social and leisure activities running within the village is considered, coupled with golf, tennis, football and cricket clubs, it is no wonder that villagers have no reason to venture elsewhere, like Horndean, when they have all that they need for a full and sustaining life right here in Rowlands Castle. With high levels of local community interaction and communication through things like the village Grapevine email service and the parish council Facebook pages there is excellent grass roots access to the current elected Rowlands Castle ward district councillor thereby providing good representation at district level. While it is accepted that the 5-year projected elector numbers for Rowlands Castle may be slightly above the East Hampshire ward average I challenge the Commission's quoted figure of +15% by 2023. It would appear that the Commission has failed to take account of the proposal put forward by the Horndean and Rowlands Castle parish councils, in their previous submission, to adjust the Rowlands Castle northern boundary so as to exclude the new development known as Land East of Horndean. The whole of LEOH would then become part of the Horndean Blendworth ward thereby reducing the 2023 elector count for Rowlands Castle but increasing it for Horndean Blendworth. This I suggest would then bring the Rowlands Castle elector totals more in line with the Commission's aim of equality of electors per councillor throughout East Hampshire wards. Locally it is well established through existing planning approvals that Rowlands Castle elector numbers will not increase dramatically due to the very nature of the local land supply. Even if the 2023 elector figure is above the 2294 average for East Hampshire does that really matter if the community concerned is demonstrably content with the current one councillor ward representation? No practical representational benefit will accrue from the forced "marriage" of three disparate local wards just for the sake of mathematical tidiness. I suggest that the most important aspect of this local government ward boundary review is to create a level of local representation that local communities have confidence in and be equally confident that they are properly represented at district council level. The continuation of a single councillor ward for Rowlands Castle is paramount in this process. For further supporting evidence in this regard I refer you to the submissions by Rowlands Castle Parish Council and Horndean Parish Council. Malcolm Johnson Rowlands Castle Ward Councillor East Hampshire District Council

Uploaded Documents:

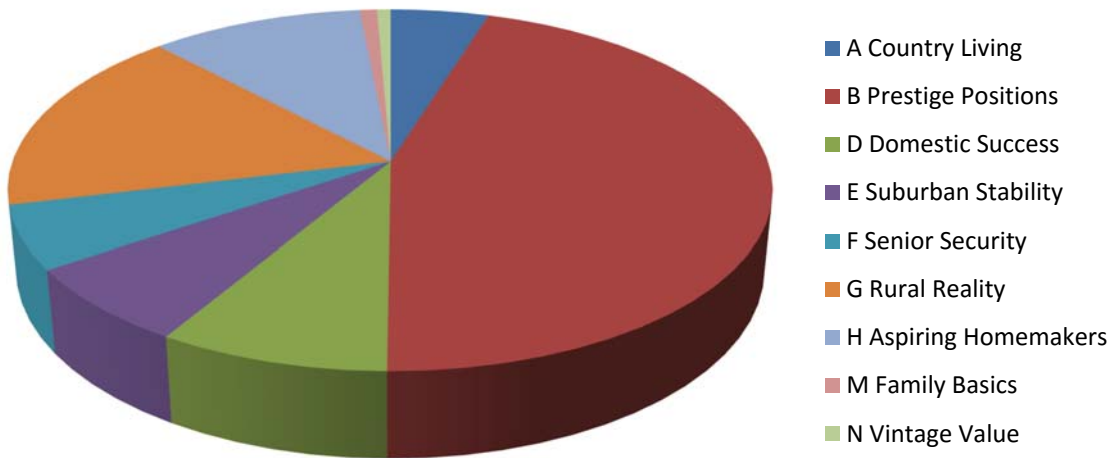
[Download \(https://consultation.lgbce.org.uk/download_document?file=draft%2F1520094841_Demographics+for+Rowlands+Castle+Existing+Ward+and+Horndean+Wards+2016+With](https://consultation.lgbce.org.uk/download_document?file=draft%2F1520094841_Demographics+for+Rowlands+Castle+Existing+Ward+and+Horndean+Wards+2016+With)

Experian Geo-Demographics of Existing Rowlands Castle Ward

Experian Group	Count in Existing Rowlands Castle Ward (Households)
A Country Living	57
B Prestige Positions	536
D Domestic Success	100
E Suburban Stability	82
F Senior Security	67
G Rural Reality	199
H Aspiring Homemakers	124
M Family Basics	10
N Vintage Value	8
Total Number of Properties in the Experian Dataset	1183



Demographics of Existing Rowlands Castle Ward (Households)



Explanation of Group Characteristics

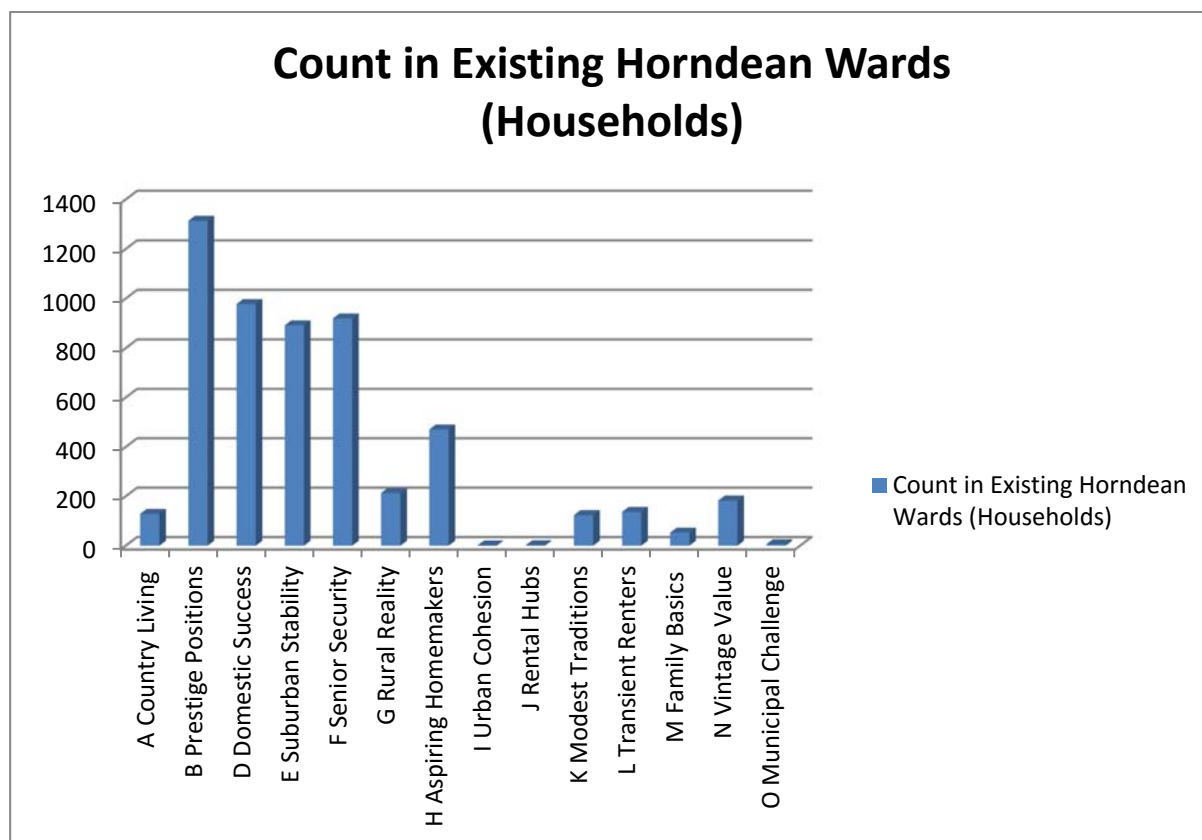


Brief:-

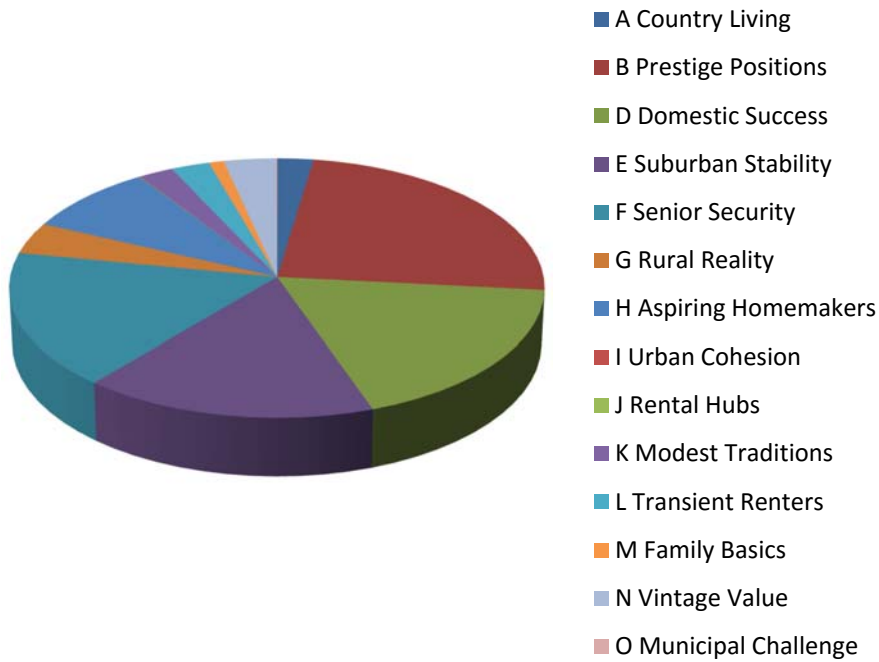
The ward of Rowlands Castle mainly consists of affluent home owners and rural communities.

Experian Geo-Demographics of Existing Horndean Wards

Experian Group	Count in Existing Horndean Wards (Households)
A Country Living	129
B Prestige Positions	1314
D Domestic Success	978
E Suburban Stability	892
F Senior Security	920
G Rural Reality	214
H Aspiring Homemakers	471
I Urban Cohesion	1
J Rental Hubs	2
K Modest Traditions	124
L Transient Renters	137
M Family Basics	53
N Vintage Value	183
O Municipal Challenge	6
Total Number of Properties in the Experian Dataset	5424



Demographics of Existing Horndean Wards (Households)



Explanation of Group Characteristics



Brief:-

The wards of Horndean mainly consist of affluent home owners with the exception of a cluster of a very different type of resident, the Group H Aspiring Homemakers. The settlement profile reflects the type of residents that live in the Market Towns of East Hampshire.

Comparison of Group Characteristics of Horndean and Rowlands Castle residents, as % of each Population

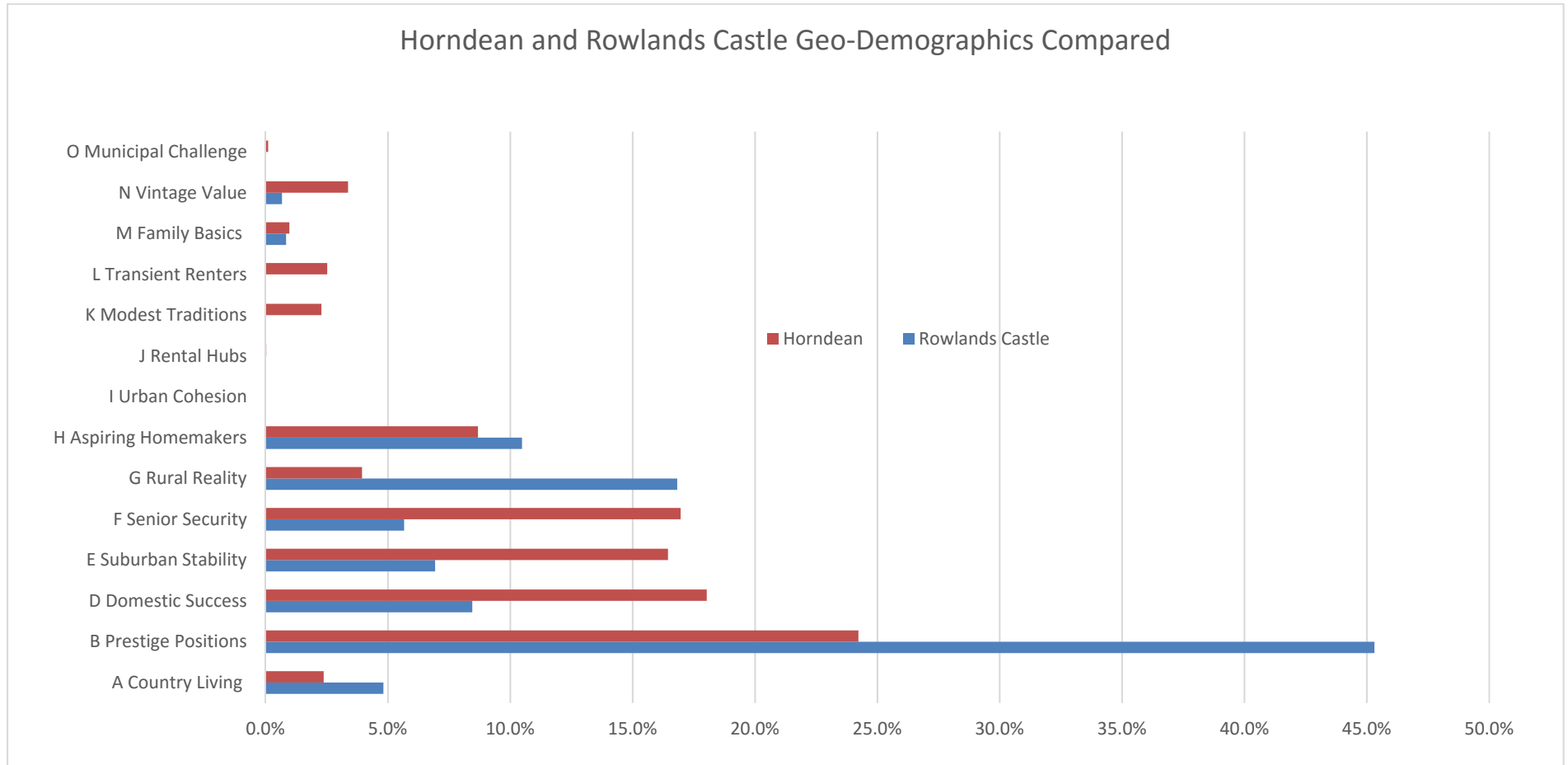


Table showing Comparison of Group Characteristics of Horndean and Rowlands Castle residents, as % of each Population

Experian Geo-Demographics of Existing Rowlands Castle and Horndean Wards

Experian Group	Count in Existing Rowlands Castle Ward (Households)	% of population	Count in Existing Horndean Wards (Households)	% of population	ratio of %
A Country Living	57	4.8%	129	2.4%	2.03
B Prestige Positions	536	45.3%	1314	24.2%	1.87
D Domestic Success	100	8.5%	978	18.0%	0.47
E Suburban Stability	82	6.9%	892	16.4%	0.42
F Senior Security	67	5.7%	920	17.0%	0.33
G Rural Reality	199	16.8%	214	3.9%	4.26
H Aspiring Homemakers	124	10.5%	471	8.7%	1.21
I Urban Cohesion	0		1	0.0%	0.00
J Rental Hubs	0		2	0.0%	0.00
K Modest Traditions	0		124	2.3%	0.00
L Transient Renters	0		137	2.5%	0.00
M Family Basics	10	0.8%	53	1.0%	0.87
N Vintage Value	8	0.7%	183	3.4%	0.20
O Municipal Challenge			6	0.1%	0.00
Total Number of Properties in the Experian Dataset	1183	100.0%	5424	100.0%	