

ECONOMIC GROUP

Worksheet EC1 EMPLOYMENT

CORE QUESTIONS

Q1 Are local unemployment rates high? (Compare local rates with regional and national averages for male and female and youth unemployment). The information should be in the Annual Employment Survey or NOMIS.

Identify if unemployment is a significant issue locally.

No. Please see tables below. New Milton is in-line with New Forest and Hampshire averages; both of which are below regional and national averages.

Ward	Total unemployed claimants Nov-04	Rate (%)
Barton	10	0.5
Bashley	7	0.5
Becton	30	1.3
Fernhill	35	1.1
Milton	23	1.0
New Milton Total	105	0.9

Source: Office for National Statistics Total Claimants (2003-Based CAS wards)

Area	Total unemployed claimants Nov-04	Rate (%)
United Kingdom	803,029	2.2
South East	67,259	1.4
Hampshire CC	6707	0.9
New Forest	767	0.8

Source: Office for National Statistics Total Claimants

Q2 Has unemployment fallen or risen in recent years? (Compare to regional and national averages). The information should be in the Annual Employment Survey or NOMIS.

Identify if there are any specific trends in unemployment in the local area.

Time-series data is only available for the four 1991-based wards. Rates are not available for this geography. However it can still be seen that in absolute terms unemployment has fallen from 126 in Nov-2000 to 105 in Nov-2004.

Total Unemployed Claimants

Date	Barton	Bashley	Becton	Milton	New Milton Total
Nov-04	8	42	34	21	105
Nov-03	17	39	30	33	119
Nov-02	15	39	25	25	104
Nov-01	18	40	35	37	130
Nov-00	22	44	32	28	126

Source: Office for National Statistics Total Claimants (1991-based wards)

Q3 What are the labour market participation rates? (Work out the ratio of employed people as a percentage of the total working age population and the number of working women compared to working men. Compare with regional and national averages). The information can be found in the Census of Population. This will help identify if there is hidden unemployment locally.

Economic Activity rates are below district, county, regional and national rates.

Ward	Economically Active	All people 16-74	% Economically Active
Bashley	1242	2019	61.5
Barton	1735	3351	51.8
Becton	1794	3132	57.3
Fernhill	2454	3888	63.1
Milton	1898	3268	58.1
New Milton Total	9123	15658	58.3

Area	Economically Active	All people 16-74	% Economically Active
England & Wales	25,022,204	37,607,438	66.5
South-east	4,037,629	5,766,307	70.0
Hampshire CC	644,768	895,199	72.0
New Forest	79,531	119,056	66.8

Source: Census 2001

Q4 What are average household earnings? (Compare average earnings per household with the regional and national average). The information can be found in the New Earnings Survey, published by the Office for National Statistics, or from surveys by the local authority.

Ward	Average Household Earnings (£)
Bashley	30,281
Barton	25,296
Becton	24,554
Fernhill	24,285
Milton	21,543

Source: CACI 2004

Identify relative levels of prosperity and the number of households below the average income level as a percentage of total households.

Q 5 What proportion of the unemployed have been unemployed for over 6 months or one year and what sectors of the population are most represented by age/gender? (Compare to regional and national averages). The information can be obtained through NOMIS.

Approximately 14% of unemployed people in New Milton have been unemployed for more than six months. This is less than the district, county, regional and national average.

2003-Based CAS ward	Claiming for over 6 months	Total Unemployed	% of total unemployed
Barton	0	10	0
Bashley	0	7	0
Becton	5	30	16.6
Fernhill	5	35	14.3
Milton	5	23	21.7
New Milton Total	15	105	14.3

Area	Claiming for over 6 months	Total Unemployed	% of total unemployed
United Kingdom	254850	803029	31.7
South-east	20110	67259	29.9
Hampshire CC	1350	6707	20.1
New Forest	120	767	15.6

Source: Office for National Statistics Claimant Count, November 2004.

Note: Proportions for wards calculated using mid-2001 res. working age population.

Warning: Duration data has been rounded to nearest 5 (disclosure control).

Identify if there are any recent trends in long-term unemployment.

Q6 What proportion of residents in employment commute elsewhere to work? (Compare with averages for other market towns). The information should be in the Census of Population or more recent local surveys.

4350 people out of 8860 people commute within the five wards of New Milton. This is equal to 48%. Therefore 52% commute to areas outside of New Milton.

Source: Census 2001

Note: Please be aware of the disclosure control amendments made to this data.

Identify if the town is a dormitory town or has a significant employment role.

Q7 Is the local economy particularly dependent on specific industry sectors? (Compare employment rates in specific industrial sectors with regional and national averages). The information can be found in the Census of Population or the Annual Employment Survey.

There are approximately 900 companies in New Milton.

- Approximately 26% are Banking, Finance, Insurance etc.
- Approximately 29% are Distribution, Hotels and Restaurants; and
- Approximately 13% are Construction.

Source: Annual Business Inquiry (ABI) 2002

Identify strengths and weaknesses in the local economy.

Q8 Is the local economy dependent on a small number of large employers? (Identify local employers who employ over 100 people and proportion of local workforce employed by them). The information can be found in the Annual Employment Survey or from surveys of local businesses.

In the four (1991-based) wards of New Milton, 25 employers, each with 50+ employees, employ 45% (approx 4000) of the total workforce (approx 8800). The remaining employers (those with less than 50 employees) employ 55% of the total workforce.

This is below the county and regional average but above the district average:

In the SE region, approximately 11,720 employers, each with 50+ employees, employ 52% (approx 1,907,800) of the total workforce (approx 3,650,500).

In the Hampshire county council area, approximately 1,660 employers, each with 50+ employees, employ 51% (approx 265,500) of the total workforce (approx 524,600).

In the New Forest district, approximately 160 employers, each with 50+ employees, employ 38% (approx 22,200) of the total workforce (approx 58,100).

Source: Annual Business Inquiry (ABI) 2002

Identify reliance of the local economy on a few large employers.

Q 9 Is the number of jobs available locally increasing or decreasing? (Identify specific business closures in the last three years). The information maybe found in the Annual Employment Survey or from surveys of local business.

New Milton (As composed of the four 1991-based wards)

Year	Number of Employees
2002	8700
2001	9500
2000	7900
1999	7400
1998	7700

Source: Annual Business Inquiry (ABI)

Identify how strong the local economy is.

Q10 What are the rates of business start ups and failures? (Compare to regional and national average and over a five year time period to identify trends). The information can be found in the Customs and Excise VAT Registration. The local Business Link or Small Business Service may already have collated this information.

New Milton (As composed of the four 1991-based wards)

Year	Number of Companies
2002	900
2001	900
2000	900
1999	900
1998	800

Source: Annual Business Inquiry (ABI)

Identify how dynamic the local economy is.

SUPPLEMENTARY QUESTIONS

Q11 What opportunities are there for new employment from the expansion of existing local firms? (Find out how many local firms are planning to expand). The information can be obtained either from surveying local firms or enquiries to the Small Business Service.

Assess business confidence and the scope for growth in jobs.

Q12 What economic development/inward investment grants are available? (Identify types of funding, the eligibility criteria for funding, and the sources and amounts available). This information can be obtained from the local Small Business Service, District Council economic development department and the Regional Development Agency.

Identify the forms of assistance available to existing and new local business.

Town Project Group Response to findings of Employment Survey

Local unemployment is low in those age groups considered normal for employment. New Milton has a relatively high 'economic activity rate', but when the excessive proportion of retirees are deducted the resultant rate is actually well below the national average. This rate continues to fall and there appears to be no hidden unemployment. It is for consideration that high housing costs must have some bearing on this aspect as well.

The general opinion of New Milton's employment at the current time seems very good and it is unlikely to require major change. The majority of the economy revolves round small employers however, many in the tourist sector, and as a result it does seem that many recent school leavers and those seeking employment are too highly skilled for the few jobs available.

Many of the 'over qualified' individuals are seeking employment in alternative major areas such as Southampton, Bournemouth and in many cases further afield. Indeed a significant proportion of the residents regularly commute far afield, to places such as London, Winchester, Southampton and Bournemouth. Whilst this will not offer a positive or sustainable future for the area, nor incentives for young/newly qualified people to remain in the area, it has to be remembered that a large number of new residents are attracted here from closer to London for this very reason, skewing the figures on employment as a result.

Business closures of late are comparatively few, but given the small pool, tend to be rather high profile, eg Parker Baths, Johnson & Johnson. On the plus side the resulting dip in employment has not lasted long in any of these cases.

Available land for expansion is strictly limited; NFDC figures indicate just 4.9 ha from a NFDC total of 59.27 ha are available for industrial or business use in the New Milton area.

Worksheet EC2 RETAIL AND TOWN CENTRE SERVICES

CORE QUESTIONS

Q 1 How much of the local shopping provision is in the town centre, out-of-town centre or in the villages? (Compare number and total floorspace in the various locations). The information may be available from the district council if they have undertaken a retail study, GOAD Experian town centre surveys or your own surveys.

Identify in particular out-of-town supermarkets and other shops.

Town Centre

The majority of services and retail outlets are found in the Town Centre. The Town Centre is defined into two shopping zones in the Local Plan: the Primary Shopping area is defined largely as Station Road, and the Secondary shopping area as Old Milton Road, Station Road north of the station and small parts of Whitefield Road and Gore Road.

A New Forest District Council Retail Survey conducted in July 2004 found 144 units with a total frontage of 1211.44 meters in the Primary Shopping Zone. 70% of these were retail units and 30% non-retail.

The list of outlets for the whole Town Centre totals 232 units. There is no total frontage figure for all these outlets.

Out of Town Centre

There are a number of other important local shopping frontages in the parish:

Old Milton Green has 15 units, 5 of these are food and takeaways.

Ashley Parade has 12 units, 3 of these were vacant in the 2004 survey the others providing a range of general goods, convenience and food goods.

Lymington Road (the Pantiles) has 9 units which are generally occupied by more specialist shops such as pet supplies, antiques and art shops.

There are also important convenience stores that serve large residential areas.

Beechwood Stores is a general store and post office serving a large residential area in the North West of the Town.

Ferndale Road. On the junction of Ferndale Road and Marston Road is a general store and post office serving a large residential area of Fernhill Ward.

Villages

Barton

There are two main retail /service areas in Barton:

Barton Cliff Tops is characterised by cafes and restaurants serving visitors to the cliff tops and beach. The post office has recently closed but there are convenience and local goods shops in this area.

Sea Road / Seaward Avenue there is a small parade of shops with a post office and general store

Bashley

In the heart of the village is a recently refurbished post office and general store with cash point facilities.

There are also a garage and two farm shops in the village. All of which draw shoppers from outside into Bashley. Apart from Tesco's superstore, Loaders garage is the only local source of petrol.

Out of Town Shopping

Tesco's Stores have developed a site off Caird Avenue to the South West of the Parish on the boundary of Milton Ward.

The existing floorspace covers an area of 3,995 square meters (2,598 m² of this is used for shopping)

Planning permission was submitted in 2003 to extend the store a further 1,805 m² giving a total floorspace of 5,800 m² (3,527 shopping and 2,273 other). This has been approved.

The store sells a wide range of goods and has a café and petrol station. It employs 500 staff.

Q 2 What type of shops and services are there in the town centre? (The number of each shop/services e.g. bank, chemist, butchers, antique, clothes, shoes, baker, grocer, supermarket, hardware and general stores (add to the list as appropriate), available in both the town and the surrounding villages, and their percentage of the total shops). The information can be obtained from GOAD Experian town centre surveys, any District Council retail study or your own surveys.

NEW MILTON TOWN CENTRE SHOPS (PRIMARY AND SECONDARY SHOPPING ZONES OF TOWN CENTRE) Source New Forest District Council Primary Shopping Area Studies 2001 - 2004

NUMBER OF SHOPS & SERVICES BY CATEGORY TYPE , SHOWING CHANGE IN NUMBERS DURING PERIOD 2001-2004

Type of Shop	2004	2003	2002	2001	Type of Shop	2004	2003	2002	2001
Art & Décor & Ornaments	1	1	2	1	Music	3	3	1	1
Blinds & Curtains	3	2	1	1	Property Developer / building services	4	4	3	3
Department Store	1	1	1	1	Beauty Salon	3	3	2	2
Post Office	1	1	1	1	Fish /Angling / guns	2	2	2	1
Building Society	4	4	4	4	Funeral Parlour	4	4	4	4
Bank	6	6	6	6	Party Supplies	1	1	1	1
Vacant	7	11	16	16	Convenience Store	2	2	2	2
Florist	4	3	3	3	Camping Caravan supplies	1	1	1	1
Charity	8	8	8	8	Restaurant &/ or takeaway	10	9	9	10
Gifts & Cards	5	5	4	4	Carpets	4	4	3	3
Clothing	10	11	6	10	Car parts & Accessories	3	3	3	3
Cafe	7	7	4	4	2 nd hand goods	3	3	4	4
Bakery & Speciality cakes	2	2	3	3	Hardware / DIY/ decorating	3	3	3	3
Butcher	1	1	1	2	Domestic Appliances/ Electrical goods	4	5	4	5
Stationary	1	1	1	1	Dry Cleaners	2	2	2	2
Travel agent / coach tours	3	3	3	4	Signs	1	1	1	1
Jewellers	3	3	3	4	Newspaper production	1	1	1	1
Photo processing	1	1	1	1	Storage	1	1	1	1
Alternative therapy	2	1			Kitchens	1	1		
Insurance / Mortgages	4	4	5	5	Glass / Windows	2	2	2	2
Estate Agents / Property management	14	13	10	12	Bathrooms	1	1		
Mobile Phones	1	1	1	1	Costume Hire	1	1	1	1
Chiropractic	3	3	3	3	Furniture	2	3	2	2
Hair salon	14	14	12	12	Newsagents	2	2	1	2

Type of Shop	2004	2003	2002	2001	Type of Shop	2004	2003	2002	2001
Motorcycles	1	1	2	2	Bric a brac	1	1		
Dentist/ dental products	3	2	2	2	Healthfood	1	1	1	1
Resource / info Centre	2	1	1	1	Pub	2	2	2	2
Library	1	1	1	1	Coblers & Key cutting	1	1	1	1
Baby goods /	3	3	2	2	Delicatessen	1			

Type of Shop	2004	2003	2002	2001	Type of Shop	2004	2003	2002	2001
children's clothes									
Solicitors	3	3	3	4	Computer supplies	1	2	2	1
Opticians	3	3	4	4	Pet supplies	2	1	1	1
Lighting products	1	1	1	1	Handbags	1	1	1	1
Betting Shop	2	2	2	2	Supermarket	2	2	2	2
Fruit & Veg	1	1	1	1	Mobility Aides	1	1		
Fireplaces	1	1	1	1	Toys	1	1	1	1
Bicycles	2	2	2	2	Catering		1	1	
Bookshop	1	1	1	1	Models		1	1	1
Homewares / general	2	2	2	2	Business Consultants		1	1	1
Cookware	1	1	1	1	Redevelopment site		1	1	
Shoes	2	2	2	3	Off Licence			1	1
Sports products	1	1	1	1	Marine Products			1	1
Medical supplies	1	1			Diving Equipment			1	1
Sewing products	1	1	2	2	Antiques			1	1
Video hire / games	2	2	2	2	Fishmongers				1
Chemist	5	5	5	5	Printers				1
Beds	1	1	1	1	Camera Centre			1	1
Car Sales	1	1	1	2					

Identify particular shops and services which attract visitors and shoppers from outside the town and any obvious gaps or shortages in provision.

Some key observations can be made from a study of the above data.

Gaps or Shortages in Provision

The Town Centre lacks pubs, restaurants and entertainment activities which would stimulate an evening economy. There are only two pubs in the Town Centre. There have in the past been two cinemas in the town and a number of late night cafes, even a nightclub in Barton, however, none of these now exist.

Another recent omission from the town centre is an off licence, Wine Rack closed in 2002 and since that time the premises have been vacant.

Some of the more specialist shops have closed in recent years; the fishmongers, antique dealers and camera equipment shop. These more specialist shops are amongst those likely to attract shoppers from outside the town.

Dominant Town Centre Businesses

There is an over dominance of estate agents (14) and charity shops(8) in the Town Centre. They are found in clusters which adds to their impact. If you are not looking to buy or sell a house, or browse in a charity shop the town centre may have little appeal.

Q 3 Has retail floorspace in the town centre been lost in the last five years? (Compare historical data on comparison and convenience retail and commercial floorspace in the town centre and compare with any out-of-town developments). The information may be available from the District Council in the form of Retail Capacity Studies and Retail Impact Assessments of specific developments.

Identify whether the town centre has become a less attractive location for retail development.

Q 4 Is there a provision market, livestock market, farm shops or farmers' market? (The number of shops and the regularity of markets). Information on shops and markets can be obtained from the National Farmers Union, the National Association of Farmers' Markets or from local survey.

Identify the number and frequency of markets and the number of outlets for local produce.

The Town Project were instrumental in attracting Hampshire Farmers Markets to New Milton for the first time in 2004. Two Farmers Markets were held with good attendance. A further Farmers Market is planned for March 2005.

There are two farm shops in Bashley selling a variety of local products and two butchers in New Milton who sell local meat products.

Q 5 Is there a general market? (Identify the frequency of markets and numbers of traders/stalls and any historic data). Information can be obtained from the market operator, often the District Council or from the National Association of British Market Authorities.

A Street Market was established in April 2004 after a collaborative effort from New Milton Town Council and the Town Partnership. It was set up initially as a six-month trial but has been extended for a further six month period.

The market is operated by Southern Market Traders. It is held every Wednesday and 40 pitches are available at the Southern end of Station Road.

Identify if the market is a thriving concern.

In October 2004 the Town Partnership undertook a survey of the market to assess its impact and popularity.

Market users are generally happy with the market and wish to see it expanded to both sides of Station Road.

Market Traders are trading at a satisfactory level and again support the expansion of the market.

Town Centre businesses were more mixed in their response. Most reported no real change to their Wednesday trading figures. They were split 50:50 between supporting the retention or expansion of the street market and having no street market.

Q 6 How many shops are vacant in the town centre and how many have been vacant for more than two years? (Compare with historic trends and with the regional and national vacancy rates). Information can be obtained from GOAD Experian town centre surveys, District Council's Retail Capacity Study or through local survey.

	2004	2003	2002	2001
Number of Vacant Retail Units in Town Centre	7	11	16	16

The number of vacant retail properties has fallen in the last four years however there are a small number of shops on the main shopping street that have been vacant for more than two years e.g Old wine rack shop next to Lloyds TSB and the Pastries Plus shop on the corner of Whitefield Road and Station Road.

If there are significant vacancies, find out why the vacant shops are not being reopened.

Wine Rack premises have been subject to change of use planning application to convert to building society. This did not materialize. In the meantime the Lloyds TSB building Society next door to the property has closed.

Less information known about Pastries Plus. Since it has closed a number of take away food establishments have opened up in close proximity to this shop.

Q 7 How many new shops in the centre have opened in the last three years, or have had major refits? (Identify new and improved shopping provision). Information can be obtained from GOAD Experian town centre surveys, District Council's Retail Capacity Study or through local survey.

Name of Retail Business in Primary Shopping Zone New Milton	State if: New Business / Refit/ or Business expansion Date of start up or refit if known
Christchurch Blinds	New Business 2003
Poppin's cafe	New Business 2003
Charlie's bakery	New Business 2003
Focusing Ltd	New Business 2003
Sixth Sense	New Business 2004
Carlie's cards	New Business 2003
Little Cherubs	New Business 2003
Kevs Country Kitchen	New Business 2004
True Trend	Move & Refit 2002
L & J Top Fruits	New Business 2004
Lady K	New Business 2004

New Forest Sports Clothing	Business expansion 2003
Agincare	New Business 2003
South Hair	New Business 2003
Old & Gothic	New Business 2003
Home Carpet Centre	New Business 2003
Quality Snacks	New Business 2003
New Forest Disability Information Centre	Move & Refit 2004
Greenfern Dental Care	New Business 2004
JKs Deli	New Business 2004
Cartridge World Computer Supplies	New Business 2003
Baggies	New Business 2004
Apollo Blinds	New Business 2004
Pampurred Pets	New Business 2004
Ross Nicholls Estate Agents	New Business 2004
New Milton Mobility Centre	New Business 2004
Harrison's Estate Agent	New Business 2003
Weldon & King Estate Agents	New Business 2003
Card Shop	New Business 2005
Hardys Electrical	New Business 2003
Morrisson's supermarket	National takeover of Safeways 2004
Forest Edge Tea Rooms	New Business 2004
Wrights Music Shop	New Business 2002

In total 33 businesses in the primary shopping zone have opened, expanded or had a major refit in the last 3 years. This figure represents 23% of the total businesses located in the primary shopping zone (142)

Assess retailer confidences in the town centre.

Q 8 Are rents for retail premises stable or increasing? (Compare rents over time and with competing centres, if appropriate). Information can be obtained from the Valuation Office, the District Council and through local property agents.

Assess rent levels for the main shops and whether the increase reflects buoyant demand.

Q 9 Are local retailers confident about future trading? (Identify where local shop keepers plan to expand or move to new premises or are concerned about particular constraints on future business). Information can be obtained from a survey of local shops and services.

Assess local confidence about the town's role as a shopping destination.

SUPPLEMENTARY QUESTIONS

Q10 Is the town centre promoted as a shopping destination in any brochures or other publicity material? Information can be obtained from the Chamber of Commerce, District Council or by asking local shopkeepers.

Identify whether the town is being actively promoted.

New Milton features in the New Forest District Council annual tourism guide but only in a low key and understated way.

Results from the Street Market Survey indicated that the market was only being advertised in a low key and localised way.

Businesses are encouraged to advertise in the annual Town Guide produced by the Town Council and New Forest Post. But again this only has local distribution.

Q11 Is there commercial demand for additional retail floorspace? (Registered interest, by retailers and their anticipated floorspace requirements). The data may be available from Property Intelligence plc and from local property agents.

Identify any demand for expanding retail provision.

Q12 Is the local provision and/or livestock market vulnerable to closure? (Compare historic data on number of stalls, turnover levels, throughput, employment data to assess vulnerability to closure). Information can be obtained from the National Farmers Union, the District Council and market owners and operators.

Identifying any potential threat to the market and what those threats are

Town Project Group Response to findings of Retail Survey

New Milton is well served by large out of town supermarkets, such as Sainsbury at Somerford and Safeway in Lymington. It has also its own edge of town supermarket, Tesco. A survey taken some ten years ago suggested that as many as 25% of the population went out of town to the bigger supermarkets for their weekly shop before the arrival of Tesco. Tesco's figures suggest they have now reversed this trend and attracted additional shoppers from out of town.

In town services are pretty good with all headings in the health check being well represented, although further emphasis on potential new 'start up' companies is required and New Milton currently runs the risk of becoming an ideal charity location. This will not offer sustainability for encouraging tourism or investment from potential larger companies. Vacant property is already seen throughout New Milton and the Chamber of Commerce is furthering talks with development companies and landlords to establish incentives for new business to join the retail sectors.

Additional floor space has been gained from recent developments, but there are clear signs that the developers are having trouble filling this. Rents are in the range £10 - £30 per square foot, depending on location, the higher being more central. This compares well with the national average of and for the South East in particular, and is in contradiction of a common public perception that rents are excessive in the town.

We have a lack of leisure and entertainment facilities for the youth and families, especially when consideration is given to the current population. Further development of possible leisure and entertainment businesses is scheduled to be explored by the Chamber of Commerce in the coming months with collaboration being offered from the two largest Holiday parks, Hoburne Bashley and Hoburne Naish.

New Milton does lack the following 'full time' services, which the Chamber of Commerce deems to be crucial to the town's future:

No community owned village hall or similar. Although one is closely located near the top of New Milton, it is privately owned.

The police station is not sufficiently manned and should be in operation throughout day and night.

No tourist information centre to further promote the town's activities and tourist attractions although NFDC has produced a brochure uniform with a series covering most of the New Forest and the Town Council produces a town guide on an annual basis. The take up of the latter is known to be very good.

No conference facilities for businesses.

Worksheet EC3 TRAINING AND EDUCATION

CORE QUESTIONS

Q 1 Do the vocational training courses on offer reflect the needs of local residents and employers? (Compare training areas with local employment opportunities). Information can be obtained from the Learning and Skills Council, local schools and colleges, the Chamber of Commerce and surveys and residents.

Identify if there are significant vocational or non-vocational training gaps which could be filled locally.

Q 2 Are school leavers well qualified? (Number of pupils at aged 16 with five GCSEs at A-C level and number of pupils aged 19 with one or more A Level. Compare with regional and national average). The information may be available from schools, colleges or from the Local Education Authority.

Identify the levels of educational achievements being achieved locally.

Figures from May 2004 show that at Arnewood School the total number of pupils who achieved 5+A* - C for GCSE was 145

(DfES report no 8505402)

Extract from DfES School and College Achievement and Attainment Tables 2004

The Arnewood School
Gore Road
New Milton Hampshire
BH25 6RS
Tel: 01425 625400

Background Information

Total number of pupils (all ages)	1400
Number of pupils on roll with SEN, with statements	15
Percentage of pupils on roll with SEN, with statements	1.1%
Number of pupils on roll with SEN, but without statements	147
Percentage of pupils on roll with SEN, but without statements	10.5%
Cohort Information and Results for students aged 15 at start of the school year	
Number of students aged 15	244
Number of 15 year old pupils with SEN with statements	3

Percentage of 15 year old pupils with SEN with statements	1.2%
Number of 15 year old pupils with SEN without statements	34
Percentage of 15 year old pupils with SEN without statements	13.9%
% in age group obtaining the equivalent of Level 2 (5 or more grades A*-C)	59%
% in age group obtaining the equivalent of Level 1 (5 or more grades A*-G)	91%
% in age group with at least an entry level qualification	98%
Average total point score per 15 year old	347.1

Year 11

Number of pupils in Year 11	
% achieving Level 2 (equivalent of 5 or more grades A*-C)	

GCSE and equivalent results over time

% of 15 year old pupils achieving 5 or more grades A*-C - 2001	58%
% of 15 year old pupils achieving 5 or more grades A*-C - 2002	63%
% of 15 year old pupils achieving 5 or more grades A*-C - 2003	54%
% of 15 year old pupils achieving 5 or more grades A*-C - 2004	59%
% of students who achieved at least a GCSE/GNVQ - 2001	98%
% of students who achieved at least a GCSE/GNVQ - 2002	98%
% of students who achieved at least a GCSE/GNVQ - 2003	99%
% of students who achieved at least an entry level qualification - 2004	98%

KS2 to Age 15 Value Added

Measure centred around 1000 - VA measure based on progress between KS2 and age 15	974.8
Coverage - % of 15 year old students included in VA calculation	97%
Average number of GCSE (and equivalent) qualifications taken by students in VA calculation	9.1

KS3 to Age 15 Value Added

Measure centred around 1000 - VA measure based on progress between KS3 and age 15	985.9
Coverage - % of 15 year old students included in VA calculation	98%

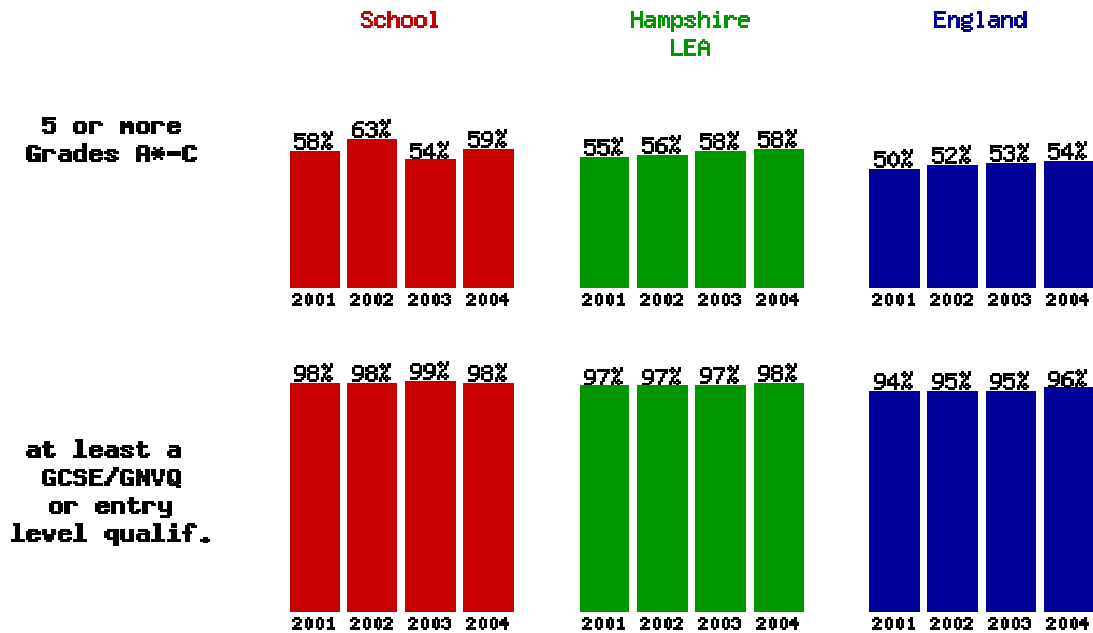
Other specified VQs or units

Number of 15 year olds studying for Other Qualifications	
% achieving qualification or units attempted	

Absence

Number of day pupils of compulsory school age	1210
% of half days missed due to authorised absence	6.9%
% of half days missed due to unauthorised absence	0.9%

The Arnewood School



Q 3 Are there sufficient pre-school places in nurseries and playgroups? (Compare number of available places with the number of pre-school children in the area and take into account any planned changes in the levels of service provision). The information needed can be obtained from the Local Education Authority.

Identify any gaps in the provision for pre-school children in towns and surrounding villages.

The Surestart Strategic Plan 2004 - 2006 highlights the acute need for extra childcare provision in the New Milton area in the three wards of Barton, Fernhill and Milton. One of the main barriers to achieving this is the lack of available and suitable accommodation.

In the Five wards that make up New Milton there are a total of

1080	0-4 yrs
1111	5-9yrs
1218	10 – 14 yrs

Full Day Care/ DayNursery Provision including provision for 0-2yrs

There is no full daycare facility in New Milton. Parents have to travel to Milford on Sea, Keyhaven (takes from one yr old upwards) and Brockenhurst.

Early Years Education (EYE) Provision eg. PreSchool for 3 and 4 yr olds

There is a shortage of Early Years Education (EYE) provision in the following wards:

Fernhill – shortfall of 124 places

Barton – shortfall of 49 places

Milton – shortfall of 8 places

Out of School Childcare

At present there is no Out of School provision on New Milton. Between 2001 and 2004 there was Out of school provision at the old boys club catering for 5 – 12 yr olds after school and in the holidays. The provider picked up from New Milton Infant and Juniors a Ashley Infant and Juniors and Hordle. Although this provision is now closed the need still remains high.

Shortage of Suitable Accommodation

One of the biggest barriers to increased childcare and other provision is the lack of suitable accommodation. This needs to be of a standard for providers to gain Ofsted registration and needs to be available for large chunks of the day ie

Full Daycare 8am-6pm five or six days a week

Sessional Care (Pre school) 8am – 1pm five days a week plus afternoons if possible

Out of School Care 2.30pm – 6.30 pm term time and 8am – 6.30 pm five days a week in the holidays.

This is an increasingly difficult demand to meet in many communities and in New Milton it proves impossible.

SUPPLEMENTARY QUESTIONS

Q 4 How many Internet learning and access points are there within the town and/or villages? (Number of Internet points available in the towns and the surrounding villages per head of population). This information should be available from the Library and/or education authority or from survey.

Identify whether these are sufficient to meet local needs.

There are 5 computers with Internet Access available to the general public in New Milton library. Three of these are in the adult library and two in the children's. They are free to use but it costs 20 pence a page to print out.

Q 5 Is there adequate provision of non-vocational courses locally? (Find out the types of courses available in the area). The information may be available from adult education centres and from surveys of residents.

Identify how easy it is to access a wide range of courses.

Q 6 Is there a high number of school exclusions? (Identify levels and compare with other towns, if appropriate). Information can be obtained from the Local Education Authority of individual schools. Identify if there is a problem in local schools.

Town Project Group Response to findings on Education

The local schools are working to capacity and generally have a reputation for turning out well qualified youngsters (but see comment in employment above). However, given the current increases in population both already approved by NFDC planners and envisaged by the government, the total capacity of all our local schools is already inadequate.

The Chamber of Commerce is underway with a joint partnership arrangement with the Hampshire and Isle of Wight Basic Skills Support Unit, which will offer business operatives the opportunity to train staff through grant funded schemes. The schools will require further close consultation to establish employers' needs, although the recent award of a specialist status to Arnewood (in Technology) will require it to take a closer part in providing for the needs of schools and employers throughout the area. The impact of this change in status is as yet too soon to determine.

Unstructured learning opportunities are few, limited to the local Youth Club for the younger generation. The Adult education centre and Arts centre provide opportunities which seem mainly taken up by the large local population of retired people.

There appears to be some shortage in pre-school facilities in the town, mainly for lack of suitable premises. Several recent planning decisions have resulted in a significant number of family properties being built in the area, without a concomitant increase in school and pre-school places.

Worksheet EC4 COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS

Town Plan Committee Response

We believe that New Milton has a shortage of industrial space, which may be used to further entice larger companies to make use of the area (see comment above on available development land). Commercial property in many cases looks old and tired and requires a substantial investment to regain the image which should be promoted.

Successful businesses who wish to expand in the immediate area of their original operation face a problem as a result and this has led to some total relocation away from the area in the past. Start up businesses find difficulty in obtaining suitable premises and this is reflected in a variety of small businesses being run from home and eventually outgrowing the space.

There is a similar problem with playgroup and day care services.

CORE QUESTIONS

Q 1 How much new commercial or industrial floorspace has been built or let in the last three years? (Identify how much and where new development has taken place). This information may be available from the District Council or local property agents.

Identify business confidence in the local area.

Q 2 How much good quality office or industrial floorspace is vacant or on the market? (Identify how much and where vacant commercial property is). This information will be available from local property agents, the District Council and from surveys of local employers.

Identify any over-provision of office and industrial units.

Q 3 Are there sufficient premises at affordable rents for new small businesses? (Look at number of smaller premises and find out rent levels). This information should be available from the District Council and local property agents.

Identify how easy it is for small businesses to find affordable premises.

Q 4 Have vacancy levels for commercial properties increased or decreased in recent years? (Compare historical trends of vacancy levels in different age and size of premises). This information can be sourced from the District Council and from local property agents.

Identify demand for, and gaps in, the provision of different types of commercial and industrial property by size and age.

Q 5 Are there any planned expansions of existing commercial and industrial firms? (Identify number of firms with commitments to expand and where they are located). The information may be obtained by talking to local employers, Business Link and the Regional Development Agency.

Identify confidence in the local economy.

SUPPLEMENTARY QUESTIONS

Q 6 Are there economic development and funding initiatives in place to assist incoming firms and the expansion of local firms? (Identify initiatives and their target audiences). This information can be sourced from the District Council, Small Business Service and the Regional Development Agency.

Identify if help is provided to attract investment to the area.

Worksheet EC5 TOURISM AND VISITOR SERVICES

Town Plan Committee Response

New Milton is home to some unique sites, including the Barton levels, the Chewton Glen Hotel and Sammy Miller's motorcycle museum. Other tourist services are really confined to providing good quality campsites and caravan parks in the immediate area.

In this respect the tourism services provided by the Hoburne group serve the town extremely well, however our investigation has shown a great need for a hotel or something similar.

For a centre of population which relies heavily on the tourist industry (in excess of 25% of the working population are in this sector) actual attractions are limited to good food shopping facilities. For example, the Barton cliffs are an under-exploited attraction in that although visited by large numbers of tourists, there is little in the way of additional facilities or attractions to add value to the experience.

It is felt that further activity centres are needed to provide new Milton with added 'value'.

CORE QUESTIONS

Q 1 What are the main tourist or visitor attractions including festivals and events in the town or nearby? (List the range of attractions tailored to tourists). This information should be available from local knowledge or visitor surveys.

Identify what is on offer to tourists.

Q 2 How important is tourism related employment to the local economy? (Compare employment rates in tourism related services, such as hotels and catering, with the regional and national averages). This information can be found in the Annual Employment Survey and in local employment surveys carried out by the District or County Council.

Identify how reliant the local economy is on tourists and day visitors.

Q 3 What is the range of tourist accommodation available in the area, eg number of hotel beds by grade, bed and breakfast, youth hostels, caravan and, camping site pitches? (Number of facilities of different types in both the towns and the surrounding villages). This information can be sourced from the District Council, local Tourist Board or from local surveys.

Identify the location of the facilities and any potential gaps in provision.

Q 4 How many visitors come to the town or area and how long do they stay? (Identify number of visitors and their length of stay). This information can be found from Visitor Surveys, undertaken by the District Council or Tourist Board.

Identify the number of visitors to the area and whether they stay for long periods of time.

Q 5 How seasonal is the visitor activity? (Compare visitor numbers and employment rates at different times of the year). The information may be in Visitor Surveys conducted by the District Council or Tourist Board.

Identify how vulnerable the local economy is to seasonal variations.

Q 6 Is there a Tourist Information Centre in the town and how well used is it? (The number of enquiries by various forms including phone calls, “hits” to the Internet, if any, and the number of visitors to the Tourist Information Centre). This information can be sourced through the Tourist Information Centre itself.

Identify if there are adequate information facilities for tourists visiting the area and how well used those facilities are.

SUPPLEMENTARY QUESTIONS

Q 7 How much time do visitors spend in the town or surrounding area? (Extract information on average visitor spending from visitor surveys). This information can be obtained from Visitors Surveys, undertaken by Local Tourist Board.

Identify how important tourism spending is to the local economy.

Q 8 Is visitor activity concentrated in the town itself or does it take place in the surrounding countryside? (Identify where main tourist destinations are and the number of visitors). This information can be obtained from Visitors Surveys, undertaken by Local Tourist Board.

Identify the pattern of visitors.

Q 9 Does the number, range and quality of visitor facilities, eg accommodation, quality of restaurants match expectations and needs? (Use results of visitor surveys). This information can be sourced either from the Tourist Board, the District Council, Tourism Officer or by undertaking a new survey.

Identify need to improve or expand facilities.

Q10 Is there a visitor's guide or town trail? (Number of town guides available and how up-to-date they are, and their coverage). This information can be sourced either from the Local Tourist Board or the Tourist Information Centre of the local Library.

Identify the types of guides currently available and the potential to increase/alter the selection to better promote the town.

Q11 Does the town enter the "Britain in Bloom" competition or the surrounding villages "Best Kept Village"? The information may be available from the District Council or the Local Tourist Board.

Identify any attempts that have been made to improve the profile of the town through nationwide competitions.

Q12 Are there any specialist tourism enterprises, such as language schools, conference centres? (Number of facilities available and their percentage of the total tourism / visitor facilities in the town). The information may be available from the Local Tourist Board or the Yellow Pages.

Identify any additional draws to the town from facilities not usually associated with tourists.

Q13 Is there adequate signing to visitor attractions and the town centre? (Look at signage to / from tourist attractions from key points such as car parks, train station and between attractions). Information can be collected by undertaking an on the ground survey.

Identify opportunities, including improving links between the town centre and other attractions.

Worksheet EC6 BUSINESS SUPPORT

Town Plan Committee Response

The Chamber of Commerce for New Milton was only officially formed on the 12th June 2002 and has a serious requirement for an operative base to ensure that support services can be provided to the town for the duration rather than simply short term arrangements, which have occurred in the past. It will attempt to fill the void that was previously present and will identify and provide such support services as it can.

It is generally perceived that government support for small businesses is sadly lacking and New Milton is no exception to this.

On the plus side, New Milton is well served with financial institutions of various sorts and every major bank is represented, although on site managers are present in only one company' branch, the management of the other companies being in Lynton or Christchurch for some reason.

CORE QUESTIONS

Q 1 Do the banks, financial institutions and other business support services offer a full range of business advice and support? (Compare the range of services offered by local branches with complete portfolio of services). The information may be available from the local Business Directory, if there is one.

Identify shortfalls in the provision of financial support and advice to local businesses.

Q 2 Does the town centre manager, town centre forum or similar organisation? (The number of such roles / organisations and their remit). This information can be sourced from the District Council or local knowledge.

Identify the existence of these roles and any overlap between their services/remit.

Q 3 Is there a presence of the following organizations in the town: Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, TEC, Enterprise Agency? (Assess the sources of advice available for businesses established in the area and the level and breadth of advice they offer). The information may be available from the Yellow Pages, the Business Directory, and the Regional Development Agency.

Identify the coverage of business advice services for local business and any opportunities to expand support for local businesses.

Q 4 What business support or initiatives have proved successful? (Draw out findings from monitoring of public sector funding initiatives). The information may be available from the District Council, the Small Business Service or the Regional Development Agency.

Identify examples of good practice.

Q 5 Are there regular events which have the potential to draw the business community together, eg trade fairs? (Number, type and regulatory of events). The information may be available from the Small Business Service or by talking to the Chamber of Commerce.

Identify whether there is a need to develop/fund industry events.

Q 6 What is the current and likely future demand for broadband (>2Mbs) communication services?

Assess the current demand for and usage of broadband communications (eg ISDN, ADSL, cable or wireless connections for data traffic). In particular:

How many local businesses currently use broadband communications for external access in their private/corporate communications networks or for Internet access? What proportion is this of all business?

How many local businesses currently have a demand for broadband communications which cannot be satisfied by existing facilities and services?

How many public sector office/site locations currently have broadband communication facilities for external access? What proportion is this of all public sector office locations? How many offices/sites plan to be using broadband communications facilities in the future (by end of 2003) – procured through a regional/central arrangement?

How many private homes have Internet access? How many private homes currently use broadband communications facilities? What proportions are these of all homes? Is their unsatisfied demand for broadband facilities for private homes? How is the demand for domestic access to broadband likely to change?

How many businesses use e-mail over the Internet?

How many businesses have a website address?

How many businesses make purchases or sales over the Internet?

How many businesses collaborate over the Internet with partner firms (cluster or supply chain relationships)?

Q What is the current and likely future status of the supply of broadband and technology (>2 Mbs) communication services?

ECONOMIC GROUP

SUMMARY & CONCLUSION

The general conclusion of the Economy Healthcheck was seen to be that New Milton is clearly short of space for economic development, a situation which affects not only the tourist and leisure economies, but both exiting and start up companies of all kinds.

Despite popular opinion to the contrary, rents do not appear to be excessive, comparing well with national average. Business rates, however, are probably higher than average as property prices are generally higher in this area.

It was felt that New Milton lacks some of the main features needed by a town of this size and importance to the surrounding area; such features include a full time police station, an information centre and leisure facilities for the young people and for young families. There is also an under awareness, and hence under utilisation, of some of the best tourist attractions, such as Barton levels.

The newly reconstituted Chamber of Commerce is showing much initiative and drive, but this can only form part of the effort needed to bring about an improvement in the business environment of New Milton.

ENVIRONMENT GROUP

Worksheet EN1 CHARACTER AND VITALITY OF THE TOWN

These questions are aimed at defining the character and vitality of the town, and identifying what aspects make the town distinctive. The quality of open space and parks is dealt with in Worksheet S5. It would be useful to put many of the answers on a map of the town.

If there is not sufficient information available to answer all the questions, new survey work may need to be undertaken. Advice on undertaking a townscape appraisal is given in the Data Sources and Survey Methods Directory.

CORE QUESTIONS

Q 1 What are the main landmarks or distinctive buildings in the town? (Annotate prominent buildings or structures and note any historic or cultural associations.) This can be done either from memory or by a survey of the town.

Landmarks - Ballard Lake, Fernhill Lane, new mosaic on fire station wall, Barton cliffs, Naish Park, War Memorial

Churches - St Mary Magdelene (C of E), St. John's Bashley (C of E), Our Lady of Lourdes (Catholic), St. Peter's Ashley

Public Houses - Rising Sun, Rydal, Ashley Hotel, the old George at Old Milton, Wheatsheaf, Centurion. Oak and Yaffle

General - Water Tower, Indian Memorial, ancient hedgerows in Stem Lane and Cull Lane, woodlands in Fernhill Lane/Cull Lane/Ashington Park, Tesco, industrial estates, Ballard Lake, Long Meadow

Buildings - Lloyds Bank corner, various old cottages (to be identified), Conservative Club, original shops on west side of Station Road, conservation zone in Old Milton, Edgar's Dairy buildings, old farm buildings in Gore Road, Sammy Miller's Museum, old Post Office building, Chewton Glen Hotel

Identify the key features that are visually or culturally important and whether these are in good condition.

The older buildings in the town center are generally good-looking and adequately maintained. Some traders might be persuaded to tidy up their shop fronts.

Q 2 What are the focal points in the town? (Annotate areas where people congregate such as the market, town square, parks, library, pubs, community centres.) This can be done either from memory or by a survey of the town centre.

Recreation Ground, Memorial Hall, Community Centre, Library, Rydal Inn, Recreation Centre, Ballard Lake, Long Meadow

Sports grounds: Fawcetts Field, Fernhill Lane, Ashley, Bashley Cricket Club

Identify areas where people naturally congregate in the town and whether these vary according to time of year, day of the week or time of day.

Station Road: generally only during shopping hours. The town center is quiet at other times.

Recreation Ground: much use during the summer. Ashley Parade: shopping

Q 3 Is there an historic core to the town? (Annotate any Conservation Areas and where there is a concentration of listed buildings.) Information on Conservation Areas and Listed Buildings can be obtained from the District Council and may be shown on the Local Plan proposals map.

Identify areas with strong historic associations.

Old Milton Green, conservation area, was the original core of the town. It is now divorced from the current town center.

Listed Buildings:

Fernhill Manor
St Mary Magdalene's Church
Holly Cottage, Ashley Common Rd
Smugglers Cottage, Barton Common Lane
~~Thornycroft, Bashley Common Road~~
Naish Farm, Christchurch Road
Cottage, north of Long Meadow
Hooper's Hill, Lymington Road
Walkford Farm, house
Holly Cottage, Bashley Common Road
Vine & Lawrence Cottages, Belmont Road
Taddiford Farm, Cliff Road
Polar Cottage, Lower Ashley Road
Kerri, 100 Old Milton Road
Arreton Farm & stables, S Drive Ossemsley
2 Cottages, Angel Lane
Ashley-Arnewood House, Ashley Road
Lantern Cottage, Bashley Road
Windyridge, Barton Lane
Yew Tree Farm, Bashley Common Road
Gore Farm, barn
Manor Farm, Holmsley Road

Ossemsley Manor House
Little Gore Farm, house & 2 barns
Peacock Cottage, Barton Common Lane
Kingscliffe Cottage & barn, Bashley
Old Smithy, Bashley Cross Road
Cottage, Dilly Lane
Ashley Manor Farm, Lymington Road
~~Cottage, Smithy Lane~~
Wayside Cottage, Ashley Common Road
Willy's Well, Bashley Common Road
Yew Tree, Belmont Road
Glen Spey, Lower Ashley Road
104, Lower Ashley Road
Cottage, Southern Lane
Ashley Clinton, Angel Lane
Woodside, Ashley Common Road
Baptist Chapel, Ashley Road
Coastguard Cottages (6), Barton Lane
Green Arches, Bashley Common Road
Lodge, Ashley Clinton House
Gore Grange, house & stable
Beckton Farm, Milford Road

Water Tower
Station House, Station Road
House & shop, Tiptoe Rd
Ossemsley Manor Farm
George Inn, Old Milton
Wootton Hall, Tiptoe Road

Squirrels, S Drive Ossemsley
Fern Hill Gate, Sway Road
Methodist Chapel, Tiptoe Rd
Obelisk, Barton Court Avenue
War Memorial
Beckton Farm, house & 2 barns

Q 4 Are there any individual and/or groups of buildings which display design, detailing or materials which give the town a distinctive character? (Annotate where these buildings are and their key characteristics.) This can be done through a quick survey of the town.

Barrs Avenue, Barrs Wood Drive

Identify where these buildings are their key distinguishing features.

Q 5 Are there any unattractive areas in the town? (Annotate where there are any buildings in need of repair/restoration, vacant buildings, areas of derelict land and building design unsympathetic to the local character.) This can be done through a survey of the town, concentrating on the centre.

East side of Station Road – unsympathetic, sixties style buildings.

Rear of Station Road shops.

Identify specific buildings or areas that are in need of attention and find out from the District Council whether there are any specific proposals to revitalise/ redevelop them.

Old farm buildings in Gore Road – ongoing proposals to convert to a public house. (Update these proposals now complete Old Barn pub opened 2004)

Q 6 Are there any distinctive features which define the limits of the town, such as historic city walls, a river or a bypass? (Annotate any defining features.) This can be done through a quick survey or through the use of maps or aerial photographs.

Identify whether the boundary of the town is clearly defined.

As shown in the aerial photograph below, the parish boundary follows Walkford Brook on the western edge, Dane Stream on the eastern edge, and the New Forest boundary to the north.

The town does contain some large areas of countryside, notably around Bashley to the north and Ashley / Barton to the east.

Q 7 Are the buildings, streets and furniture in the town centre in good condition? Are there opportunities to enhance these?

The center contains far too many road signs and poor quality 60s & 70s style buildings of no architectural value. The Local Plan contains good suggestions for improvement.

Upgrading of street furniture would be highly desirable, as would something to bring the heart back to the town.

On the other hand, there are still many attractive, original buildings on the western side of Station Road. A little refurbishment would return many of them to a very attractive state.

Identify both areas and aspects which are in need of action.

Pavements are very patchy (concrete paving) – replacement with brick paving would be a good start. More trees planted in the town center would help to soften the aspect.

Q 8 Are the 'main gateways' to the town centre attractive and well maintained (including train and bus stations)? Are there opportunities to enhance these?

The road entries are all reasonably attractive, and generally tree-lined. The grass verges are, however, generally not well maintained.

Gore Road could be enhanced at its western end by tree planting by the nurseries.

The railway station buildings are traditional and reasonably well maintained, although the station yard itself is somewhat of an eyesore.

Identify particular routes and locations in need of improvement.

The station yard is somewhat unattractive and is in need of environmental improvement.

Q 9 Are the main pedestrian routes between car parks and the town centre attractive, well maintained and safe to use during the day and at night?

Town centre car parks are all within close reach of Station Road, and routes into Station Road are on main roads. The car parks could all benefit from some environmental improvements.

Identify priorities for improvement.

Planting around car park edges.

There are no lorry/bus parking facilities.

SUPPLEMENTARY QUESTIONS

Q 10 Are there any townscape or heritage initiatives currently underway in the town? (Find out whether initiatives, eg Historic Economic Regeneration Scheme, Local Heritage Initiatives, Conservation Area Partnership Schemes, Historic Building Grants are active in the town.) This information is held by the District Council where the most useful contact will be the conservation officer.

Identify areas which are to be improved.

Not yet identified.

Q 11 Is the town centre dominated by shops or are there a range of other uses which take place such as housing and employment? (Annotate the different land uses in the town centre.) This can be done through a survey of the town. The Local Plan proposal map will also provide a useful starting point.

The town center is mainly commercial in nature. The Local Plan has identified that bringing more housing into the center would help to revitalise the area:

“Activity and community life in the center could be encouraged by re-introducing residential accommodation, particularly by making use of upper storeys, and enabling a mix of accommodation types.”

Identify whether there is a diverse mix of uses in the town centre.

Extracts from the Local Plan:

“The town centre is predominantly linear in form. The main shopping street extends south from the railway station along Station Road. It centres on the Ashley Road/ Old Milton Road crossroads. A secondary shopping area lies along Old Milton Road to the southwest of the centre. The main approaches to it are from Fernhill Lane, Ashley Road, Old Milton Road and Station Road (south); the appearance of some of these detracts from the image of the town centre.”

“The broad road and footpaths of Station Road give a spacious feel to the main shopping street. However, it is an environment which the car, rather than the pedestrian appears to dominate, with easy kerbside parking, traffic lights and traffic barriers being prominent features. The street scene could be made more attractive and interesting through a programme of improvements to shop fronts, prepared in conjunction with owners.”

“There are few trees in Station Road and its linking car parks, and those that there are tend not to be good specimens. The central area also lacks green spaces and the overall impression is harsher than might be expected in such a small centre. The recreation ground is a valued feature of the town centre, and could make a greater contribution to its enjoyment, particularly if more accessible from the main shopping streets.”

Q 12 Are there areas in the town which are over-cluttered with signs, street furniture, advertising hoardings etc? (Annotate areas where there are concentrations of signage and street furniture.) This can be done through a quick survey of the town.

Identify areas where signage and street furniture could be rationalised or new signage or street furniture provided.

Station Road, and especially the central cross roads. Old Milton Road – pavements are again concrete paved and very patchy.

Q 13 Are there important groups of trees which are either covered by Tree Preservation Orders or are important to the character of the town? (Annotate the presence of important trees or groups of trees.) Information on Tree Preservation Orders is available from the District Council.

Fernhill Lane.

The various copses identified as SINCs.

Most trees within the central area of the town are protected by a blanket order.

Identify where trees add to the character of the town.

Meadow Road – Barrs Wood Copse

Naish Farm

Brockhills Lane

Stanleys Country Park

Walkford Bridge area

Brook Avenue

Rear of Barton Common Road properties

Area around Barton Wood Road

Worksheet EN2 THE COUNTRYSIDE

These questions help identify the basic data required to evaluate the quality of the countryside in close proximity to the town and its sensitivity to change. It will prove useful to map many of the answers.

If there is not sufficient information available to answer the questions, it may be helpful to undertake a landscape character assessment. Guidance on survey techniques is given in the Data Sources and Survey Methods Directory.

CORE QUESTIONS

Q 1 What is the local countryside's distinctive character? (Identify the characteristics of the countryside, eg is it farmed land, heathland or moorland, is it open in character or are there small fields with hedgerows or dry stone walls, are there traditional settlements?) A landscape character assessment may have been undertaken by the County or District Council, or the information could be collected through a local survey.

Generally farm land. Open in character. Some ancient hedgerows.

Landscape character assessment not yet identified

Identify the elements that make the countryside distinctive and attractive.

Q 2 Is the landscape of high quality? (Identify areas that are of national, regional or local importance, ie areas that are covered by national or local landscape designations or are within a national park or Area of Outstanding Natural Beauty.) Landscape designations should be shown on the Local Plan proposals map. Alternatively, for local designations, contact the District Council and for national designations, the Countryside Agency.

The adjoining land to the north of the town (New Forest) is likely to become a National Park.

The SINCS within the area are of great importance.

Identify areas of high landscape quality.

Not yet identified.

Q 3 Is the countryside important for agriculture? (Identify areas of Grade 1, 2 and 3a agricultural land.) This information may be held by the County Council or alternatively, contact the regional branch of the Department for Environment, Food and Rural Affairs (DEFRA).

Identify areas of high quality agricultural land.

Not yet identified.

Q 4 Is the countryside important for nature conservation? (Identify areas which have national, regional or local wildlife designations, eg RAMSAR, Special Protection Areas, Special Areas of Conservation, National Nature Reserves, Local Nature Reserves, Sites of Special Scientific Interest and Sites of Importance for Nature Conservation.) Information can be obtained from the District or County Council or English Nature. Most of these designations should be shown on the Local Plan proposals map.

SSSI: Barton Cliffs

SINCs:

SZ 230967	Ossemsley Copse	SZ 230973	Locksbridge Copse
SZ 235974	Bashley Copse	SZ 251974	Blacklands Farm Meadows
SZ 239961	Great Woar Copse	SZ 254973	Danes Stream Coppice (?)
SZ 246974	Bashley Wood	SZ 258947	Meadows near Ashley
SZ 250932	Barton Common	SZ 227959	Beckley Moor Copse
SZ 252928	Becton Bunny	SZ 226952	Walkford Moor Copse

Identify areas important for wildlife.

SSSI and SINCs in the New Milton area

Q 5 Are there areas of historic importance? (Identify areas with concentrations of Listed Buildings, Conservation Areas, historic parkland, Scheduled Ancient Monuments [SAM], and areas of Archaeological Importance.) Information on Conservation Areas, Listed Buildings, SAM, archaeologically-important areas and Historic Parks and Gardens can be obtained from the District Council and some will be shown on the Local Plan proposals map. Alternatively, contact English Heritage.

Identify areas with historic or architectural importance.

Barton Cliffs are of archeological importance, hence SSSI designation.

Conservation areas and listed buildings not yet identified

SUPPLEMENTARY QUESTIONS

Q 6 Is the countryside being actively managed? (Identify areas that are covered by countryside management or stewardship schemes such as the Countryside Stewardship Scheme, Environmentally Sensitive Areas, Nitrate Sensitive Areas, Habitat Scheme, Moorland Scheme, Organic Aid Scheme or Countryside Access Scheme.) Information on these schemes can be obtained from the District or County Council or by contacting the Countryside Agency or the Department for Environment, Food and Rural Affairs and the Environment Agency.

Identify areas being actively managed to maintain and improve the environmental quality of the countryside.

Not yet identified.

Q 7 Do community groups participate in the management of the local countryside?

Identify what contribution they make. Is there potential to expand that contribution?

Not yet identified.

Q 8 Are there plans for major change on the urban edge? (Identify proposals for major development or enhancement schemes such as community forest.) Information can be obtained from the District Council and planned changes will be shown on the Local Plan proposals map.

Proposed National Park status for the New Forest is likely to strengthen protection for the surrounding countryside. It is, however, likely to increase the number of visitors to the town and pressure for even more new housing,

Identify areas on the urban fringe that may change in character.

The NP status is unlikely to change the character of the urban fringe, and should protect its condition.

The green gaps between New Milton and Hordle, for example, need protection in order to avoid creeping urbanization of the entire area. Pressure has already resulted in the Vernalls Farm development on 'white land'.

Worksheet EN3 LINKS BETWEEN TOWN AND COUNTRY

These questions are aimed at identifying the visual and physical links that exist between the town and country. It will be useful to put many of the answers on a map. Most of the functional links between the town and country relate to the town's role as a shopping centre and where people visit to access local services. Accessibility to services is covered in Worksheet T2.

CORE QUESTIONS

Q 1 Are there natural or man-made features such as rivers, canals, roads or railway corridors that link the town and country? (Annotate elements that provide physical and visual links between the country and town.) This can be done either from a local survey or through the use of maps or aerial photographs.

Identify elements which link the town and country both physically and visually.

Fernhill Lane / Bashley Common Road form a major physical link into the New Forest.

The railway, of course, provides an important link to the rest of the country. In the absence of other public transport services, the railway provides a vital service to local residents. We need to affirm the importance of the railway.

Q 2 Are there distinctive design elements found in both the town and the surrounding countryside? (Identify the presence of distinctive local house types, local architectural detailing and use of local materials.) This can be done by undertaking a local, visual survey.

Cob cottages with thatched roofs and brick/slate cottages are the traditional local buildings. Unfortunately few remain in original condition.

Identify common features that provide visual continuity between development in the town and country and where they are to be found e.g. which villages.

Nothing identified yet.

Q 3 Are there any memorable views either from the town to the countryside or from the countryside of the town? (Annotate key views both from the town and of the town.) This can be done through a visual survey.

Identify memorable views in terms of what they are views of and where the view can be seen from e.g. the view from a town square to a distant village church or a view of the town from a surrounding hill.

Views from Barton towards the Isle of Wight and along the coast towards Christchurch.

From Gore Road, looking south across the open fields towards Barton.

From Bashley, looking out over the Forest.

The town itself is not visible from the nearby high areas of the New Forest because of extensive tree coverage.

Q 4 Are historic commercial links between the town and country still apparent? (Annotate the presence of surviving features such as market halls, a corn exchange, mills, wharves, market squares.) This can be done through a quick local survey.

Identify strong commercial associations between town and country.

Nothing of any consequence identified, although research is taking place into the assertion that the town received a market charter more than 600 years ago.

Q 5 Does the character of the surrounding countryside become less distinct the closer it gets to the town edge? (Annotate where the elements which give the countryside its distinctive character as defined in Worksheet EN2 become less distinct closer to the edge of the town.) This can be done through a quick local survey.

The New Forest Heritage Area appears to have successfully protected the town boundaries from over development, and maintained the rural feel of the town's fringes.

Identify areas where the quality of the countryside has been diminished by edge-of-town activities.

Q 6 How does the town sit in the landscape? Are there opportunities to enhance the urban edge by, for example, planting or even development that will make the town more attractive?

Identify key views of the town for approach roads and identify opportunities to enhance and manage the fringes of the town.

Manor Road/Avenue Road junction improvements.

Gore Road – planting.

SUPPLEMENTARY QUESTION

Q 7 Are there any long distance or locally important footpaths, cycle paths or bridleways linking town and country? (Annotate important links.) Information on footpaths, cycle paths and bridle paths can be obtained from the County Council, who should have a Rights of Way Officer.

Links to the countryside are mainly roads.

The National Cycle Network is planned to pass through the New Forest, but some miles to the north. There are no known plans to link New Milton into the network with specific cycle routes.

The area has few bridleways.

Some cycle ways within the town – more would be useful.

We would like to see footpaths and cycle ways included as part of any new developments within the town.

Identify important recreational links between town and country.

Horse riding, cycling and walking are important pursuits locally.

TRANSPORT & ACCESSIBILITY GROUP

Introduction, Background and Aims

Local people rely upon some form of transport on a regular basis, whether it is to get them to work, provide them with access to local services or enable them to visit other places. The responsibility of ensuring that New Milton's transport network is safe, effective and reliable is therefore crucially important not just for the well being of the town at large but also for the quality of life for all of those who live here.

The aim of this report is to provide a health check on the town's transport infrastructure and the accessibility to local services. It will draw on local knowledge and experiences as well as official documents to:

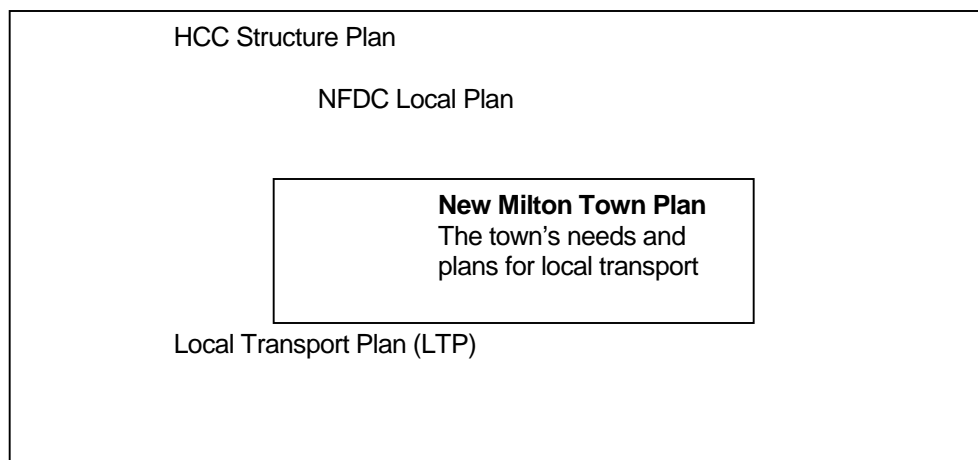
Identify the strengths and weaknesses in New Milton's transport system for pedestrians, cyclists, car owners and those who use public forms of transport.

Outline proposed changes that are likely to be made to this system as a result of policies by the government, local councils and planning development.

Highlight the key issues which need to be addressed if the Town Council would like to improve this system. At this stage, the issues will simply be identified and the council's response to these issues will need to be formulated in the next stage of the Town Plan.

Before addressing these points, it is worth considering the influences on New Milton's Transport system and the context within which the Town Council needs to work when trying to improve it. The diagram below shows the different levels of influence on a town like ours:

Government White Paper: ' A New Deal for Transport:Better for Everyone



PPG 13: Integrated transport systems;PPG 9: Co-ordinating planning and transport planning

Using cars to travel in and around New Milton

The map below shows how and where New Milton is connected to the local and national road networks and how accessible other towns and villages are for New Milton residents.

New Milton is 25 minutes from the M27 which provides access to all the main settlements along the coast of Hampshire and Sussex and also access to the towns and cities along the M3 towards London. New Milton is 5 minutes from the A35, one of the key forest roads which provides access to Christchurch in 15 minutes and Lyndhurst in 20 minutes, the city of Southampton in 30 minutes and forms the first part of the journey to the town of Bournemouth in 30 minutes.

This second map shows New Milton's road network and the roads that comprise the town. The district and county councils, working closely with the town council have planned for the following improvements to this network:

1. In the winter of 2002 , a roundabout will be constructed at Fernhill crossroads where Fernhill Lane, Bashley Common Road , Sway Road and Bashley Cross Roads meet.
2. 'No Right Turn' sign posts will be placed at Whitefiel Road's junction with Station Road and Osbourne Road.
3. Traffic lights will be placed at Ashley Road, Spencer Road junction which is an accident black spot for cyclists, pedestrians and cars.

4. Plans to improve the junction where Elm Avenue, Old Milton Road, Whitefield Road and Gore Road converge.

5. Plans are currently being drawn up to provide a pedestrian crossing to the Arnewood Medical Practice.

6. The Local Plan also identifies other areas as needing improvement: Ashley Road/ Caird Avenue, Caird Avenue/ Lymington Road, Manor Road/ Avenue Road/ Fernhill Lane. The plan also recognises a need to provide cycle paths across the town

These junctions cause most of the traffic problems in the town. While the town does not face congestion on the scale of a large town or city, it is still a problem for motorists who wish to use the high street during weekday mornings. Those using Old Milton Road & Gore Road during rush hours before and after school/work also encounter problems. There are many rat runs through residential roads such as Crossmead Avenue and Whitefield Road which spreads the problem. In the case of those using Whitefield Road to access the high street while avoiding the central traffic lights, it creates a problem perhaps larger than the one that people are trying to avoid.

There are some locations in town where there are traffic conflicts. In Station Road there are conflicts between pedestrians and motorists. The phasing of the central traffic lights in particular causes frustration from both groups, with many pedestrians taking their chance to cross when the lights are red. The top end of Station Road also creates problems for pedestrians who wish to cross the road near the railway station or the medical centre or at the junction of Whitefield Road/ Station Road and Osbourne Road. The problems encountered by pedestrians are often solved again with people taking chances and assuming cars will stop for them. This in itself creates problems for motorists. The high street is an area where there are also conflicts between motorists/cyclists and freight traffic. Large lorries and trucks often use the high street in order to get to commercial premises, particularly those on the industrial estates in Stem Lane and Gore Road. Perhaps an area for the Town Council to review, with its partners is the issue of lorry routes and the sign posting that would be needed to make these routes clear to drivers.

Public transport networks

One of the central aims of the Local Transport Plan is to increase the use of public transport. This reflects the policies of HCC and the government too. The LTP explains that few people use public transport largely because of 'inconsistent links between bus and rail movements and the distance between rail and bus stations'. How true is this of New Milton.

New Milton has a lot of advantages to its public service network that most towns do not have. The railway station is at the top end of the high street and it is only 5 minutes walk from the station platforms to the centre of Station Road. While the town does not possess a bus station, the bus terminal is in Whitefield Road where all those bus services that encompass New Milton stop and where all of the local circuit bus routes begin and end. The Whitefield Road bus stop is just 2 – 3 minutes walk from the railway station and, so far as geography is concerned, there is no ‘inconsistency between bus and train movements’. The bus stop in Whitefield Road and the town’s second bus stop in Old Milton Road serve the town’s shops well. Between them they provide set-down points at either end of the shopping area. Local residents do not need to walk very long distances with bags of shopping in order to catch a bus home after visiting the town centre.

The town is served by the following bus services, all provided by Wilts and Dorest bus company:

1. The Bournemouth – Lymington Services

A) X12: connecting New Milton to Bournemouth, Christchurch, Highcliffe, Milford on Sea and Lymington.

B) 121,122,123,124: connecting New Milton to Bournemouth, Boscombe, Christchurch, Mudeford, Highcliffe, Walkford, Barton, Old Milton, Ashley, Hordle, Everton and Lymington.

2. The New Milton circuit services which serve the town itself and the surrounding villages:

A) 191: starting and finishing at Whitefield Road, this provides a service to and from Tiptoe, Bashley, Stem Lane and Fernhill. This once a day service runs from Monday to Saturday.

B) 192: starting and finishing at Whitefield Road, this provides a service to and from Tesco’s, Ashley and Hordle. This service runs 8 times a day from Monday to Friday and twice on Saturdays.

C) 194 -195: these services connect Whitefield Road with Tesco’s, Barton and Becton. This service runs 6 times a day Monday to Friday and 3 times on a Saturday.

These bus services are convenient in the sense that they have central focal points as their pick up points. So for example, the 191 stops at Bashley post office and Tiptoe garage. The 192 stops at Ashley cross roads, Hordle shops and right outside Tesco superstore. Yet the frequency of some services is clearly inconvenient for many residents. For example, a person wishing to catch a bus from Bashley to New Milton in order to do their shopping would arrive at Whitefield Road at 10.09 and would have to catch the 11.42 bus back home because this would be the only service available. That would give the shopper just one and a half hours to do all their shopping and their other business in banks, building societies, pharmacies etc.

New Milton's railway station is on the main line from Weymouth to London Waterloo. It provides direct access to all the large towns and cities in the region: Poole, Bournemouth, Christchurch, Southampton and Winchester, as well as to those local villages not connected by buses such as Sway. From Brockenhurst there are cross country services which can enable residents to travel to Birmingham, York, Edinburgh and the towns and cities in between these destinations.

It is clear that New Milton is well connected to other local, regional and national settlements through its bus and train services. But how easy is it to interchange between these two forms of transport? In other words how integrated is New Milton's public transport system? The following table shows the times and frequencies of bus and train times and therefore makes it possible to provide answers to these types of questions:

Train Arrivals at New Milton		Bus Departures . Whitefield Road		
From B'mouth	From Soton	To Barton	To Hordle	To Bashley
Trains arrive at 19 minutes past the hour and 39 mins past the hour until 20.15	Trains arrive at 8.15 8.23, 8.41 & then at 11 minutes and 41 minutes past the hour until 18.36	825, 1010 1040, 1110 1140, 1240 1340, 1440 1515, 1745	8.55,10.10 1102, 1208 1308, 1408 1543, 1618 1715	11.42
Bus Arrivals at Whitefield Road			Train Departures from New Milton	
From Barton	From Hordle	From Bashley	To B'mouth	To Soton
8.49 then at 7 mins and 37 mins past the hour	8.23, 9.28 & then at 38 and 40 mins the hour	10.09 & 12.19	8.15, 8.23, 8.40 then 11 mins and 41 mins past the hour until 1836	Twice every hour at 10 mins and 39 mins past the hour until 1836

Key Conclusions from this information:

- a. For those who travel by bus into New Milton to then catch a train, the average waiting time is 4 – 5 mins. This is cutting it fine to walk from the bus stop to the train station, to buy a ticket and be in place on the platform for when the train arrives on time.

b. For those people who arrive by train to New Milton and who then need to catch a bus to the surrounding villages, the connections verge on the other extreme. Trains arrive at 39 mins past the hour from Bournemouth and 41 mins past the hour from Southampton. Buses leave at 40 and 45 minutes past the hour, creating a waiting time of 30 minutes until the next ones. Trains also arrive at 11 minutes past the hour from Southampton and 19 minutes past from Bournemouth buses leave at 10 and 8 minutes past the hour.

c. A key issue is whether the connections between buses and trains could be improved. The question is whether there is a demand for this type of improvement or whether the improvement needs to be in place before the demand is created.

In analysing the times and frequencies of local buses and trains, it is also possible to work out how well they serve those who need to use them in order to get to school and work. Commuter times for the trains are very good. The earliest train from New Milton to Bournemouth departs at 0632, the earliest to Southampton departs at 0528. There are then a whole series of trains which would enable commuters to get to work for either 8.00am, 8.30am or 9.00am. For example, trains running from New Milton arrive at London Waterloo on Monday – Friday at 0721, 0740 & 0803. Trains from New Milton arrive at Southampton at 0724, 0753 & 0821, while trains arrive at Bournemouth at 0722, 0754 and 0832.

It is also worth analysing the timetables of public transport to see how well they serve the needs to the young and especially at the weekends with local residents travelling to Bournemouth and Southampton to enjoy city life. Once again, there seems to be good provision of both bus and train services. The last bus to leave Bournemouth triangle on Fridays and Saturdays is at 2310 and it arrives at Whitefield Road at 0014. The last train leaves Bournemouth at 2302 and Southampton at 0125 and they arrive in New Milton at 2348 and 0148 respectively.

Since this report is designed to measure how local transport systems give residents access to key services, it is worth looking at how residents from different parts of the town can get to key services using public transport. The table below sets out this information.

Key Service	Time from New Milton town centre	Time from New Milton outlying areas: Barton, Chatswoth , Ashley
Arnewood Secondary School	5 min walk	15 min bus into New Milton plus 5 min walk
Royal Bournemouth Hospital	52 min on bus 121	15 min bus to New Milton plus 52 min bus
Doctors Surgery	5 min walk	15 min bus into New Milton
Supermarket (Tesco)	23 min on buses 192, 194, 195	18 min bus
Job Centre (Lymington)	27 min on buses 121, 122, 123	15 min bus into New Milton 27 min bus
Library	5 min walk	15 min bus then 5 min walk
Sports Centre	5 min walk	15 min bus the 5 min walk
Cinema (B' mouth)	Train 16 min plus 20 min walk	15 min bus, 16 min train then 20 min walk

PROBLEMS WITH PUBLIC TRANSPORT

1. While the geographic links between the bus terminal and the train station are excellent, there are problems with connecting times and therefore there are long waits.
2. Public transport for those living in rural areas on the edge of our town boundaries (i.e. Bashley, Bransgore & Tiptoe) are poor and do not offer choice and flexibility.
3. Access to bus timetables and information is difficult. There is no bus station in New Milton and no obvious place to go and collect this information. The tourist information in Lymington has a great deal of information but perhaps there is a need to advertise the following sources of information more prominently.
 - a. National Rail Enquiries 08457 484950
 - b. British Rail Customer Services 0845 6000 650 (will provide local bus connection info)
 - c. Customerrelations@swtrains.co.uk
 - d. www.wdbus.co.uk
 - e. Wilts and Dorset offer advice line on planning journeys 01202 673555
4. Some local residents suffer a form of social exclusion because they are unable to get access to important services without having to spend a lot of money or using a great deal of time. The table above shows some examples but there are others too. A person who needed housing advice from a NFDC officer would need to travel to Lyndhurst via Lymington on a bus.

Finally on public services it is worth looking at how well they can be used by the mobility impaired. The bus service from Bournemouth to Lymington, which also serves New Milton, is one of the few services provided by Wilts and Dorset which has buses with low floors. This provides easy access for those who are less mobile either through age or because they have pushchairs or prams. The other services in and around New Milton don't have this facility but they do operate on a basis of hail and ride. This means that customers do not have to go to a bus stop to catch it and can stand outside their house if it is on the route.

Car Parking in New Milton

Within a 400 metre radius of the town centre , New Milton has 8 main car parks and substantial on street parking in 6 key roads: Station Road, Whitefield Road, Elm Avenue, Osborne Road, Spencer Road & Old Milton Road. The Table below shows how many car parking spaces there are in these different areas and the type of spaces that they are:

Name of Car park or road	No. Short Stay spaces	No. Long Stay spaces	No. of these for disabled
Osbourne Road Car Park	36	82	2
Osbourne Road	14	-	-
Co op Car Park Spencer Road	-	61	-
Spencer Road Car Park	29	-	-
Safeway Car park Spencer Road	107	-	7
Stannington Car Park	85	-	4
Elm Avenue Car Park	210	-	2
Elm Avenue	22	-	-
Old Milton Road	44	-	-
Station Road (from Manor Road to Waverley Road)	77	-	-
Crossmead Avenue car park	-	96	2
Totals	624	239	

NB: The short stay restrictions are largely for two hours but in some cases for one hour. The long stay car park in Crossmead Avenue is open between 7am and 7pm when it is closed. Parking spaces in the roads are not marked out as individual spaces and so there is some loss of spaces due to irregular parking.

Issues which arise from these figures include:

A There is a good number of short stay car parking spaces within 400 metres of the town centre but short stay is defined as 1 hour. There are no 30 minute parking spaces which have in other areas such as Broadstone, increased the turnover shoppers and made people feel more likely to obtain a parking space near the shops after only a short wait.

B The number of designated disabled spaces is quite small given the age profile of local residents. Perhaps this is one reasons why some disabled badge holders park on double yellow lines in places like Station Road outside Boots and the Co-op. The disabled parking spaces seem to be used almost permanently, except those in Crossmead Avenue which are used infrequently.

At the time of carrying out the Healthcheck NFDC were introducing Parking Clock scheme.

Cyclists in and Around New Milton

The main aim of the New Forest Transport Strategy is to give local people more choice over the types of transport they use. This means supporting alternatives to the motor car and ensuring these alternatives are safe and viable options. The plan sets an ambitious target of replacing 5% of car travel with walking and cycling. This attempts not only to freeze the growth of car traffic but actually to begin to reverse it over the next 10 years.

Whether or not the Town Council agrees with this strategy is not as important as the need to cater for the 20% of households which do not possess a car. For many of these people public transport is a possibility but a cheaper and more flexible alternative is cycling and walking.

The last 3 years has seen the introduction of cycle lanes to roads in the town . Currently cycle roads exist in Ashley Road and from Lymington Road through Milton Mead to Gore Road. These facilities have formed part of the Safer Routes to Schools initiative and the NFDC plans to introduce more of them. Officers are particularly keen to draw up another set of plans for cycle ways to be marked out at the top of Station Road over the railway bridge to Lloyds bank corner.

Perhaps an area that needs to be developed here is to provide safe cycle routes in and out of the town, particularly towards the New Forest which has carefully managed cycle tracks. These are popular and well used, perhaps because they provide opportunity for whole families to enjoy the beauty of the Forest at the same time as exercising. Currently the route from New Milton to the forest is busy and often dangerous. Solutions to this problem could be linked, perhaps to the governments decision to extend the National Cycle Network. Route 204 of the network (Southampton to Exeter) crosses the New Forest with a branch from Brockenhurst to Lymington. In April 2002 preliminary consultation plans began to be drawn up for extending this to New Milton.

A high proportion of cyclists in the New Milton area are secondary school children and it is worth looking at how and where they use their bicycles to get to and from Arnewood School. The table below shows this information:

Area	From Hordle & Ashley	From Barton & Becton	From Stem Lane
Distance	2 miles	1 mile	1 mile
Route	Ashley cross roads Ashley Road Old Milton Road Gore Road	Southern Lane or Becton Lane, across the Lymington Road and either through Church Lane or Hobbart Road	Stem Lane Gore Road
Help	Cycle paths along Ashley Road and into traffic lights junction in town	Cycle paths encourage students to use Church Lane and Milton Mead where there is less traffic	Stem lane is a wide road
Dangers	Crossing from Old Milton Road into Gore Road	Crossing the Lymington Road at Old Milton	Stem lane is a fast road with a high incidence of speeding

Pedestrians in and around New Milton

There is good pedestrian access from the car parks in Spencer Road and Elm Avenue to the shopping areas of town. In fact this access is only broken by the need to cross from one side of Station Road to the other and there are two pedestrian crossings to help in this respect. The only exception to this is the central traffic lights at the Ashley Road/ Old Milton Road/ Station Road junction. There is general frustration that the pedestrian phase of the lights is slow and that there appears to be times on the phasing when it is possible to cross even though the red man lights are on. This results in many pedestrians taking matters into their own hands and taking the chance to cross even when it is not entirely safe.

On the whole pedestrians can move freely around the town, yet the sign posting of services is very poor. Unless a pedestrian knows where the facilities are in New Milton, or has a detailed enough map to inform them, they would not be able to find them. The library, public toilets, council offices, bus terminal and recreation ground are not sign posted from the high street.

CONCLUSIONS: KEY ISSUES FACING NEW MILTON

1. The need to improve the following road junctions:
 - Elm Avenue/ Gore Road/ Old Milton Road/ Whitefield Road
 - Manor Road/ Avenue Road/ Fernhill Lane
 - Whitefield Road / Osborne Road
2. The need to synchronise bus and train times more carefully to create a fully integrated public transport system
3. The need to improve the publicity of information about public transport and of phone numbers which will help people plan their journeys using public transport.
4. The need to review parking times for the spaces in the car parks and in key roads
5. The need to consider the NFDC's plan for parking management and to participate in the formal consultation process
6. The need to create more parking spaces or alternatively to make better use of existing spaces and the viability of park and ride schemes.
7. The need to review the number and location of parking spaces for disabled people.
8. The need for better sign posting of facilities in and around town.
9. The need to identify and signpost routes for heavy commercial traffic and routes for cycles.

SOCIAL & COMMUNITY GROUP

POPULATION

What proportion of the total population live in the town as compared to the hinterland?

The present population of New Milton (2002) is 24,515. Rural population = approx 1,009 (4.2%).

[This consists of Bashley Parish Ward, plus Walkford Lane, Bashley Cross Road (Ballard), Angel Lane, Lymington Road - East of Lanes Corner (Becton).]

The town's urban population = 23,506 (95.8%).

What proportion of the population is of retirement age, ie over 65/60?

New Milton population

60+=	9,167 (37.4%)	65+ =	7,887 (32.2%)
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New Forest District Population (including New Milton)

60+=	46,953 (27.2%)	65+ =	37,534 (21.7%)
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Total population New Forest District	=	172735
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See attached graphs.

What proportion of the population are under 16?

See attached graphs.

What proportion of the population has professional and managerial jobs?

Not readily available.

What proportion of the population has semi-skilled manual and unskilled jobs?

Not readily available.

What proportion of total households are single parent households?

According to the 1991 census single parent households in:

New Milton	Total Households	=	9,668
	Single Parent	=	213 (2.2%)
New Forest	Total Households	=	65,411
	Single Parent	=	1,513 (2.3%)

What proportion of total households are elderly people living alone?

According to the 1991 census households where pensioner lives alone

New Milton	Total Households	=	9,668
	Lone pensioner	=	2,328 (24.1%)
New Forest	Total Household	=	65,411
	Lone Pensioner	=	10,831 (16.6%)

Has the population of the town and hinterland grown or declined in the last ten years?

Population has been increasing between 1.5 and 2% per year for the last 10 years, and has grown by approx 4,000.

HOUSING

What types of houses/flats are currently available?

In the public sector all types of housing are available. Values tend to be higher the nearer to the coast. The lowest priced property available is a leasehold ground floor studio flat in Chatsworth Park on the market at £70,000.

Lowest freehold property is £100,000.

2 Bedroom flat in Ashington Park - minimum £105,000.

2 Bedroom terraced house with garage in Chatsworth Park - minimum £115,000.

3 Bedroom semi-detached house with garage in Albert Road - minimum £162,000.

4 Bedroom house with double garage, garden, etc in Barton-on-Sea and approx ½ mile from the cliff top - £465,000.

How much and what types of new housing is being planned in your area?

Flats	Private:	approx 120
	Housing Associations:	17
Houses	Private:	approx 70
	Housing Associations:	9

Is existing local housing in good condition?

Both private and council accommodation is generally in good condition, with North Milton Estate and Thornham Road having some properties requiring attention.

Is local housing affordable?

Local housing is very expensive with the new Forest District average being £190,000.

A 2001 survey within the New Forest District concluded that household income needed to be as follows:

£30,000pa to buy

£20,000pa to rent

47% of household incomes was under £20,000, and

68% of household incomes was under £30,000.

Is homelessness a problem in the area?

Homelessness is a big problem within the area.

New Forest District (2001) 352 persons homeless and 197 placed in Bed & Breakfast accommodation.

Do local people have priority in accessing affordable housing?

New Milton homeless and those with specific New Forest District connections, ie lived previously in district for 10 years, or parent in district, can only choose to live in Council / Housing Association accommodation in New Milton, Totton, Ringwood, Lymington, Hythe, Fawley, Marchwood, Fordingbridge, and parts of Walkford. Other parishes can prioritise in favour of those persons with local parish connections.

Is sufficient specialist housing being made available for the elderly?

Yes, there is much accommodation under this category, ie there are 3 Council run warden controlled homes housing approx 100 persons, plus an equal amount of privately owned warden controlled homes, and a further 102 with Housing Associations (Quaker House, Pearce Smith Court, St. Denys).

In the private sector there is a considerable amount of warden controlled flats and independent retirement houses and flats.

Is there a significant level of second home or holiday home ownership locally or in particular areas?

Second homes number 419 in New Milton, with approx 150 of these at Naish Farm. This compares with a total of 1,586 in the New Forest District. All figures as at September 2002.

New Milton has the highest number of second homes in the New Forest District with Lymington (254) and Milford (249) in second and third places respectively.

The seafront of New Milton, ie Barton-on-Sea has over 50% second homes.

Is there a high level of vacancy or empty houses?

No vacancies in any Council/Housing Association properties.

As at September 2002 the NFDC had approx 750 private sector dwellings vacant for six months or more.

Are there opportunities to bring housing in the town centre, eg flats over shops, back into use?

Yes, there are empty properties over shops in New Milton, but, through the NFDC, approaches to owners have in nearly every case proved unfruitful for short term lease.

Will the planned provision of affordable housing meet local demand?

No, NFDC has a target of 100 dwellings per year (determined by the likely availability of funding).

The housing needs survey suggested we need approx 880 dwellings a year to meet needs in the New Forest District. New Milton is desperate for affordable housing with only 26 units currently planned.

Where there is poor quality housing, is this being addressed by improvement / investment programmes?

In New Milton, North Milton Estate is identified as the main area where housing needs improvement. There is an NFDC improvement/investment programme that is addressing this along with funding for adaptation for disabled requirements.

HEALTH AND PUBLIC SAFETY

Do the ambulance, police and fire services meet their own response time targets?

Fire Service

New Milton fire station is a 'D' class area which means that one unit should reach the scene within 20 minutes. Their actual response times are well within the Home Office minimum standards.

Police

For all police statistics see attached folder.

Ambulance Service

Response times are slightly below those laid down by the Home Office, ie

Category A (considered life-threatening)

75% of calls within 8 mins.

Category B (non life-threatening)

95% of calls within 19 mins.

Does the number of doctors and dentists meet the appropriate standards?

Still awaiting figures from Health Authority.

Are local mortality rates for heart disease, stroke, cancer, suicide and accidents high?

See attached New Forest Public health profile booklet.

How easy is it for residents to get access to non-emergency hospital services as a user or visitor?

Community Hospitals:

Lymington Hospital has Casualty and Radiology Depts. Distance from NM is 7 miles. There are adequate car parking facilities. Buses from NM stop outside of the main entrance but it is necessary to make one transfer at the Lymington Bus Station ($\frac{1}{3}$ mile distance). To make the journey by train it is necessary to transfer at Brockenhurst and Lymington Railway station is approx $\frac{1}{2}$ mile from the hospital.

Milford Hospital has no casualty department, mainly for minor operations and convalescent, 4 miles distance from New Milton with buses running every hour during the day. Bus stop is about $\frac{1}{4}$ mile from hospital.

Ashurst Hospital has no casualty department, mainly rehabilitation facilities for adults with complex physical disabilities (Snowdon House), and a respite centre for children and young people with learning disabilities and other complex needs (Westwood). One hour train journey from New Milton, which is 15 miles away.

Main Hospitals

Royal Bournemouth Hospital has 24 hour casualty and all other dept, except major burns and neurosurgery – distance from NM is 12 miles. Car parking facilities are adequate but chargeable. Buses stop outside hospital, a transfer may be necessary. Train stations are Christchurch 2 miles and Pokesdown $1\frac{1}{2}$ miles, but a bus connection is necessary.

Southampton General Hospital (a Training Hospital) has a 24 hour casualty dept and all other surgical and medical care – distance from NM is 22 miles. Car parking facilities are adequate but chargeable. Buses stop outside and can be boarded at Southampton Central Railway Station which is 3 miles away. Trains run from NM twice hourly.

Royal South Hants Hospital, Southampton (21 miles away), is the main centre for cancer care services, outpatients depts, and there are future plans for a Department of Psychiatry.

Princess Anne Hospital, alongside Southampton General, is the major maternity, obstetrics, and gynaecology hospital.

Poole General Hospital is often used for post-operative care and is 18 miles away. Car parking adequate but chargeable. Poole Railway Station is $\frac{1}{2}$ mile away and a bus shuttle to the hospital is available.

Old Manor Hospital, Salisbury, approx 25 miles distance from New Milton is the main mental health hospital covering the New Forest.

Odstock Hospital, just outside Salisbury, has specialist burns unit.

Are there adequate specialist clinics and out patient clinics available locally (eg family planning, drugs and drink advice)?

Still awaiting response from the Health Authority.

Are there adequate social and health care services available in the home (eg community nurses, health visitor, home helps etc)?

Current care statistics show the number of patients as follows for the New Milton and Wootton area:

Domiciliary Care - 235

Day Care - 154

Direct Payments – 12

Is there a high incidence of crime?

See attached Police statistics.

Are there any crime prevention measures in place?

There is no CCTV in New Milton, but around 25% of the town is covered by Neighbourhood Watch Schemes. Perceived problem areas are not covered.

Do background levels of noise, air quality and water quality meet or exceed national standards?

Air quality meets national standards, but there is some minor particulate at times around the gravel workings.

Water quality is well above national standards, with the drinking water originating from the River Avon at Christchurch.

Sea water along the New Milton coastline is of bathing quality and well above national standards, having improved greatly over the last ten years. (There was a Coliform Bacteria level problem due to the Barton sewer outlet).

Noise levels meet national standards. (Most of the few complaints received come from Chatsworth Park concerning the adjacent industrial site.)

Do the local health clinics, doctors and dentists operate mobile service units?

No.

Is the fear of crime significantly worse than actual crime rates?

Yes.

Is there visible evidence of vandalism, unlit streets, litter or graffiti?

Vandalism – some in specific areas, usually street furniture and boundary fences.

Unlit streets – some of the minor roads and lanes could be improved, but in all major thoroughfares (98% of the urban area) lighting is good.

Litter – the streets are generally clean, off road on playing areas, Recreation Ground, etc the problem is more intermittent. The major litter problem is alongside the railway track where deliberate dumping is also a problem.

Graffiti – a minor problem but there are some areas worse than others, eg Davis Field periphery, skateboard park, Ashley area, and bus shelters.

LOCAL GOVERNMENT AND COMMUNITY ORGANISATIONS

Do local residents have direct access to the District or County Council in the town?

New Forest District Council has an office open 5 days a week in NM at Stannington, Spencer Road. There is no direct access to Hampshire County Council apart from a very occasional presence at Stannington. There is access to their website at the Library in Gore Road.

Are a large number of local people involved in community activities?

There are a total of 115 community organisations, clubs, activity and charity groups (with an estimated 1/3 of the local population as members) ranging from:

Sport	16
Disability	22
Transport	6
Elderly	13
Youth/Children	7
Women	12
Men	2
Recreational	48
Dancing	8
Charity	13
Educational	6

Do local people have an interest in national and local politics?

Figures based on voter turnout are as follows:

General Election 7th June 2001

New Forest West 65.39%

Hampshire County Council Elections 7th June 2001

New Milton 64.97%

Milford & Hordle 65.47%

New Forest District Council Elections

Ward	1999 %	1995 %	1991 %	1987 %
Barton	37	43	53	unopposed
Bashley	31	36	43.5	48
Becton	32.5	36	43	48
Milton	36	41	51	49

Since 1987 turnout has dropped from 50% to 33%.

Is there somebody who can help develop community involvement?

There are a variety of community focused employees with a wide range of agencies: NFDC, HCC, Police etc, who all make a contribution to this issue. Their activities are not solely by this objective but their outcomes can and do lead to capacity building and community involvement.

No specific Participatory Needs Assessment (PNA) has taken place in New Milton, although PNAs have been used in other parts of the District which have achieved this objective.

A Rural Development Worker (Giv Thornton) has been appointed by Community Action Hampshire. This post is targeted at small rural communities, so parts of New Milton (Bashley, Tiptoe) may qualify.

New Milton has no Town Centre Co-ordinator post, unlike most other towns in the District.

Have community groups been influential in developing policies or strategies?

The District Council has involved the town in New Milton issues eg New Milton Recreation Centre and the Town's Information Office.

People from all over the District are currently involved in the production of a draft issues report for the District which will lead to the first Community Strategy for the District. This is only one example. New Milton organisations and residents are involved in a variety of issues ranging from crime audit to Tenants Associations.

Is the local community well represented on committees?

The New Forest Citizens' Panel has 69 New Milton residents involved.

Any New Milton resident can speak for three minutes prior to all New Forest District Council Review Committees.

On the Development Control Committee, an objector and supporter can each speak for three minutes prior to a planning application on the agenda; the Town Council, similarly, can have three minutes to put its own comments to the committee.

There are four Council tenants from New Milton on the Districts Tenants Committee. One tenant from the whole group attends the Housing Review Panel meeting and can speak.

Are there any active neighbourhood forums, residents or tenants associations?

There is an active Residents Association in the Town; two active Tenants Associations, both in Ashley, and some Neighbourhood Watch schemes.

Have local people had the experience of being actively involved in community development?

No.

SPORT, LEISURE AND OPEN SPACE

Are local sports and leisure facilities in good condition and in demand?

The Town is well catered for with many good facilities covering all the major sports like Football, Rugby, Cricket, Tennis, etc (see attached list). All these are well used.

Is there any unmet demand for specific sports or leisure facilities?

Yes; Hockey, Rifle Shooting, Table Tennis, Winter Sports (Skiing & Skating) all require specialist facilities.

Are local open spaces of a high quality?

The Town's open spaces vary from average to good.

Are there any known threats of loss of open space or closure of facilities due to either development proposals or reduction in budgets?

Although the official open spaces are not threatened, peripheral fields, etc are coming under more and more pressure for development.

Bashley Parish Ward now has more protection due to being included in the proposed New Forest National Park.

Are there adequate opportunities to pursue outdoor sporting activities?

Yes, there are many outdoor sporting activities available, with the exception of winter sports, motor racing, climbing. Water sports are available at nearby facilities.

Do many people have to travel outside the town to take part in certain sports?

The following popular sporting activities are not available in New Milton:

- Table Tennis Club – play matches at Mudeford and practice at Sway.
- Hockey Club – play matches at Romsey
- Rifle Shooting – Ringwood
- Ice Skating – Basingstoke
- Skiing – Hurn, Calshot
- Climbing, Indoor Cycling – Calshot
- Sailing and Canoeing – Lymington, Christchurch.

What proportion of the eligible local population belongs to a sports or leisure club?

Most clubs are well attended by young and old, but only elite athletes keep competing through teens to 40's. Most youngsters compete when encouraged by parents, but as they get more independent (go to university, get jobs, girl/boyfriends etc) they give up sport.

Are there any residential areas which are over 400 metres from an area of open space?

There is a large area between Old Milton and Barton-on Sea, and some small pockets of land towards Ashley (see attached plan).

Does the provision of open space meet the National Playing Fields Association Standard of 2.4 hectares per 1000 population?

Taking into account existing and proposed public open space and private open space available for general public use, the figures show New Milton Parish to have provisions 'surplus' to National Playing Fields Association requirements of 24.54 hectares of 'informal' open space, and 8.89 hectares of 'formal' open space. Provision therefore exceeds the NPFA standard of 2.4 hectares per thousand population.

Which villages have village greens and/or recreation grounds?

Old Milton has a village green and New Milton has a Recreation Ground.

CULTURE AND HERITAGE

Does the town have an adequate range of cultural facilities e.g. theatre, cinema, art gallery, museum or library?

There is a small theatre situated within the Forest Arts Centre, Old Milton Road, and the Forest Forge Travelling Theatre occasionally visits outlying areas. The nearest theatre of any size is the Regent Centre in Christchurch, which is six miles away. Other theatres can be found in Bournemouth, Salisbury, and Southampton.

The nearest Art Gallery is Art Sway in Sway (4 miles distance), but the Forest Arts Centre has some exhibition space.

Cinema – New Milton has no cinema, with the nearest being Christchurch or Lymington. Forest Arts, however, does show some films over the course of the year.

There is one museum in New Milton situated about two miles from the centre. This is the Sammy Miller Motorcycle Museum. Other local museums are St Barbes in Lymington, and the Red House in Christchurch.

There is one reasonably well stocked Library in the town centre, but it is a branch of the main Library in Lymington where the majority of local records are held.

Are there regular events which have the potential to draw the whole community together?

There are some annual events which attract a large proportion of the Community. These events include the New Forest Marathon, Lions Christmas Carnival, Round Table Firework Display, Horticultural Shows, August Charity Street Market, Church and School Fetes. There are also occasional fairground and circus visits.

Nearby there are also the Milford, Lymington and Christchurch Carnivals, and the New Forest (County) Show held in Brockenhurst.

Does the local community have a mechanism to report and comment of local events and issues?

The weekly local independent New Milton Advertiser & Lymington Times, and the ratepayers' monthly bulletin, Focus, cover and advertise local events.

Other newspapers distributed locally are the New Forest Post (free), Bournemouth Echo and Southern (Southampton) Echo which are all part of the Southern Newspapers Group.

Local Radio Solent (Southampton) and 2CR (Bournemouth) will advertise and report on community events, as does Meridian TV.

Do town and rural communities have adequate community venues?

There are some venues in and around the Town Centre where facilities can be hired. The Town does not have its own Community Centre as such.

Those centres where rooms can be hired include the Community Association, Memorial Hall, Guide and Scout Huts, six Church Halls, Nedderman Centre, various Sports Clubs, and Bashley Village Hall.

Does the area have any strong cultural associations such as famous people, events or literary links or any famous products?

Famous people connected with New Milton are:

- Capt Marriott – author of Children of the New Forest - while living at the Chewton Glen.
- Marion Mould (nee Coakes) - Olympic Equestrian. Her famous pony Stroller is buried at Barton-on-Sea Golf Club.
- Ian Wooldridge – Sports Editor of the Daily Mail.
- Sammy Miller, and Derek & Don Rickman - all motorcycle racing champions.
- John Heath-Stubbs – poet.
- Harold Bentley Neale (of Gore Road) - an Assistant Baker on the Titanic and was the last crew member to leave the sinking vessel.

Laurence Houseman (of Kings Road, Ashley) – writer and illustrator.

Are there strong historic associations with the area?

Beds, date from 37 to 54 million years old The fossil beds at Barton-on-Sea, known internationally as the Bartonian. The first known book published about British fossils was Fossilia Hantoniensia (1766) by Gustavus Brander (Swedish) and was entirely about those found at Barton and Hordwell (Hordle).

Historically there is evidence of settlements dating from the Palaeolithic, Mesolithic, and Neolithic Stone Age periods. There also Bronze and Iron Age remains, and Roman artefacts have been discovered.

Later New Milton was settled by Jutes and Saxons, the earliest of the English. The moat (now Moat Lane and the top end of Albany Close) dates back to pre-1066, and is one of only two moated farms of their type in England.

The Domesday Book shows two villages in this Parish called Middletune and Bailocheslei. The former means middle farm and refers to Milton, while the latter is now known as Bashley. Other farms mentioned in the Domesday Book are Bermintune (Barton), Esselie (Ashley), Fernhill and Wootton.

The oldest building in the Town is Mary Magdalene Tower built in the mid 13th century.

With the coming of the railway, and subsequent station built in 1888, brickmaking was an important historic industry in the Town. Brickyards existed on many sites alongside the railway and nearby in the Town. These brick companies supplied the majority of the bricks that built Bournemouth and Boscombe. Local examples of the brick usage can be seen with the Water Tower (built 1900) in Osborne Road, and the old George Inn (built 1906) by Old Milton Green.

The Chewton Road Bridge (on A337) was built in 1901 from local brick and used concealed, reinforced concrete beams, making it the first of its kind in the UK.

The motorcycle Rickman Matisse was produced on the Queensway Industrial Estate.

MacCarthy & Stone, the largest retirement home builder in the UK, started in New Milton. The founders were both local inhabitants.

What proportion of the local population is involved in an arts-based community group?

No information available.

Do facilities for arts and cultural activities meet the demand of the local arts groups?

No information available.