



## RUSHMOOR BOROUGH COUNCIL

# POLICY AND PROJECT ADVISORY BOARD

*at the Council Offices, Farnborough on  
Wednesday, 5th June, 2019 at 7.00 pm*

To:

Cllr Gaynor Austin  
Cllr J.B. Canty  
Cllr Sophia Choudhary  
Cllr P.I.C. Crerar  
Cllr P. Cullum  
Cllr A. Dekker  
Cllr Prabesh KC  
Cllr Ms S. Porter  
Cllr M.J. Roberts  
Cllr C. Stewart  
Cllr J.E. Woolley

Enquiries regarding this agenda should be referred to the Administrator, Justine Davie, Democratic and Customer Services, Tel. (01252) 398832, Email. [justine.davie@rushmoor.gov.uk](mailto:justine.davie@rushmoor.gov.uk).

# **A G E N D A**

1. **APPOINTMENT OF CHAIRMAN –**

To appoint a Chairman of the Board for the 2019/20 Municipal Year.

2. **APPOINTMENT OF VICE-CHAIRMAN –**

To appoint two Vice-Chairmen of the Board for the 2019/20 Municipal Year.

3. **MINUTES –** (Pages 1 - 4)

To confirm the Minutes of the Meeting held on 3rd April, 2019 (copy attached).

4. **ROLE OF THE POLICY AND PROJECT ADVISORY BOARD –** (Pages 5 - 8)

Executive Director (Operations) to provide a briefing on the role of the Policy and Project Advisory Board (Article 9 of the Constitution attached).

5. **ALDERSHOT AND FARNBOROUGH 2030 CONSULTATION ANALYSIS –** (Pages 9 - 52)

To consider the Head of Democracy, Strategy and Partnership's Report No. DSP1903 (copy attached) which sets out the approach to the Aldershot and Farnborough 2030 public consultation and reports on the key findings and outcomes from the survey and engagement activities. The Report proposes a number of recommendations for incorporation in a new long-term vision.

6. **STRATEGY FOR FUTURE INVESTMENT IN RELATION TO PLAYGROUNDS WITHIN THE BOROUGH –**

To receive a presentation from the Head of Operational Services setting out the current provision of playgrounds in the Borough and proposals for the future to ensure that the provision of playgrounds is appropriate for current and projected communities and their needs.

7. **APPOINTMENTS TO GROUPS FOR 2019/20 –**

**(1) Progress Group**

To appoint the Membership of the Progress Group. Membership of the Group includes the Chair and Vice-Chairmen of the Policy and Project Advisory Board. In addition, nominations are requested for one Conservative Group representative, two Labour Group representatives and one Liberal Democrat Group representative from the Policy and Project Advisory Board.

**(2) Strategic Housing and Local Plan Group**

To appoint the Membership of the Strategic Housing and Local Plan Group. Membership of the Group includes:

- Leader of the Council
- Cabinet Member with responsibility for the Local Plan
- Chairman of Development Management Committee
- Chairman or Vice-Chairman of the Policy and Project Advisory Board

Nominations received are:

<b>Conservative Group (2)</b>	<b>Labour Group (2)</b>	<b>Liberal Democrat Group (1)</b>
Cllr. M.J. Tennant One vacancy	Cllr C.P. Grattan Cllr M.J. Roberts	Cllr Alain Dekker

### (3) **Leisure Facilities and Contracts Task and Finish Group**

To appoint the Membership of the Leisure Facilities and Contracts Task and Finish Group. Membership of the Group includes Chairman or Vice-Chairman of Policy and Project Advisory Board.

Nominations received are:

<b>Conservative Group (3)</b>	<b>Labour Group (2)</b>	<b>Liberal Democrat Group (1)</b>
Three vacancies	Cllr T.D. Bridgeman Cllr C.P. Grattan	Cllr Alain Dekker

### (4) **Rushmoor 2020 Modernisation and Improvement Task and Finish Group**

To appoint the Membership of the Rushmoor 2020 Modernisation and Improvement Task and Finish Group. Membership of the Group includes:

- Cabinet Member with responsibility for Customer Experience and Improvement
- Chairman or Vice-Chairman of Policy and Project Advisory Board.

Nominations received are:

<b>Conservative Group (3)</b>	<b>Labour Group (2)</b>	<b>Liberal Democrat Group (1)</b>
Cllr J.H. Marsh Two vacancies	Cllr Gaynor Austin Cllr Nadia Martin	One vacancy

### (5) **Elections Group**

To appoint the Membership of the Elections Group. Membership of the Group includes:

- Cabinet Member with responsibility for Electoral Issues
- Chairman of Licensing, Audit and General Purposes Committee
- Chairman or Vice-Chairman of Policy and Project Advisory Board.

Nominations received are:

<b>Conservative Group (1)</b>	<b>Labour Group (2)</b>	<b>Liberal Democrat Group (1)</b>
Cllr S.J. Masterson	Cllr T.D. Bridgeman Cllr K. Dibble	One vacancy

8. **WORK PROGRAMME – (Pages 53 - 58)**

To discuss the Policy and Projects Advisory Board Work Programme (copy attached).

**MEETING REPRESENTATION**

Members of the public may ask to speak at the meeting on any of the items on the agenda by writing to the Panel Administrator at the Council Offices, Farnborough by 5.00 pm three working days prior to the meeting.

Applications for items to be considered for the next meeting must be received in writing to the Panel Administrator fifteen working days prior to the meeting.

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# POLICY AND PROJECT ADVISORY BOARD

Meeting held on Wednesday, 3rd April, 2019 at the Council Offices, Farnborough at 7.00 pm.

## Voting Members

Cllr A.R. Newell (Chairman)  
Cllr Sophia Choudhary (Vice-Chairman)  
Cllr Marina Munro (Vice-Chairman)

Cllr J.B. Canty  
Cllr A.H. Crawford  
Cllr P.I.C. Crerar  
Cllr M.J. Roberts  
Cllr P.F. Rust  
Cllr J.E. Woolley

Apologies for absence were submitted on behalf of Cllr R.L.G. Dibbs and Cllr Mara Makunura.

## 25. MINUTES

The minutes of the meeting held on 23rd January, 2018 were approved and signed by the Chairman. The Chairman reported that in response to the action from the January meeting, relating to the views of the Friends of Aldershot Lido being considered by the Leisure Facilities and Contracts Task and Finish Group, it was agreed that Cllr A.H. Crawford would be invited to attend the Task and Finish Group when the Aldershot Pools Complex was being discussed.

## 26. ALDERSHOT TOWN CENTRE STRATEGY

The Board considered the Head of Economy, Planning & Strategic Housing's Report No. EPSH1923 which provided an update on the developments in Aldershot and identified the key elements that would be addressed in the Aldershot Town Centre Strategy. The Aldershot Town Centre Supplementary Planning Document had been published in early 2016 and identified key sites which were important in the regeneration of Aldershot. The Council had since been proactive in buying a number of key properties to move the regeneration forward. Work had also been carried out to bring forward a number of other sites. Projects were expected to move forward significantly during 2019 with consultation and submission of planning applications expected for the Galleries and Union Street East. The Aldershot Town Hall building works to were due to commence shortly with the opening of the Digital Games Development Hub expected in the second half of 2019. A transitional plan had been drafted which would be used to direct the short-medium term activity to sustain the Town Centre during the redevelopment work.

Work had been carried out to identify the key challenges for Aldershot and how best to sustain the town centre. It was identified that there needed to be a strategic approach to diversify uses within the centre beyond the traditional retail base. Opportunities to increase footfall through utilising the Town's heritage and focussed leisure and tourism were also identified. In order to respond to the challenges identified the Council had submitted an Expression of Interest for Future High Street Funding.

The Report highlighted the governance and engagement issues relating to the development of the Aldershot Town Centre Strategy. An Aldershot Taskforce had been established to shape the Strategy and help enable consultation with the wider Aldershot residents and stakeholders. The types of engagement proposed included regular meetings with existing town centre businesses and views of residents being sought through meetings and social media. A wider programme of engagement would be developed by the Regenerating Rushmoor Team.

The Board discussed the Report and provided their views on the proposed focus of the Aldershot Town Centre Strategy and approach to governance and engagement. The Board agreed that there was a need to diversify uses in the town to make it more viable and attract visitors. It was agreed that residents needed to be kept informed with clear explanations provided on what was being proposed.

## **27. CONSERVATION AREA REVIEWS**

The Board considered the Head of Economy, Planning & Strategic Housing's Report No. EPSH1924 which set out a proposal for a programme of appraisals for the eight designated Conservation Areas in the Borough. Work on the review and appraisal of six of the Conservation Areas had started in 2005 but the work had not been completed. There was a need to complete the work to assist in the determination of planning applications. Historic England had recently published detailed guidance on carrying out conservation area appraisals which recognised that change was inevitable and set out ways in which it could be managed to conserve and enhance historic areas.

A 'pilot' appraisal had been carried out on Cargate Avenue to establish the level of resourcing required. The options available to carry out the appraisals was to either employ external consultants or take a more bespoke approach. It was proposed that an initial scoping review should be carried out of all the designated Conservation Areas to establish whether certain parts should be added or removed or whether some Conservation Areas should be de-designated. A priority list could then be drawn up to establish which areas should be considered first. Once a priority list had been produced a character appraisal would be carried out. It was suggested that a maximum of two character appraisals could be undertaken per year 'in house'. The scoping exercise would provide further detail on the resources needed to complete the programme and whether a balance between in-house and external resources was required.

The Strategic Housing and Local Plan Group had discussed the proposal and following discussion with the Board, the proposed approach for a scoping review

would be reported to Cabinet in May. The Board discussed the Report and the agreed with the proposal to prepare a scoping report as recommended.

## **28. ASSET MANAGEMENT PLAN**

The Board considered the Head of Regeneration and Property's Report No. RP1907 which reported on the high-level Asset Management Plan (AMP) and set out the context and issues to be addressed in order to manage the Council's assets. Cllr M.J. Tennant, Major Projects and Property Portfolio Holder joined the meeting for the AMP item.

A new Property and Estates Manager had been appointed and would lead on the AMP work. The development of the AMP highlighted that there were a number of areas of work that needed to be addressed. It was proposed that the priority areas of work should include:

- A review of the acquisition process;
- A review of the investment portfolio;
- A review of the rent arrears process;
- An audit of property ownership; and,
- Procurement of an asset management system to digitise records in one place.

The Board was asked to consider any other areas of asset management work that needed to be prioritised. The Board discussed the AMP and agreed it provided a good framework and agreed with the priorities proposed.

## **29. FARNBOROUGH CIVIC QUARTER**

The Board considered the Executive Director's Report No. ED1905 which presented the draft findings from the public engagement carried out around the Civic Quarter site. The Board also receive a copy of the draft Masterplan briefing document. The public engagement exercise had resulted in 600 responses with additional responses received regarding the skate park. There had also been over 70 people that participated in the vision workshops. As part of the engagement, participants had been invited to join a residents' group and an initial meeting of a 'Heart of Farnborough' residents group was held on 6th March with 34 attendees.

The initial observations from the public engagement showed that there was a good alignment between the opportunities for improvement identified at the vision workshop and the public consultation. There was also some alignment with the Regeneration Programme vision for Farnborough, however, there were also a number of competing preferences. The Board would need to consider the wider policy context and balance the public desires against the regeneration aims.

The Board discussed the draft findings from the engagement work. It was suggested that the site should be renamed as Civic Quarter would lead residents to think it related to another local authority building. It was suggested there should be links to aerospace and high-tech business. The need for the site to complement the existing town centre was highlighted and improving access from the business park area to the town centre.

The next stage in the regeneration of the Civic Quarter was the preparation of the Masterplan. The work would commence in April and progress would be reported back to the Board in the Summer.

30. **WORK PROGRAMME**

The Board **NOTED** the Work Programme.

The meeting closed at 9.00 pm.

CLLR A.R. NEWELL (CHAIRMAN)

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## ARTICLE 9 – POLICY AND PROJECT ADVISORY BOARD

### 9.1 **ROLE**

The Council will appoint a Policy and Project Advisory Board to act as source of policy and project advice to the Cabinet and the Council. The main role of the Board is to advise the Cabinet about the formulation and development of policies and projects that will help deliver Council Plan priorities. The Board will be advisory in nature, and will not have any substantive decision-making powers delegated to it.

### 9.2 **TERMS OF REFERENCE**

The general terms of reference of the Policy and Project Advisory Board are:

- to assist and advise the Cabinet in the development of Policy Framework issues
- to undertake research, consultation and reviews for the purpose of advising the Cabinet on the delivery of priorities in the Council Plan (usually through the task and finish groups)
- to advise the Cabinet at an early stage in respect of the formulation and development of policies and projects that will help to deliver Council Plan priorities
- to assist in the development of Cabinet Decisions
- to assist and advise the Cabinet on budget preparation
- to develop and maintain a work programme ensuring that there is efficient use of time

The powers of the Policy and Project Board are:

- to require the Leader and/or lead councillors and senior officers to attend meetings to answer questions
- to question and gather evidence from any person (with their consent)
- to co-opt expert individuals on a non-voting basis to assist the Board's work
- to set up task and finish groups to look at specific issues relating to the delivery of the Council Plan or other significant priorities in order to inform decision making by the Cabinet.

## 9.2 COMPOSITION

The arrangements with respect to the composition of the Policy and Project Advisory Board will be as follows:

- The Board will have a maximum of eleven non-executive councillors, and in accordance with the provisions of the Local Government Housing Act 1989, will reflect the political balance of the Council.
- The Board will be able to appoint up to two Vice-Chairmen to lead on specific projects and to chair task and finish groups.
- Cabinet Members will be expected to attend the Board, and task and finish groups appointed by the Board, as appropriate to contribute on matters that relate to their portfolio.
- The Board will be able to co-opt external representatives or appoint advisers as it sees fit on a non-voting capacity.

Membership of both the Policy and Project Advisory Board and the Overview and Scrutiny Committee does not inevitably create a conflict of interest. As a rule, councillors should not be involved on scrutinising a decision in which they have been involved directly, but the Board is advisory and it remains the responsibility of the Cabinet to formally take and implement decisions.

## 9.3 MEETINGS

The Policy and Project Advisory Board shall have six scheduled meetings annually.

All meetings of the Policy and Project Advisory Board shall be open to the public to attend except where the item under discussion is considered exempt under Schedule 12A and Section 1001 of the Local Government Act 1972 or is confidential under Section 100A of the Local Government Act 1972.

The Chairman will preside at meetings of the Board. In the absence of the Chairman, a Vice-Chairman will take the chair.

## 9.4 QUORUM

The quorum for the Policy and Project Advisory Board shall be six voting members of the Board (at least one half of the whole number of voting Members).

## 9.5 **TASK AND FINISH GROUPS**

The Policy and Project Advisory Board will have responsibility for establishing such Task and Finish Group as it considers necessary to assist it in discharging its functions. The terms of reference and working arrangements for each Task and Finish Group will be determined by the Board.

The Vice-Chairmen of the Policy and Project Advisory Board will chair task and finish groups and lead specific projects.

All Members, whether or not they are members of the Board, may be appointed to a Task and Finish Group.

## 9.6 **WORKING ARRANGEMENTS – PROGRESS MEETINGS**

The Chairman and Vice-Chairmen of the Policy and Project Advisory, together with cross-party representatives will meet regularly between meetings to develop, manage and update the Board's work programme, plan agendas, and co-ordinate task and finish groups.

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**POLICY AND PROJECT  
ADVISORY BOARD**

**EXECUTIVE DIRECTOR (CUSTOMERS,  
DIGITAL AND RUSHMOOR 2020) AND HEAD  
OF DEMOCRACY, STRATEGY AND  
PARTNERSHIPS  
REPORT NO. DSP1903**

**WEDNESDAY, 5TH JUNE, 2019**

**YOUR FUTURE, YOUR PLACE - ALDERSHOT AND FARNBOROUGH 2030  
CONSULTATION ANALYSIS**

**1. INTRODUCTION**

- 1.1 The Council carried out a public consultation between 22nd February and 31st March, 2019 entitled 'Your Future, Your Place – Aldershot and Farnborough 2030' to help shape the development of a long-term vision for the Rushmoor area.
- 1.2 This report sets out the approach to the consultation, and reports on the key findings and outcomes from the survey and engagement activities. Further to this, a number of recommendations are proposed for incorporation in a new long-term vision.

**2. BACKGROUND**

- 2.1 A detailed explanation of the background and context for the creation of a new long-term vision for the Borough is set out in the report to the Rushmoor 2020 Task and Finish Group on 23rd January 2019. The following is a summary of the process that was followed to develop the content of the 2030 Vision consultation themes and content.
- 2.2 In December 2017, a Corporate Peer Challenge undertaken by the LGA recommended that the Council develop a long-term vision for the Borough and the Council, and extend the planning horizon for the Council to support delivery of that vision. Further to this, the Cabinet began a process to carry out a PESTLE analysis to review the Council's current position in terms of the key external political, economic, social, technological, legal and environmental factors, and to consider the findings of the Rushmoor Residents' Survey 2018.
- 2.3 Drawing on this information, the Cabinet identified a number of key areas for focus for a long-term vision, and tested and discussed this at a network meeting of Rushmoor's key partners from the voluntary, community and business sector, which took place in November 2018. Partners and stakeholders at the event were supportive of the key elements of the emerging vision and gave feedback on what each element of the vision might look like. At the event, Partners indicated a strong interest to be involved in the delivery of the future vision, and were looking to the Council to act as a key enabler and facilitator.
- 2.4 Subsequently, the content of the emerging long-term future vision was developed into six themes for the purposes of public consultation. The six themes, with the headings as set out below, reflected the issues that were thought to be the most important for our place, and for residents and businesses:

- Vibrant and distinctive town centres
- Housing for every stage of life
- Connected communities, proud of our area
- Healthy and active residents
- A growing local economy – kind to the environment
- Opportunities for everyone – quality education and a skilled local workforce

A detailed copy of the consultation themes is attached as **Appendix 1**.

### 3. CONSULTATION TIMESCALES AND APPROACH

#### Timescales

- 3.1 In keeping with the planned timescales for the development of the Council's long-term vision and three year business plan, the public consultation began during February half-term on Friday, 22nd February and closed on-line on 31st March, 2019.

#### Approach

- 3.2 A cross-council group of staff, who are currently participating in the Council's Leadership Programme led the delivery of the project for the consultation, supported by the corporate communications team, and policy team.
- 3.3 Broadly, the approach to the consultation comprised three key strands:
- (i) On-line consultation survey, promoted using social media, animation, news emails, press release, leaflets, posters, flyers, coasters with QR codes in some public houses and cafes and the staff hub.
  - (ii) Public drop-in consultation stands, and consultation discussions with certain community groups and meetings to promote engagement with the survey. Elected Members have attended and supported some of these sessions.
  - (iii) Instagram poll – trialling use of social media Instagram poll.
- 3.4 The Aldershot and Farnborough 2030 consultation leaflets, and posters publicising drop-in events, were circulated to a wide range of local organisations, community groups, and businesses and with councillors support to circulate leaflets to encourage participation in the survey. Signposting to the online survey has also been encouraged through a variety of news emails, social media and with help from some of the Council's partners who have raised awareness of the consultation through their networks. Further details about resources and the circulation of publicity is set out in **Appendix 2**.
- 3.5 In planning consultation activities, the project team has sought to engage with a range of different groups, e.g. young people, and harder to reach groups through existing community organisations. Table A below is a summary of public consultation drop-in sessions. Table B is a summary of locations the project team has visited to promote/and or carry out consultation discussion.

Table A – Public drop in sessions

Date	Time	Location
22/2/19	11.00 am to 3.00 pm	Princes Mead Shopping Centre, Farnborough, GU14 7ES
27/2/19	8.00 am to 10.00 am and 4.00 pm to 6.00 pm	Aldershot Pools, Guildford Road, Aldershot, GU12 4BP
7/3/19	11.00 am to 3.00 pm	Morrisons Supermarket, Summit Avenue, Southwood, GU14 0NA
9/3/19	11.00 am to 3.00 pm	Wellington Shopping Centre, Victoria Road, Aldershot, GU11 1EJ
11/3/19	6.00 pm to 8.00 pm	The Plough and Horses, 90 Fleet Road, Cove
16/3/19	11.00 am to 3.00 pm	Princes Mead Shopping Centre, Farnborough, GU14 7ES
20/3/19	10.30 am to 1.30 pm	Prospect Community Centre, Mayfield Road, Farnborough, GU14 8UA
22/3/19	10.00 am to 12.00 pm	North Town Community Base, 232 North Lane, Aldershot, GU12 4TH

Table B – Engagement with community groups/meetings to promote or publicise includes:

Date	Time	Location
27/2/19	12.00 pm	Rushmoor Disability Youth Forum
1/3/19	11.00 am	SSAFA – The Armed Forces Charity
8/3/19	5.30 pm onwards	Prospect Centre Youth Club Evening
12/3/19	10am to 1.00 pm	St Omer Army Barracks Diner
13/3/19	10.30 am	Cohesion Forum – including: Hawley Community Garden, Gurkha Welfare Trust, Rushmoor CAB, Rushmoor Voluntary, Services, Step by Step, The Vine Centre, Aldershot Ahmadiyya Muslim Association, Christians Against Poverty
18/3/19	12-2pm	Farnborough College of Technology
20/3/19	10 am	RVS Forum
20/3/19	3pm to 5pm	Connaught Centre, North Camp (27 Regiment RLC)

21/3/19	1.00 pm to 1.45 pm	Fernhill School – Student representatives from all year groups
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#### 4. CONSULTATION RESPONSE AND KEY FINDINGS

##### Headlines

- 4.1 There were 1101 respondents to the ‘Your Future, Your Place – Aldershot and Farnborough 2030’ consultation. The engagement numbers across each of the three different strands was as follows:

	Full survey responses	Short survey responses	Instagram Polls
	Online survey - 759 Paper survey – 7	Short survey forms - 206 Engagement discussion - youth club (8), Fernhill School (22)	
<b>TOTAL</b>	766	236	99

- 4.2 Across the consultation as a whole, around 2000 separate comments and responses were made in response to the consultation questionnaire and consultation discussions at drop-in sessions.

##### Full survey responses

- 4.3 A copy of the full survey results is attached at **Appendix 3**. The full survey asked respondents to indicate the extent to which they agreed that the themes and the statements in the draft vision were the right things for the Council to focus on, and if there was anything that should be added, removed or changed.
- 4.4 Overall, the survey has confirmed that at least 88% of respondents on each theme either strongly agreed, or agreed, with the proposed themes. With a range from 88% who strongly agreed or agreed with ‘housing for every stage of life’, to 95.2% who strongly agreed or agreed with ‘opportunities for everyone – quality education and a skilled local workforce’.
- 4.5 The outcome of the full survey also suggests that the order of importance for each of the vision themes, from most important to least important, is as follows:
1. Opportunities for everyone – quality education and a skilled local workforce
  2. Vibrant and distinctive town centres
  3. A growing local economy – kind to the environment
  4. Healthy and active residents
  5. Housing for every stage of life
  6. Connected Communities, proud of our area

##### Short survey responses



- 4.6 A copy of the short survey results is attached at **Appendix 4**. The short survey comprised a question about the ranking of themes' importance, and an open question about what really matters about the future of the local area. These surveys were primarily used during public engagement and consultation sessions at locations around the Borough.
- 4.7 The results of this survey, which was used as the basis for public engagement 'drop-in' sessions, show a notable increase in response from the Borough's Nepalese community, 16-24 age group and 75-84 age group compared with respondents to the on-line survey.
- 4.8 The order of themes' importance changes in the short survey compared to the full survey, with the most important to least important as follows:
- 1= Vibrant and distinctive town centres
  - 1= Housing for every stage of life
  - 3 Opportunities for everyone – quality education and a skilled local workforce
  - 4 Healthy and active residents
  - 5 A growing local economy – kind to the environment
  - 6 Connected Communities, proud of our area
- 4.9 When the results from the ranking question from the full survey and short survey are amalgamated, the theme that appears the most important is vibrant and distinctive town centres, following by opportunities for everyone – education and skills.
- 4.10 The consultation invited respondents to tell the Council about anything they would like to 'add, remove or change' on each theme. The comments from both the full survey and consultation and engagement events have been analysed for the key messages, taking account of the principal topics raised by respondents. The results of this analysis is attached in **Appendix 5**.
- 4.11 For information, there is also a separate analysis of the feedback from engagement with young people, which is also included within Appendix 5. Young people were engaged at the Prospect youth club on a one-to-one and group basis and Fernhill school with a workshop approach (mix of age groups between ages 11-16). Young people were interested in the type of shops in town centres and the importance of social activities, in particular youth clubs. Health and community safety were also key messages.
- 4.12 The outcomes from the analysis of the open questions raise some additional considerations for the development of the vision, and clarify what residents see as important within the broad theme areas, which is set out in paragraph 5 below.

### **Instagram polls trial**

- 4.13 As part of the consultation, a trial was carried out to engage digitally with a younger population. The Rushmoor Instagram profile was used to present the six themes of the consultation, and poll on how important each theme was to users. Instagram is a free photo and video sharing app available on smart phones. People can upload / post photos or videos and share them with their followers or with a select group of friends.

- 4.14 The online posts (themes) were viewed by 405 Instagram users, 551 times. 99 answers were given to the six polls, with ‘vibrant and distinctive town centres’ receiving the highest average score for importance and ‘opportunities for everyone’ the lowest.
- 4.15 The type of questions (and therefore results) that can be asked on Instagram is limited. However, the current demographic of Instagram users represents an ideal opportunity for the council to engage with locals aged 15-34 on a social media platform. Further details about the Instagram polling process and the full results are set out in **Appendix 6**.

## 5. KEY MESSAGES TO INFORM THE VISION

- 5.1 Overall, there was strong support for each of the six vision themes and the stated aims within each theme. However, further to this, the consultation response has highlighted the following as key messages and feedback to be taken into account in the development of a new long-term vision for the Borough:

### 5.2 Vibrant and distinctive town centres

- (1) ‘Regenerated town centres...will have shopping’ – there is especially strong support for regenerating *both* Aldershot and Farnborough town centres, with a good shopping offer to attract people to the towns.
- (2) ‘wide mix of uses...town centre living’ – there is strong support for leisure, arts and social spaces in town centres to attract people into the town, but new residential development should be high quality and in keeping with existing historic architecture.
- (3) travelling to get to our towns – the future vision should reflect that cars are likely to continue to be a primary means of travel to the town and that adequate provision should be made for access, parking and electric charging points.
- (4) ‘more people will cycle and use public transport to get to our towns’ – people should be able to cycle *safely*, and in dedicated lanes, within and between the towns, and public transport needs to be reliable, affordable, accessible and running at useful times.
- (5) ‘reflecting military and aviation history’ – this element of the vision should not be over-emphasised
- (6) ‘family-friendly and vibrant ...through to evening’ – tackling anti-social behaviour in areas of the town centres, particularly in parts of Aldershot town at night is important to attract people to spend time in the towns, and for inclusivity.

### 5.3 Housing for every stage of life

- (7) 'Affordable housing for those who need it' – significant support for more housing which is affordable (relative to income) for rental and ownership.
- (8) There was also strong feedback that whilst seeking to meet housing need, it was important to ensure the provision of infrastructure and services – roads, schools and GPs to match housing growth.
- (9) 'Homes will be attractive...to move here and stay' – the design of new homes should be complimentary to existing heritage, and strong support for a range of house sizes/types.
- (10) There was a very strong message from respondents that green space, including space for children, should be included in new developments and that over development should not lead to the loss of any green space currently available.
- (11) 'Homes will ....support the local economy' – many responses mentioned the need for affordable 'key-worker' housing to attract and retain talent within the borough, and to provide housing for people with a local connection to the area.

#### **5.4 Connected communities, proud of our area**

- (12) 'Great public spaces and places' – respondents have told us that they would like community halls and centres with meeting spaces for hire, which are affordable to local clubs and groups, where people can meet for a wide range of leisure, cultural and community activities, classes and events.
- (13) 'Great public spaces' – respondents highlighted that outdoor green spaces, parks and public meeting spaces should be safe spaces, which are free from anti-social behaviour.
- (14) There is very strong interest for community activities and public events in the towns and parks, which are affordable, cross-cultural, inclusive and encourage wider community participation.
- (15) Respondents have told us about the need to improve communications and promotion of existing facilities, clubs, local activities, events, volunteering opportunities and support services to make more of existing provision.
- (16) We have heard that while the military heritage of the towns is important to many, there is a growing population who may not identify with the past and we should focus on the future.

#### **5.5 Healthy and Active Residents**

- (17) 'excellent health facilities' – strong feedback about the need for good availability of health service appointments at locations that can be accessed by public transport or with adequate parking provision. Young people are looking for access to good health advice services.
- (18) 'good physical and mental health' – we have heard that this is important for all ages, with a particular focus on young people. Mental health support services should be available when needed.
- (19) 'access to facilities' – very strong support for a wide range of leisure facilities and activities, but they must also be affordable to ensure all residents can benefit.
- (19) 'access to parks, green spaces' - respondents have reported the importance of protecting and maintaining existing parks and open spaces, as well as adding new and additional facilities in appropriate locations. Parks should be clean and safe.
- (20) many residents gave feedback supporting better provision of safe, well-signed cycle routes linking areas throughout the Borough – for fitness and green travel.

#### **5.6 A growing local economy – kind to the environment**

- (21) 'good road networks' – significant support for road networks that are in good condition and with capacity and design to deal with a growing population linked to housing and economic growth.
- (22) 'better public transport' – support for 'green' public transport which has improved links to other economic hubs such as airports and cities to help generate business growth.
- (23) 'grow and thrive' – there were a number of comments that questioned specific reference to emphasis on the technology sector in the vision, but many comments requested greater emphasis on supporting the growth of local businesses, and business start-ups across *both* Aldershot and Farnborough.
- (24) 'energy efficient businesses' – well supported, but local residents are also interested to support a green and environmentally friendly way of living.

#### **5.7 Opportunities for Everyone – Quality Education and a Skilled Local Workforce**

- (25) 'High quality education' – there was a strong response about the need to work with our partners to improve the quality of secondary education provision within Aldershot and Farnborough, and linked to this, to improve outcomes for children with special educational needs (SEN) in mainstream secondary schools.
- (26) 'Links between schools, colleges and employers' and 'right skills' – we have heard strong support for enabling and facilitating links between

education providers and local employers and businesses, to help ensure courses align with business needs and skills needed for the work force, to inspire young people for the future and to help encourage knowledge about careers and apprenticeships in trades and technical subjects.

- (27) 'best start in life' – respondents have told us about the need to support families in the community, where support is needed as a positive influence and to help children and young people to achieve their potential.
- (28) Respondents have also told us about the need for access to adult education for those who are interested in learning for knowledge, social benefits and to stay mentally active in older age.

## 5.8 Summary of key messages

- (i) Overall, there was strong support for the themes and aspirations within the draft vision consultation, 'Your future, Your place, Aldershot and Farnborough 2030'. Generally, feedback has affirmed that the Council is seeking to focus on the issues that matter to local people, and that the improvement of the town centres, and enabling opportunities for high quality education and skilled local jobs are some of the issues that matter the most.
- (ii) In addition, the consultation has helped to clarify, or understand those aspects of each theme that are most important to people, which are set out in the key messages in paragraph 5 above. These aspects can help to guide the emphasis of a new vision. For example, the draft vision is aspirational about more people cycling to and around our towns, but building on this, consultation feedback shows that it is important that people can cycle safely.
- (iii) Reviewing the key outcomes and messages, there are three issues which it is recommended should be incorporated in a new long-term vision, which didn't appear strongly in the draft vision:
- Community safety
  - Stronger communications with the community to inform and share news and information – whether it is the latest on the town centre developments or clubs/activities and events taking place in the area.
  - A greater emphasis within the vision on green and environmentally-friendly living across all themes – homes/travel and leisure

## 6. NEXT STEPS

- 6.1 During Summer 2019, it is expected that a new long-term vision, informed by the consultation, and a new three year council business plan with priorities for the next 12 months will be presented to the Cabinet for consideration. It is also planned to provide publicity to link the consultation outcomes to the new Vision for the purposes of feedback to residents and others who have engaged with the consultation. Internally, learning can be shared from the consultation processes to inform future corporate consultations.

## 7. RECOMMENDATIONS

It is recommended that the Policy and Project Advisory Board:

- (i) Note the consultation activity carried out as part of the development of a new long-term vision for Rushmoor;
- (ii) Consider the key outcomes and findings; and
- (iii) **It is recommended to the Cabinet that** subject to the Board's comments, the key messages set out in paragraph 5 of the report be incorporated in the development of a new long-term vision for Rushmoor.

## CONTACT DETAILS:

Aldershot and Farnborough 2030 Project Team - Jill Shuttleworth, Edward Haversham, Kath O'Rourke, Shelley Bowman, Helen Payne, Jermaine Pinto, David Lipscombe.

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[karen.edwards@rushmoor.gov.uk](mailto:karen.edwards@rushmoor.gov.uk)

Andrew Colver, Head of Democracy, Strategy and Partnerships  
[andrew.colver@rushmoor.gov.uk](mailto:andrew.colver@rushmoor.gov.uk)

## Healthy and active residents

- Everyone will have access to parks, green spaces and facilities that help them to lead active and healthy lifestyles
- People will enjoy good physical and mental health and wellbeing from childhood right through to their senior years
- There will be excellent health facilities and local support where and when people need it

## A growing local economy - kind to the environment

- Our local economy will grow and thrive, with a strong emphasis on creative technology, digital business and gaming. The area will continue to attract top-notch aerospace and global business, as well as support smaller and medium sized companies
- Companies that develop 'green' and environmentally-friendly technologies will be encouraged to set up and grow in the borough
- Businesses will benefit from support to help them become more energy efficient
- Good road and better public transport networks will keep things moving and have less impact on the environment

## Opportunities for everyone - quality education and a skilled local workforce

- Our children and young people will have the best start in life and be helped to achieve their potential
- All our schools and colleges will offer a high quality education
- There will strong links between schools, colleges and employers to inspire young people for the future
- Our residents will have the right skills needed to secure good local jobs and meet the needs of local businesses
- All residents and businesses will benefit from the opportunities offered by digital technologies

# Your future, your place Aldershot and Farnborough 2030



# Your future, your place - Aldershot and Farnborough 2030

## Vibrant and distinctive town centres

## Housing for every stage of life

## Connected communities, proud of our area

### How do you see our area in 2030?

#### What really matters to you about the place you live and work, for your friends and family, for your business?

We'd like to hear what's important to you so you can help shape the future of Aldershot and Farnborough.

#### Your views

We've identified six themes that we think are important for our place and really matter to our residents and businesses.

These themes have come from consultation with residents and by listening to our businesses, our communities and our partners. They will help shape the work we do over the coming years.

So we'd really like to know what you think.

Are these things important for you? Have we missed something? Would you like to see something different?

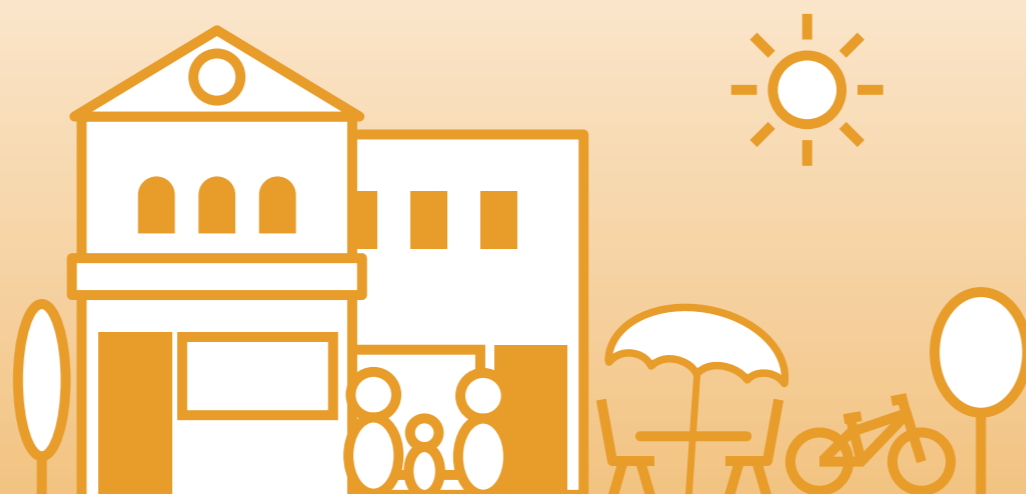
Please give us your views by taking part in our consultation.

You can do this by filling in our survey at [www.rushmoor.gov.uk/rushmoor2030](http://www.rushmoor.gov.uk/rushmoor2030)

If you'd prefer, we can send you a paper copy of the survey. Please contact us by email at [communications@rushmoor.gov.uk](mailto:communications@rushmoor.gov.uk) or by phone to **01252 398 822** to ask for a survey.



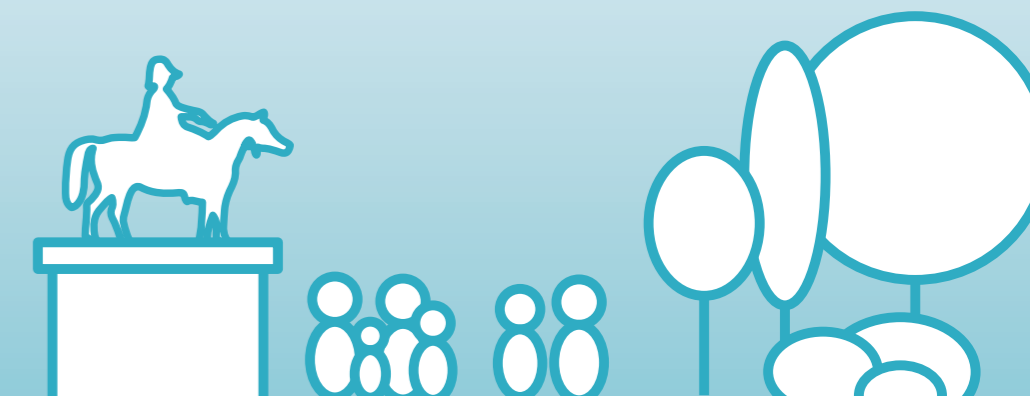
- Our towns will be family-friendly, vibrant and thriving places where people want to spend their time and money, from daytime through to evening
- Each town will have its own distinct character: Aldershot will reflect the town's military and Victorian heritage; Farnborough its proud aviation history
- Regenerated town centres will have a wide mix of uses, including shopping and leisure activities, business, and town centre living
- Aldershot and Farnborough will be well connected. More people will walk, cycle and use public transport to get to, and around, our towns



- There will be a good mix of homes to meet our residents' needs throughout their lives. There will be more homes to rent and buy and affordable housing for those who need it
- Homes will be attractive, encouraging people to move here and stay, supporting the local economy, and reducing the need to commute
- New housing will be of a good quality and energy efficient



- People and businesses will feel proud to be part of our towns and of their unique military and aviation heritage. They will enjoy a strong sense of community and belonging
- Everyone will feel able to get involved - through volunteering, community projects and groups
- Great public spaces and places will be available, where people can meet for a wide range of leisure, cultural and community activities and events
- There will be thriving and supportive local networks and online communities



The closing date is Sunday 31 March



## Communications activities and resources

Activity and resources	
1.	<p><b>2030 Consultation Webpage</b></p> <p>Development of a 2030 Consultation webpage hosting the draft Vision, a digital animation to accompany the Vision, and a link to the questionnaire which was hosted within Survey Monkey. Consultation graphics developed to be suitable for social media formats</p> <p>Dates and times of the public drop-in sessions published on the website.</p>
2.	<p><b>Marketing and publicity to promote the consultation</b></p> <p>News/email sent to the following, with a link to the on-line consultation :</p> <ul style="list-style-type: none"> <li>• Corporate Communications Team database of residents – approx 1700 recipients</li> <li>• Rushmoor Partners Network (Business and Community)</li> <li>• Rushmoor’s Senior Citizens Forum</li> <li>• Rushmoor councillors</li> </ul> <p>Social Media promotion of consultation and drop-in engagement sessions , with a 2030 consultation animation, via:</p> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> <li>• Instagram</li> <li>• Linked in</li> </ul> <p>Wide circulation of consultation leaflets and posters including council offices, leisure centres, Aldershot parliamentary constituency office, Prospect Community Centre, Totland flats, Mayfield Community Centre, The Hive (Army), Citizens Advice Bureau, Aldershot town centre businesses, Hawley Community Garden, doctors, dentists, libraries, Grainger for Wellesley households, hotels, and B&amp;Bs within Aldershot and Farnborough. Posters were also posted on the Council’s Community Noticeboards</p> <p>Over 700 leaflets collectively distributed by councillors</p> <p>Coasters with QR Codes provided to:</p> <ul style="list-style-type: none"> <li>• The Plough &amp; Horses, Fleet Road, Farnborough</li> <li>• The Elephant &amp; Castle, Lynchford Road, Farnborough</li> <li>• The Alexandra, Barrack Road, Aldershot</li> <li>• Word of Mouth, High Street, Aldershot</li> <li>• The Victoria, Victoria Road, Aldershot</li> <li>• The George, Victoria Road, Aldershot</li> <li>• The Funky End, Station Road, Aldershot</li> </ul>

	<p>Council Press release</p> <p>Promotion within the Council via the staff hub, posters in meeting rooms and coasters in the staff canteen</p>
3.	<p><b>Organisations which supported the Council to promote the Consultation included:</b></p> <ul style="list-style-type: none"> <li>• Aldershot Garrison – welfare groups and Garrison radio</li> <li>• Rushmoor Voluntary Services – mailing list</li> <li>• CMPP – tweeted vision information</li> <li>• Rushmoor Timebank – website</li> <li>• Grainger Wellesley – leaflets to all houses within Wellesley (500)</li> <li>• Farnborough College of Technology – email news to staff and students</li> </ul>
4.	<p><b>Community Meetings attended</b></p> <ul style="list-style-type: none"> <li>• Disability Youth Forum – presentation – leaflets and posters provided</li> <li>• Cohesion Forum – presentation – leaflets and posters given</li> <li>• Prospect Community Centre Youth Club – one to one conversations with young people</li> <li>• 27 Regiment RLC welfare group – after school group at the Connaught Centre with military wives</li> <li>• RVS Forum – presentation</li> <li>• Fernhill School – facilitated group discussion</li> <li>• SSAFA Armed Forces Charity – presentation</li> <li>• Hawley Community Garden</li> </ul> <p>Leaflets circulated at Heart of Farnborough meeting RBC Affordable Housing event</p>
5.	<p><b>Consultation stands in locations around the Borough</b></p> <p>Resources included banners, leaflets, hard copy questionnaires</p> <p><b>Public Consultation stands – locations included:</b></p> <ul style="list-style-type: none"> <li>• Supermarkets</li> <li>• Town Centres - Princes Mead/Wellington Centre</li> <li>• Aldershot Pools</li> <li>• Farnborough College of Technology</li> <li>• Prospect Centre– Skills Cafe</li> </ul>

# Your future, your place

## Aldershot and Farnborough 2030 – Full survey results

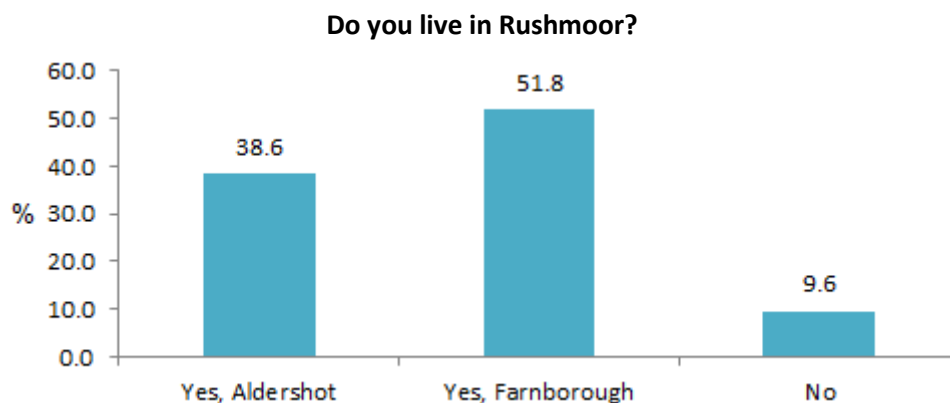
### Responses

In total 766 people completed the survey. 759 online and seven by paper.

### Characteristics of respondents

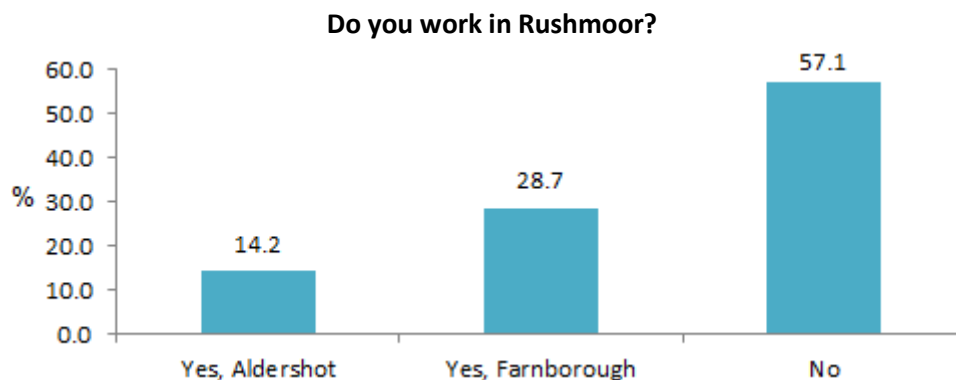
#### Do you live in Rushmoor?

In total 656 respondents completed this question. The majority of respondents did live in Rushmoor (90.4% - 593 respondents) and the majority lived in Farnborough (51.8% - 340 respondents)



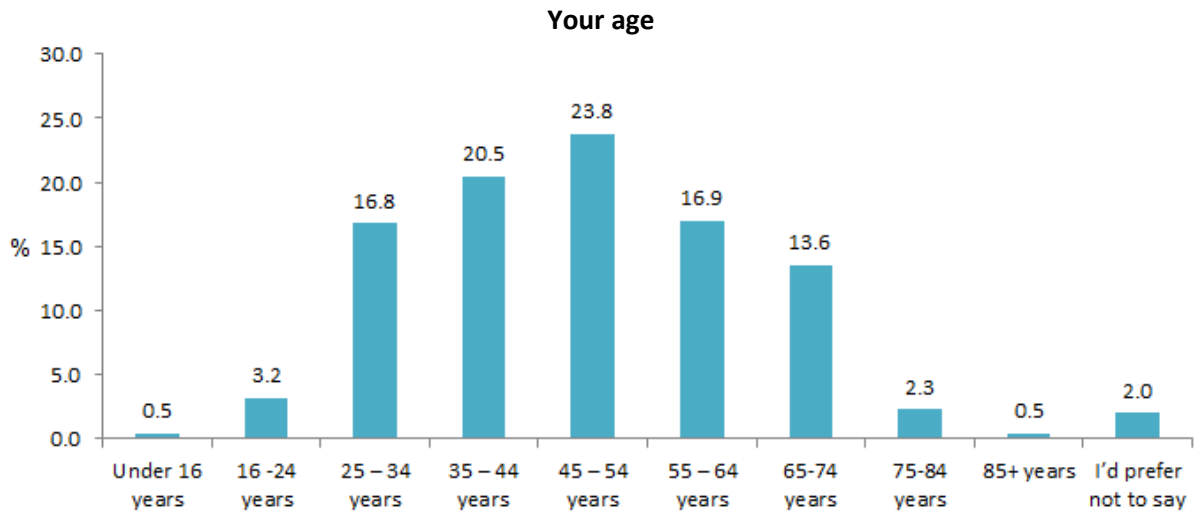
#### Do you work in Rushmoor?

In total 655 respondents completed this question. The majority of respondents 57.1% (374 respondents) didn't work in Rushmoor, 14.2% (93 respondents) worked in Aldershot and 28.7% (188 respondents) worked in Farnborough.



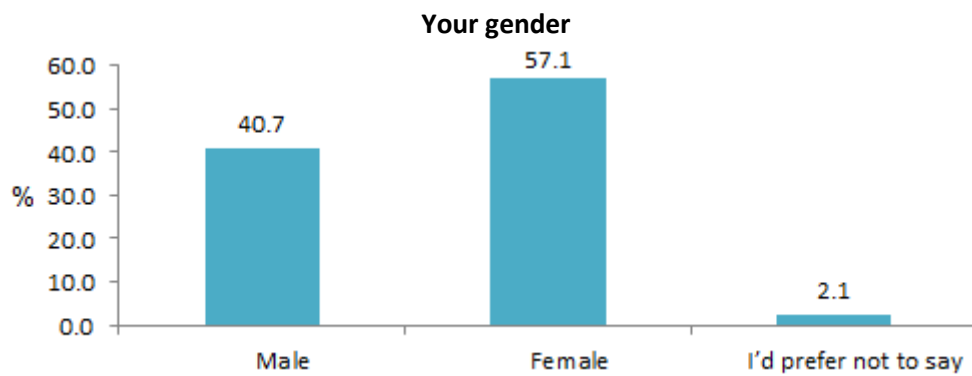
**Your age**

In total 655 respondents completed this question. The largest group of respondents were the 45-54 year olds (23.8% - 156 respondents).



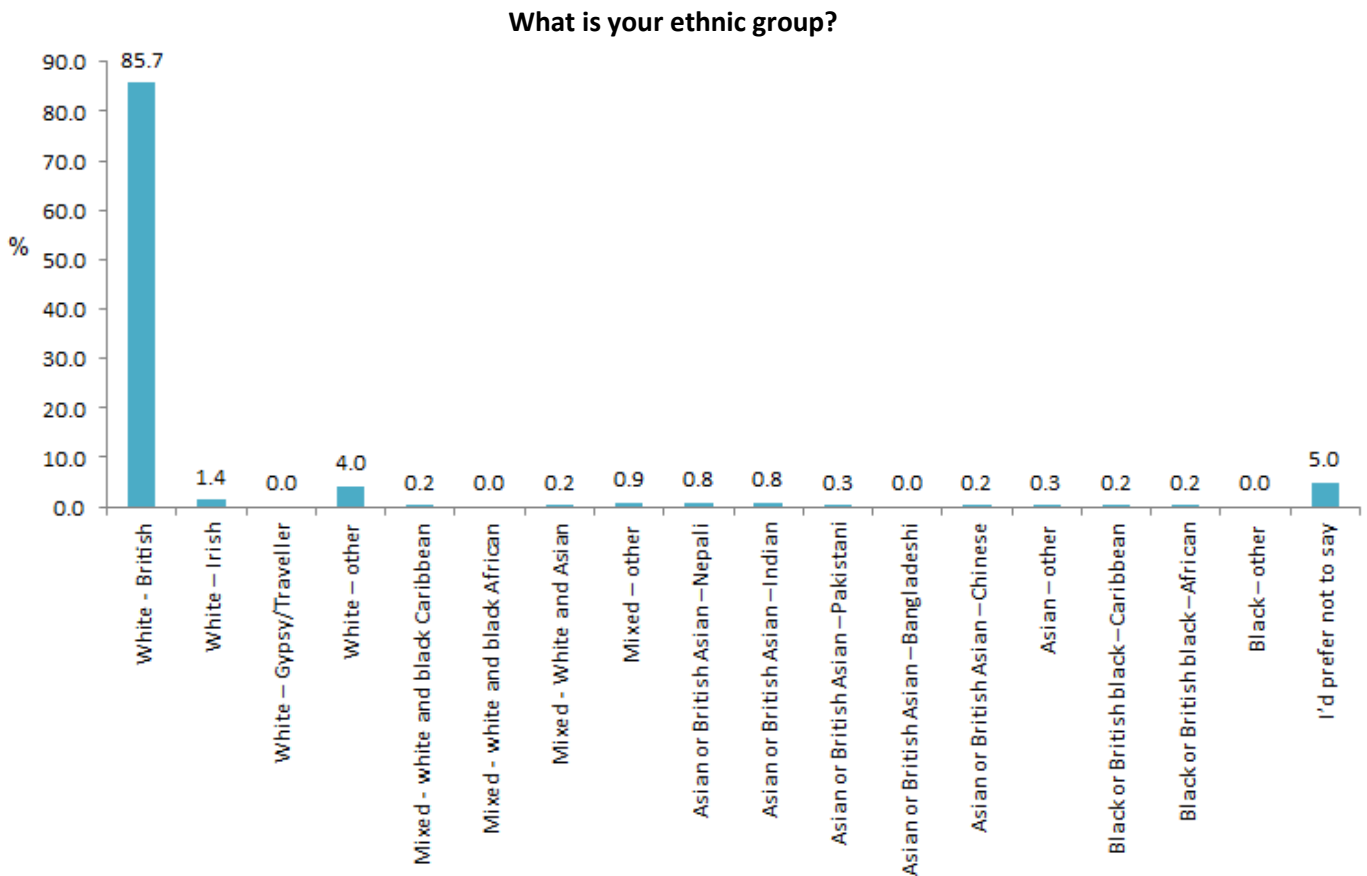
**Your gender**

In total 653 respondents completed this question. The largest group of respondents were the females (57.1% - 373 respondents).



### What is your ethnic group?

In total 644 respondents completed this question. The largest group of respondents identified as white – British (85.7% - 553 respondents).

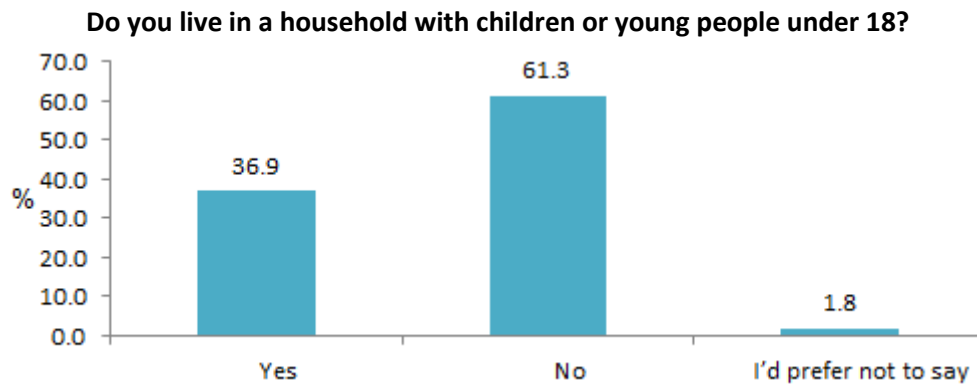


This question also had an “other background comment box”, in total 18 respondents completed this. The comments said:

- Born, raised and lived all but 5 years in this locality
- White English
- Arab
- Lived and worked in Farnborough for 53 years
- English
- White English
- Celtic
- Welsh
- Irrelevant
- White - Welsh.
- White English stop putting British as Scotland say they are Scottish etc
- French
- British Asian - other
- White - English
- British European
- European
- English
- Jedi

**Do you live in a household with children or young people under 18?**

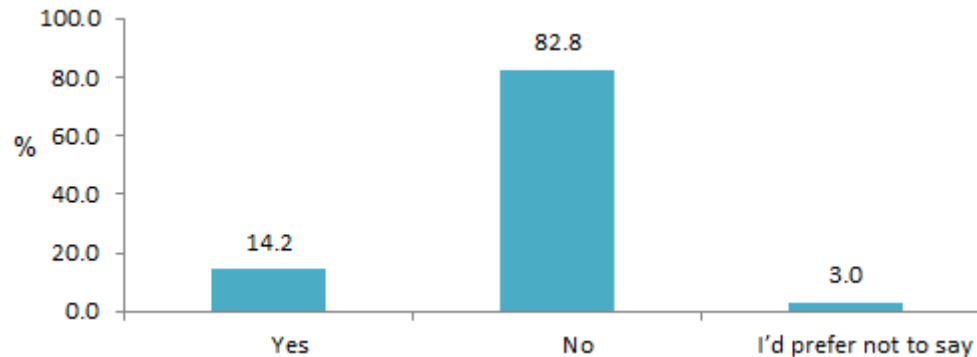
In total 656 respondents completed this question. 61.3% (402 respondents) didn't live in households with children or young people under 18 in.



**Do you consider yourself to have any health conditions or disabilities, which limit your daily activities?**

In total 656 respondents completed this question. 82.8% (543 respondents) didn't have any health conditions or disabilities, which limited their daily activities.

**Do you consider yourself to have any health conditions or disabilities, which limit your daily activities?**



**Results**

**Vibrant and distinctive town centres theme**

- Our towns will be family-friendly, vibrant and thriving places where people want to spend their time and money, from daytime through to evening
- Each town will have its own distinct character: Aldershot will reflect the town's military and Victorian heritage; Farnborough its proud



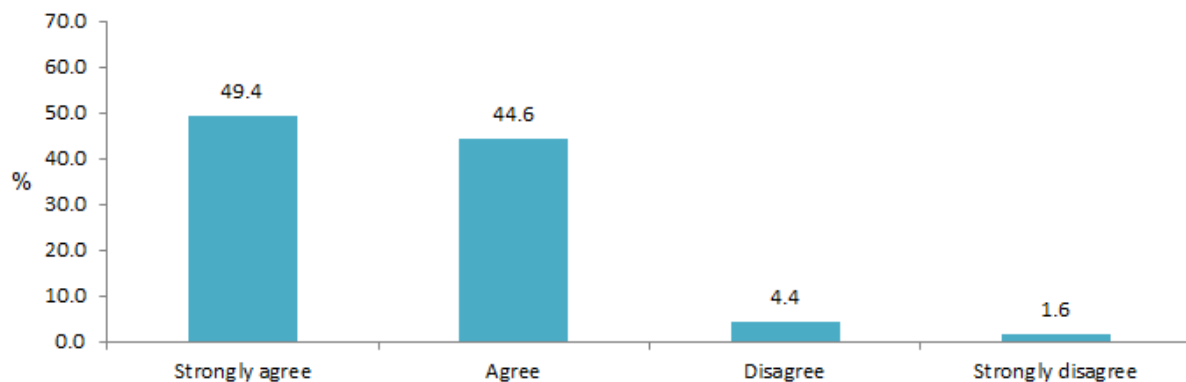
aviation history

- Regenerated town centres will have a wide mix of uses, including shopping and leisure activities, business, and town centre living
- Aldershot and Farnborough will be well connected. More people will walk, cycle and use public transport to get to, and around, our towns

**Question 1 - How much do you agree or disagree that these are the right things for us to focus on achieving?**

There were 749 valid responses for this question excluding the eight 'I don't know' responses. Overall, there was support for this theme with 94.0% (704 respondents) strongly agreeing and agreeing.

**How much do you agree or disagree that these are the right things for us to focus on achieving?**



**Question 2 - If there is anything you would like to add, remove or change, please tell us in the box below.**

In total 336 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

- There were 57 comments around shops - need more/better shops (including quality and independent) /shops are leaving
- There were 36 comment around parking - more/free/better/cheaper parking in town centre and residential
- There were 25 comments around public transport – better/cheaper public transport
- There were 20 comments around the need for more cafés, restaurants, bars and pubs
- There were 16 comments around concern/doubt about prioritising other forms of transport over cars
- There were 16 comments around arts and culture being needed/included and more leisure activities
- There were 15 comments around cycle infrastructure - better cycle network/safer to cycle

- There were 14 comments around roads – sort out potholes/congestion/road infrastructure first
- There were 14 comments around crime, community safety and anti-social behaviour
- There were 13 comments around concern about focus on military/aviation history these are in the past we should focus on the future
- There were 11 comments around delivery timing - get a move on/already too late/things haven't worked so far/ doubt on delivery
- There were 10 comments around green space and open space - need more/concern about loss/more parks
- There were 10 comment around better/attractive building design

### Housing for every stage of life theme

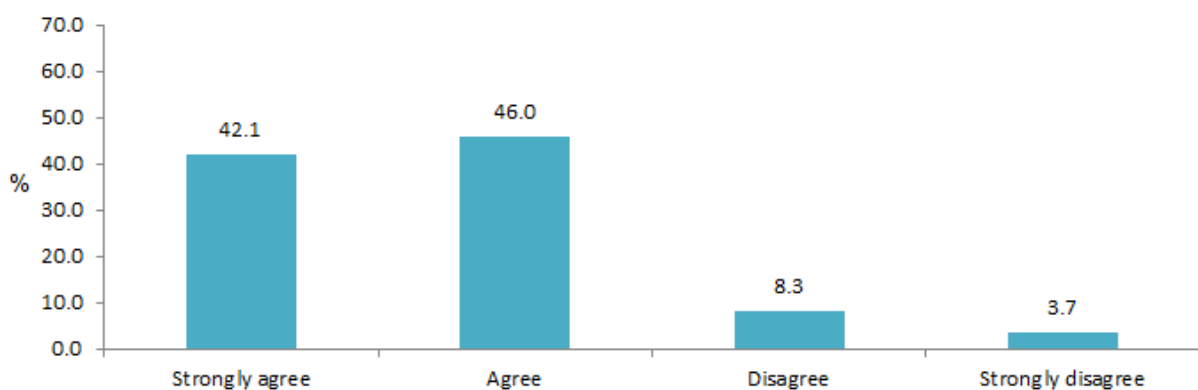
- There will be a good mix of homes to meet our residents' needs throughout their lives. There will be more homes to rent and buy and affordable housing for those who need it
- Homes will be attractive, encouraging people to move here and stay, supporting the local economy, and reducing the need to commute
- New housing will be of a good quality and energy efficient



#### Question 3 - How much do you agree or disagree that these are the right things for us to focus on achieving?

There were 711 valid responses for this question excluding the 12 'I don't know' responses. Overall, there was support for this theme with 88% (626 respondents) strongly agreeing and agreeing.

How much do you agree or disagree that these are the right things for us to focus on achieving?





**Question 4 - If there is anything you would like to add, remove or change, please tell us in the box below.**

In total 318 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

- There were 54 comments around infrastructure - infrastructure needs to be in place for housing (roads/schools/doctors)/ current infrastructure can't cope
- There were 51 comments around affordable housing– more affordable housing/housing needs to be affordable/actually affordable/prices too high
- There were 21 comments around parking - parking needs to be included with developments/not enough parking in residential areas/developments
- There were 20 comments around green and open spaces – more green space/open space/gardens needed/concern about loss of green space
- There were 20 comments around flats - too many flats/no more flats
- There were 18 comments around social housing - more social/council housing and to be of better quality
- There were 17 comments around quality housing - housing needs to be of quality/currently low quality/new builds are low quality
- There were 14 comments around bigger homes - need family/bigger homes/houses
- There were 13 comments around housing for older people - housing for the retired and elderly/the right homes
- There were 12 comments around no more housing - no more housing/over developed/ overcrowded
- There were 11 comments around the environmental impact of housing - build with low environmental impact/ built with solar panels/energy efficient
- There were 10 comments around town centre - better town centres/more shops

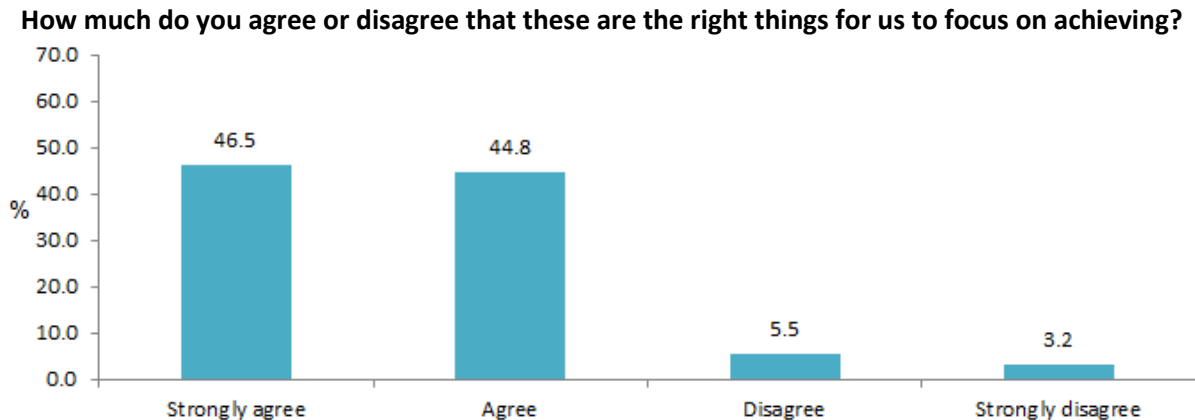
### Connected communities, proud of our area theme

- People and businesses will feel proud to be part of our towns and of their unique military and aviation heritage. They will enjoy a strong sense of community and belonging
- Everyone will feel able to get involved - through volunteering, community projects and groups
- Great public spaces and places will be available, where people can meet for a wide range of leisure, cultural and community activities and events
- There will be thriving and supportive local networks and online communities



**Question 5 – How much do you agree or disagree that these are the right things for us to focus on achieving?**

There were 678 valid responses for this question excluding the 15 'I don't know' responses. Overall, there was support for this theme with 91.3% (619 respondents) strongly agreeing and agreeing.



**Question 6 - If there is anything you would like to add, remove or change, please tell us in the box below.**

In total 241 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

- There were 28 comments around doubts on delivery/ unsure on how it is going to be delivered
- There were 20 comments around activities and events - more activities and events needed and the community facilities for them to happen in/free events and activities
- There were 16 comments around heritage and history - not attached/not interested in the heritage/history of the area/don't overdo it
- There were 16 comments around the need for more integration/more inclusive
- There were 13 comments around children and young people - more youth clubs/activities and facilities for children and young people
- There were 12 negative comments around the closure of the golf course
- There were 11 comments around issues with anti-social behaviour in the area needs to be safe
- There were 11 comments around green and open and public spaces - we need more/improve/protect

## Healthy and active residents theme

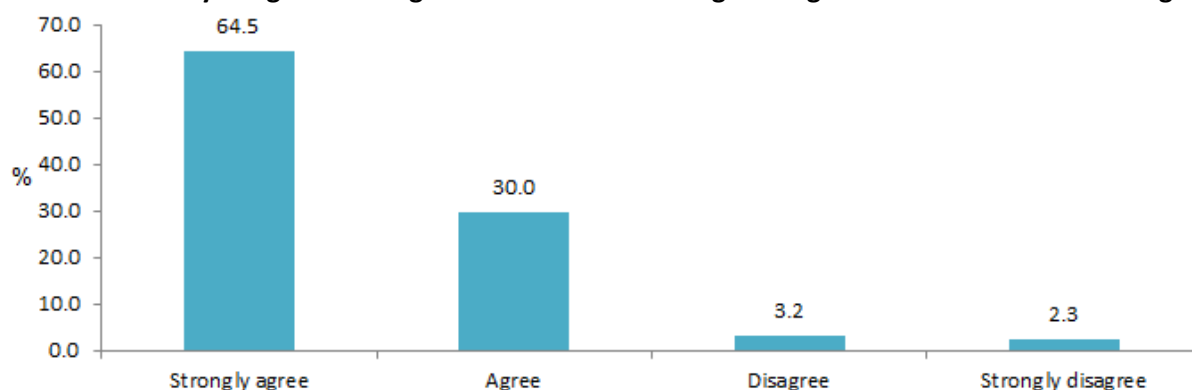
- Everyone will have access to parks, green spaces and facilities that help them to lead active and healthy lifestyles
- People will enjoy good physical and mental health and wellbeing from childhood right through to their senior years
- There will be excellent health facilities and local support where and when people need it



### Question 7 – How much do you agree or disagree that these are the right things for us to focus on achieving?

There were 681 valid responses for this question excluding the 16 'I don't know' responses. Overall, there was support for this theme with 94.4% (643 respondents) strongly agreeing and agreeing.

#### How much do you agree or disagree that these are the right things for us to focus on achieving?



### Question 8 - If there is anything you would like to add, remove or change, please tell us in the box below.

In total 241 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

- There were 27 comments around health services - more health services/GPs needed/ health services are currently over stretched
- There were 19 comments around how and when this is going to happen along with doubt on delivery
- There were 15 comments around importance of mental health services and need of better mental health services
- There were 14 comments around cheaper activities and facilities - affordable/free

- There were 12 comments around more parks and open space – more needed/ upgraded/stop getting rid of them/building on them
- There were 12 comments around transport - transport to facilities an issue/better public transport
- There were 11 comments around agreeing with the theme
- There were 11 negative comments around the closure of the golf course
- There were 10 comments around the need for an outdoor gym and exercise areas in parks

### A growing local economy - kind to the environment theme

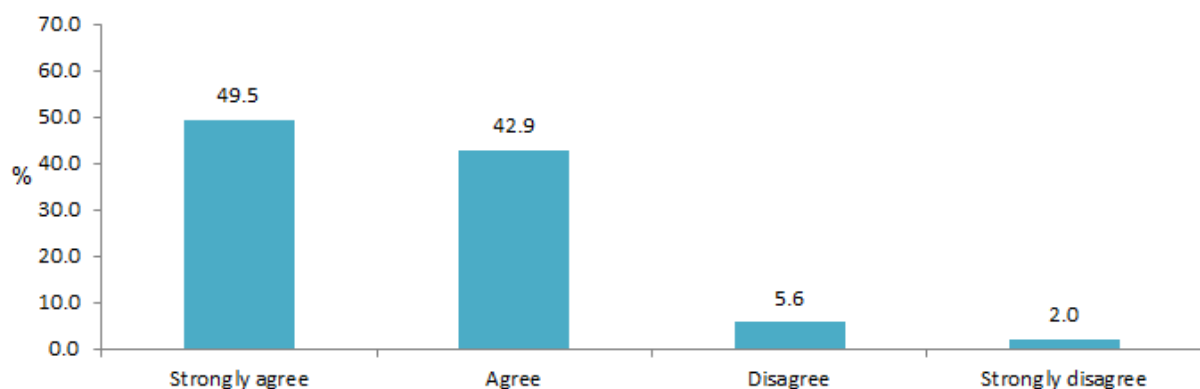
- Our local economy will grow and thrive, with a strong emphasis on creative technology, digital business and gaming. The area will continue to attract top-notch aerospace and global business, as well as support smaller and medium sized companies
- Companies that develop ‘green’ and environmentally-friendly technologies will be encouraged to set up and grow in the borough
- Businesses will benefit from support to help them become more energy efficient
- Good road and better public transport networks will keep things moving and have less impact on the environment



#### Question 9 - How much do you agree or disagree that these are the right things for us to focus on achieving?

There were 655 valid responses for this question excluding the 19 ‘I don’t know’ responses. Overall, there was support for this theme with 92.4% (605respondents) strongly agreeing and agreeing.

How much do you agree or disagree that these are the right things for us to focus on achieving?



**Question 10 - If there is anything you would like to add, remove or change, please tell us in the box below.**

In total 232 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

- There were 43 comment around issues with roads and road infrastructure, congestion and potholes
- There were 21 comments around environmental issues - better environmental infrastructure/ electric charging points/ agree with the move towards environmentally friendly/ better recycling
- There were 17 comments around gaming – comments suggesting there may be confusion about what is meant by gaming (gambling?)/anti gaming comments
- There were 17 comments around the need for better/more affordable public transport
- There were 16 comments around jobs - we need more jobs/ jobs for the local community/ jobs for all types of people
- There were 16 comments around the need to attract and support business
- There were 13 comments around doubt on delivery of the themes.

### Opportunities for everyone - quality education and a skilled local workforce

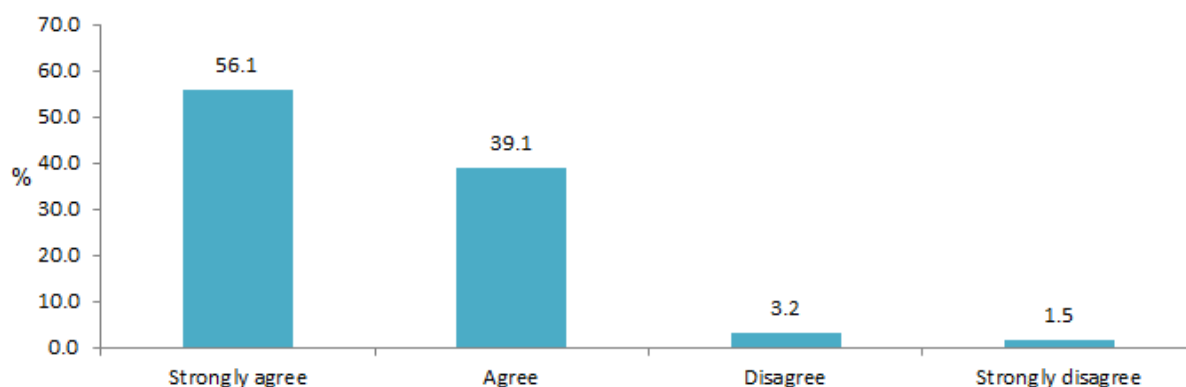
- Our children and young people will have the best start in life and be helped to achieve their potential
- All our schools and colleges will offer a high quality education
- There will strong links between schools, colleges and employers to inspire young people for the future
- Our residents will have the right skills needed to secure good local jobs and meet the needs of local businesses
- All residents and businesses will benefit from the opportunities offered by digital technologies



**Question 11 – How much do you agree or disagree that these are the right things for us to focus on achieving?**

There were 652 valid response for this question excluding the 13 ‘I don’t know’ responses. Overall, there was support for this theme with 95.2% (621 respondents) strongly agreeing and agreeing.

**How much do you agree or disagree that these are the right things for us to focus on achieving?**



**Question 12 - If there is anything you would like to add, remove or change, please tell us in the box below.**

In total 186 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

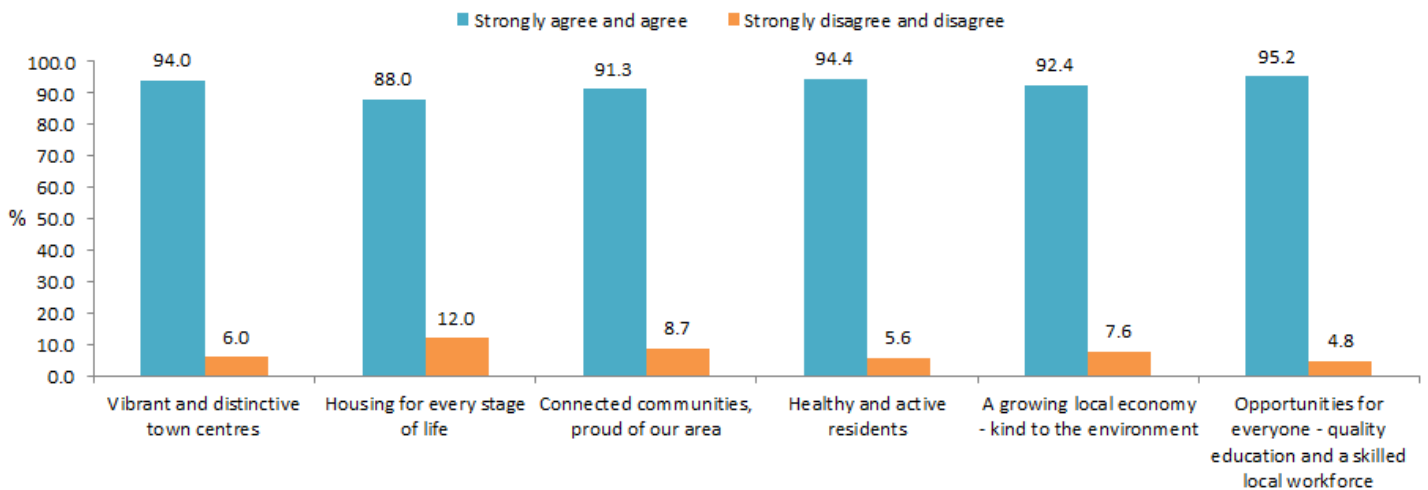
- There were 38 comments around schools needing improvement and excellent schools are needed
- There were 23 comments around issues with secondary schools
- There were 15 comments around agreement but how/when/how pay for it and doubt it will be delivered
- There were 12 comment around schools needing more funding
- There were 10 comments around jobs – quality of jobs available/diversity of jobs/do job opportunities reflect community

Note: schools were mentioned in a total of 81 comments of the 186 comments.

## Summary of themes

The following chart shows the percentage of those who agree and disagree with the six themes. The theme with the highest percentage that strongly agreed and agreed is Opportunities for everyone - quality education and a skilled local workforce with 95.2%. The theme with the highest percentage that strongly disagreed and disagreed is Housing for every stage of life with 12.0%.

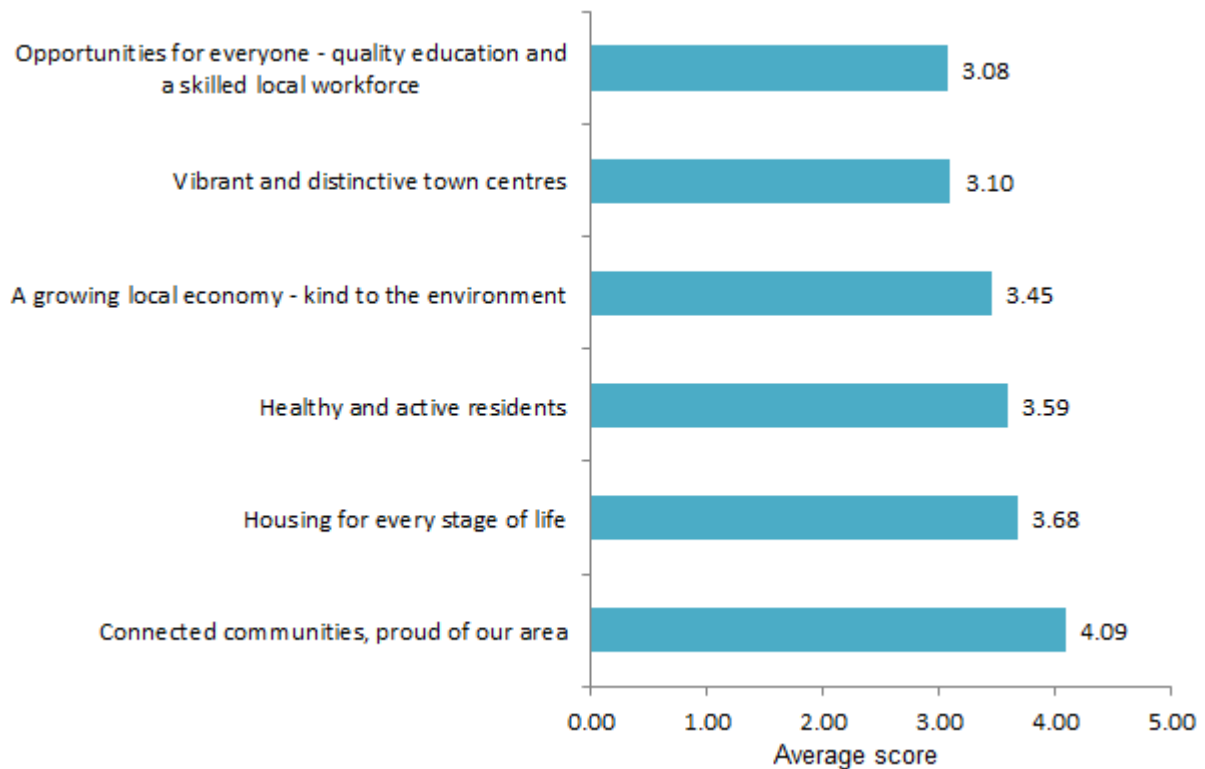
**Percentage of those who agree and disagree with the six themes**



**Question 13 - Of the six themes you have looked at, can you please rank them in order of importance to you - 1 being the most important and 6 the least important**

In total 654 respondents completed this question. The following chart shows the average score for each of the themes. The results show that Opportunities for everyone - quality education and a skilled local workforce was the most important theme, with an average score of 3.08.

**Average score for each theme with the lower the score the more important the theme is**



Note: So there was no bias to the orders of the themes, for this question responses were randomised on the online survey.

**Question 14 - Is there anything else you would like to tell us about what really matters to you about the future of our area?**

In total 192 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

- There were 29 comment around the towns - sort out town centres/stop decline/need more shops and businesses big and small
- There were 18 comment around crime - reduce crime/antisocial behaviour and increase safety/more police/more patrols
- There were 15 comments around the theme ranking as they were seen as equally important or interlinked
- There were 12 comments around roads - road and pavement repairs/potholes and deal with traffic congestion/better road infrastructure



# Your future, your place

## Aldershot and Farnborough 2030 – Short survey results

### Responses

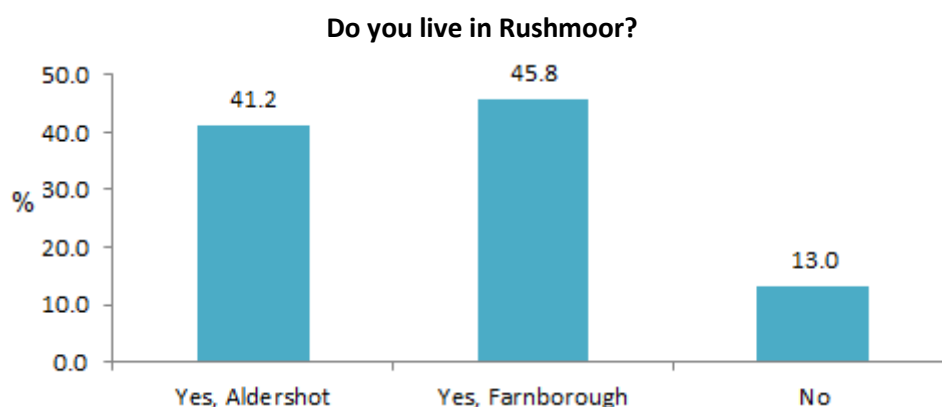
In total 206 people completed the survey from the following consultation events

	Number completed
Princes Mead Shopping Centre, Farnborough	31
Aldershot Pools, Guildford Road, Aldershot – 27 February 19	9
Morrisons Supermarket, Farnborough – 7 March 19	24
Wellington Shopping Centre, Aldershot – 9 March 19	31
Princes Mead Shopping Centre, Farnborough – 16 March 19	23
Prospect Community Centre, Farnborough – 20 March 19	14
North Town Community Base, Aldershot - 22 March 19	12
Garrison, Aldershot – 12 March 19	32
Plough and Horses, Farnborough – 11 March 19	9
Hawley Community Garden, Farnborough – March 19	6
Farnborough College of Technology, Farnborough – 18 March 19	7
Connaught Centre Coffee morning, Aldershot – 20 March	5
General (just came through post after events)	3

### Characteristics of respondents

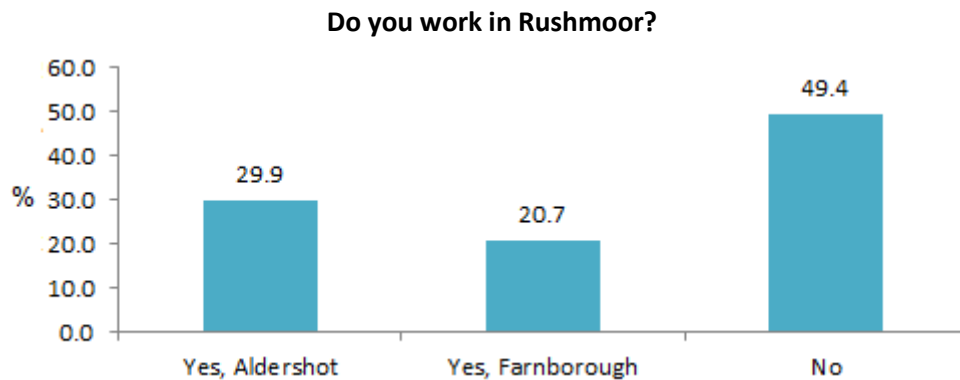
#### Do you live in Rushmoor?

In total 177 respondents completed this question. The majority of respondents did live in Rushmoor (87% - 154 respondents) and a higher percentage lived in Farnborough (45.8% - 81 respondents)



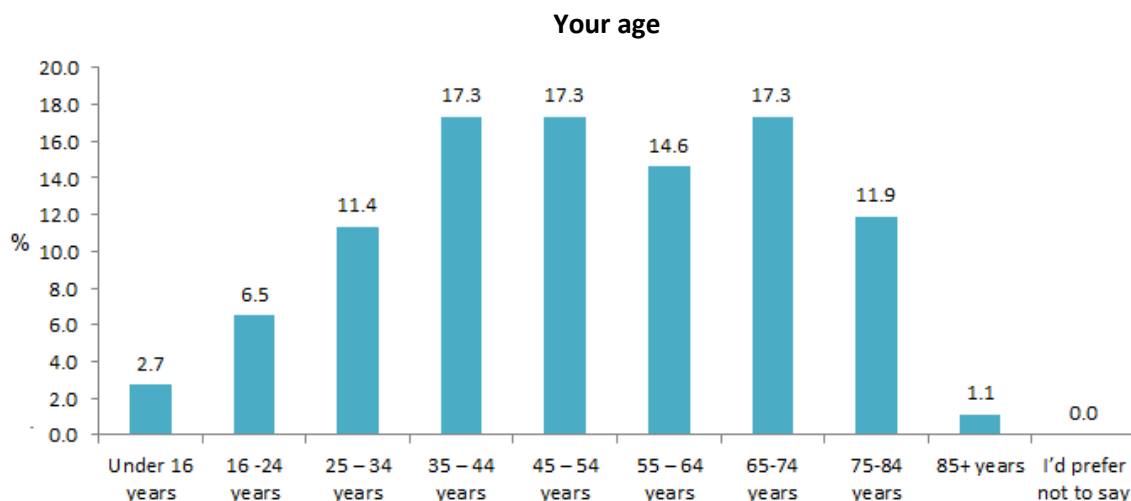
**Do you work in Rushmoor?**

In total 174 respondents completed this question. A higher percentage of respondents 50.6% (88 respondents) worked in Rushmoor, 29.9% (52 respondents) worked in Aldershot and 20.7% (36 respondents) worked in Farnborough.



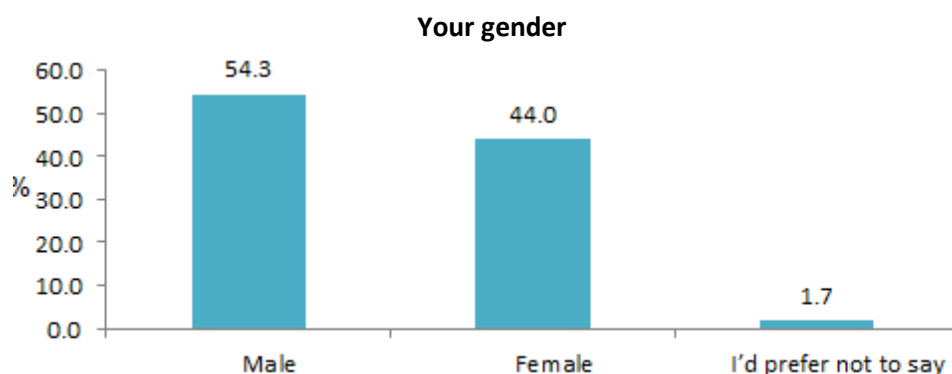
**Your age**

In total 185 respondents completed this question.



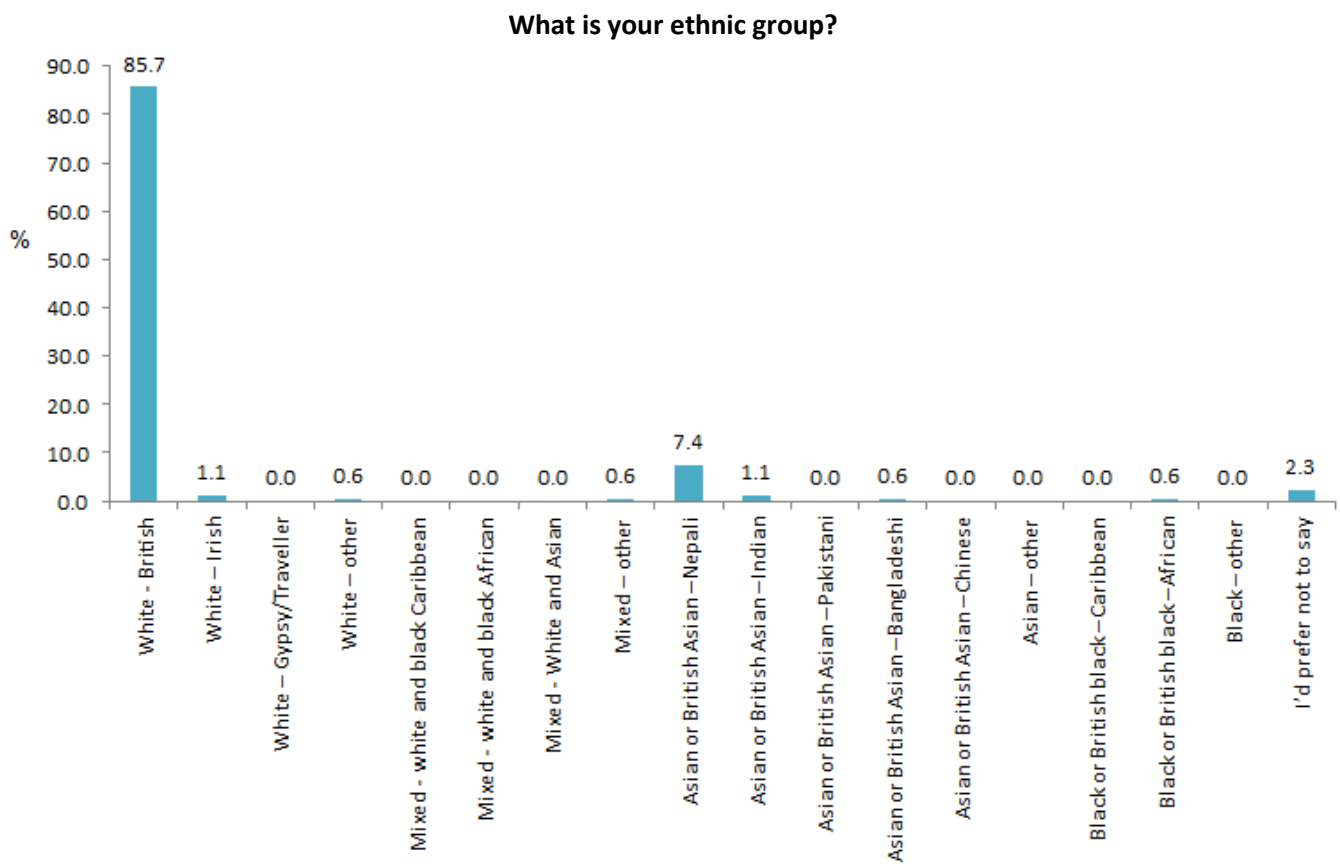
**Your gender**

In total 175 respondents completed this question.



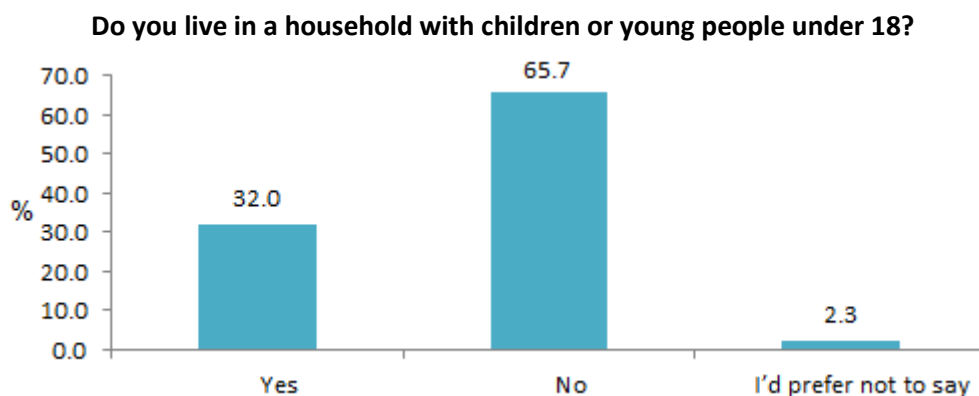
**What is your ethnic group?**

In total 175 respondents completed this question



**Do you live in a household with children or young people under 18?**

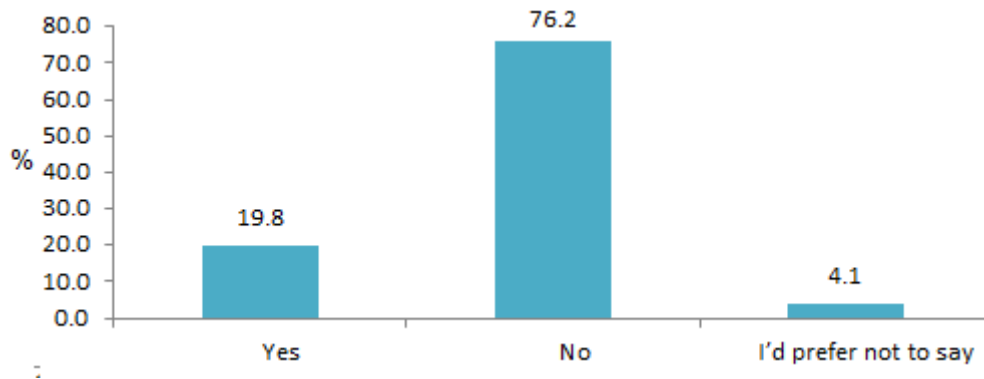
In total 172 respondents completed this question.



**Do you consider yourself to have any health conditions or disabilities, which limit your daily activities?**

In total 172 respondents completed this question.

**Do you consider yourself to have any health conditions or disabilities, which limit your daily activities?**

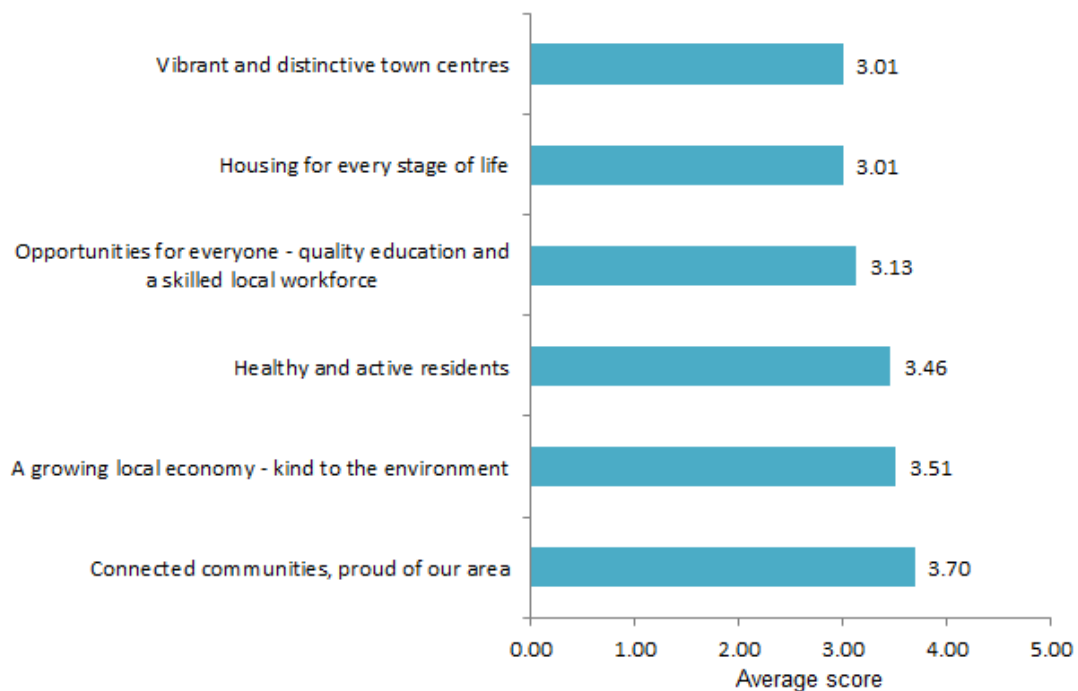


**Results**

**Question 2 - Of the six themes you have looked at, can you please rank them in order of importance to you 1 being the most important and 6 the least important**

In total 187 respondents completed this question. The following chart shows the average score for each of the themes. The results show vibrant and distinctive town centres and housing for every stage of life were both the most important themes, with an average score of 3.01.

**Average score for each theme with the lower the score the more important the theme is**



### **Question 3 - Is there anything else you would like to tell us about what really matters to you about the future of our area?**

In total 167 respondents completed this question. The main themes of the responses were as follows (those mentioned over 10 times):

- There were 64 comments around the town centres - sort out Town Centres/more shops and business/stop them closing.
- There were 26 comments around the need for affordable housing and that housing was too expensive.
- There were 17 comments around the need for more activities and facilities for children and young people.
- There were 17 comments around public transport - better/more/cheaper
- There were 16 comments around parking issues both on and off street and the concern about parking at new developments.
- There were 13 comments around the need for more activities, facilities and things to do.
- There were 12 comments around the need for infrastructure to support new housing development.
- There were 12 comments around the need for community centres/space.
- There were 11 comments around community safety and anti-social behaviour issues/ need to feel safe.
- There were 11 comments around green and open spaces and parks – the importance of/ more needed/protect/improve.

## ANALYSIS OF CONSULTATION FEEDBACK COMMENTS – KEY MESSAGES

## VIBRANT AND DISTINCTIVE TOWN CENTRES

This theme generated the greatest number of comments of all the themes, with many comments about having a ‘wide mix of uses including shopping and leisure’ and being ‘well connected’.

**Shops**

There were a significant number of comments about wanting an improved choice of shops in the towns - particularly in Aldershot town centre. There were many references to shops closing down and fears about the decline of the town centre. Respondents want fewer fast food and betting shops and more ‘big brand’ shops, clothing shops and interesting independent shops e.g. craft, delis, and accessible cafes.

**Social spaces, arts and leisure**

Respondents supported regeneration and ambitions for vibrant town centres, with comments in support of evening activities/restaurants in Farnborough, a stronger arts culture, arts and public meeting space, office and ‘drop-in’ work space, free public Wi-Fi, green space, seating, and new and unusual businesses. Sports and leisure was also important – including skate parks, bowling facilities and youth clubs.

**Parking**

A relatively high number of respondents emphasised that people will continue to use cars as the primary means of visiting the town and that if it is too difficult to access by car, people wouldn’t visit. Respondents want easy access to the towns, with adequate car parking at reasonable cost. Some free hours would support trade and shops.

**Public Transport**

Feedback emphasised the need for public transport, which runs at useful times, and is reliable, accessible and with more varied routes, including to the hospital, and community centres for activities. Also, greater incentives to use public transport – comments that taxi fares are cheaper than bus fares for travel between Aldershot and Farnborough.

**Cycling**

There were many comments emphasising the need for safe and dedicated cycle lanes both within and for travel between the towns.

**Town centre living**

Feedback emphasised that any residential development in town centres should be high quality with good design, and in keeping with existing historic architecture, which should be preserved. There were also concerns that residents would be affected by noise disturbance.

**Community Safety**

Respondents want a safe environment, with a number of comments about the need to improve feelings of safety within some areas of Aldershot town, particularly at night, when it can feel ‘intimidating’.

**Heritage**

There were many comments that reflecting heritage and history should not be over emphasised, but to look to the future and the regeneration of the towns in a more inclusive way.

**Other positive messages and ideas we heard:**

“Farnborough Library is the best one in Hampshire. The Café is a great decision”.

“The Aldershot shops’ professional makeover near the top of the town centre look really great”

“Safe communal green spaces with trees for people to enjoy the natural world around them”

“Aldershot is an important place for swifts, make Aldershot a ‘swift town’ rather like RSPB have made Oxford a swift city”

“give the town centres more artistic features – what about a community project to turn bare concrete into art”

“Aldershot Enterprise Centre brings a lot of people into the Centre every day”

## HOUSING FOR EVERY STAGE OF LIFE

In this theme, the ambitions that generated the highest number of comments were having “more homes to rent and buy and affordable housing” and “Homes will be attractive, encouraging people to move here and stay, supporting the local economy, and reducing the need to commute”.

### Affordable

Respondents were very expressive in the desire to ensure affordable homes are made available, both in terms of rental and ownership. The community are seeking a variety of homes which are affordable to a range of groups; low income, increasing families, first time buyers, etc.

### Style of homes

In addition to affordable homes, respondents communicated the need for appropriate styles of property. They feel it is important that they are complimentary to the heritage that already exists and are of a high quality. Respondents also noted the need for a variety in home type; houses, flats, bungalows. There was a strong feeling that providing large numbers of flats/apartments would not meet the needs of the whole community. Respondents frequently referred to the need for properties that are more energy efficient.

### Infrastructure

Respondents felt that whilst seeking to meet the housing need is important, it was equally as important to ensure infrastructure and services are also improved, including improved roads, new schools (primary and secondary) and increased health facilities. A significant number of comments highlighted the need for suitable parking provision linked to new housing developments, and many comments emphasised the need for greater public transport options.

### Green spaces and children

Residents gave a strong message about the need to ensure green space is not lost by further development, using brownfield sites as alternatives. More green space should be made available as the population increases, particularly spaces for children and families to play in.

### Employment

Whilst new homes are created, respondents highlighted that greater employment options are needed in the local area to support families onto the housing ladder. They feel it important the area does not become a commuter hub.

### Local people

Echoing the comments above, it is felt that local people should not be forgotten. Whilst appreciating the need to attract people and employment options to the area, it is felt necessary that people with a local connection to the area are given some form of priority for accommodation, both rented and owned, above that of persons moving to the area.



“My partner and I would like to stay in the area, but it is quite expensive...she needs to commute to London and I need access to major roads so this area would be ideal if we could get affordable housing”

“Housing should be supported by investment in roads, services and other infrastructure; there should be consideration of how to build and integrate communities together”

“Ageing population needs appropriate housing for downsizing – not just small apartments. Flats would not be the answer for many, because of the lack of garden space”

“I would love there to still be green land and more parks. We moved here from another town which is incredibly built up now, so would hate that to happen here”

“Don’t make new builds all look the same and cram as many as you can into a tiny plot of land, give them actual parking spaces and decent gardens”

**CONNECTED COMMUNITIES, PROUD OF OUR AREA**

In this theme, the ambition that generated the highest number of comments was around the provision of ‘public spaces and places’ where ‘people can meet for leisure, cultural and community activities and events’.

**Community halls and centres**

Respondents strongly emphasised the need for community buildings to be available and affordable for use by local community, leisure and arts groups and clubs. In particular for ‘medium-sized’ spaces for local classes. Enabling face to face interaction was seen as important – not just online communities.

**Safe public spaces and places**

Respondents also emphasised the need for public outdoor ‘green’ spaces, but in addition, also highlighted the need to protect outdoor parks and public meeting places as ‘safe spaces’ which are free from anti-social behaviour. People want to feel safe and secure within the community and open spaces, and views were expressed that public parks may be underused due to fear of crime.

**Cross-cultural inclusive events – and greater community integration**

There was very strong support and endorsement for public events in the towns and parks e.g. litter picks, arts events and seasonal events. However, it was also highlighted that events should be cross-cultural and inclusive, which encourage all of the community to participate. This also links to many comments that people would like greater integration between communities in the Borough. Many respondents suggested events and activities should be free or low cost to encourage participation. Some felt that this should help to make up for the loss of the International Air Show public weekend.

**Communications**

Many comments referred to the need for better communications, and better co-ordination of communications, around what is available in terms of events, local activities, facilities, clubs, volunteering opportunities and support services. It was suggested that more could be done to improve the promotion of existing facilities and the opportunities available to people to get involved in – in print as well as digital media.

**Looking to the future**

Many respondents felt that the heritage of the area should not be overemphasised in the future vision – and instead to look to the future for ideas to build and connect communities.



“Anti-social behaviour prevents everyone else from using such spaces”

“There already seems to be so much good stuff that happens in the Borough that I was totally unaware of until the last year or so (because I changed jobs)... so much good stuff but we don’t seem to have found a way to tell the whole community about it”

“We need to focus on the present and future as well as heritage”

“Aldershot looks a lot better in terms of roundabout planting etc. compared to other towns”

“The Senior Citizens’ Activity Guide is great”



**Other positive messages and ideas we heard:**

“The Westy is a treasure”

“I like the fact it [the town] is multi-cultural and I think this should be celebrated”

“Hold a local ‘community day’ event each year”

“In new housing developments, include information on services such as local community centres, groups, libraries and green spaces”



**HEALTHY AND ACTIVE RESIDENTS**

In this theme, the ambition that generated the highest number of comments was around the provision of ‘excellent health facilities and local support where and when people need it’

**Health facilities**

Respondents want excellent, appropriately located health facilities, which meet the demands of a growing population and provide a full range of services. They want good availability of appointments and at times convenient to the user. These facilities should be accessible by public transport and with parking. Partnership working with other agencies would be needed. Housing and financial support should be provided to key workers to attract workers to this area.

**Mental health support**

The provision of well-resourced mental health services for people of all ages was strongly emphasised, with particular focus on the provision for children and young people. People want access to these services in a timely manner, and mental health awareness needed improving.

**Parks and open spaces**

Respondents placed great value on our parks and open spaces - as key to encouraging healthy and active lifestyles. They want more of these areas provided in appropriate and accessible locations. It is important that existing provision is protected, and with improvements to include facilities such as better children’s play areas, family outdoor gyms and exercise space, fitness events in the parks and areas where dogs are required to be on lead. Facilities to be clean and safe as fear of crime and anti-social behaviour discourages people from visiting.

**Leisure facilities**

Respondents wanted a wide range of accessible local leisure facilities, which are affordable (or even free) to everyone and meet the needs of all ages. The need for good quality leisure centres in both Farnborough and Aldershot was highlighted, as was the renovation of the Aldershot Pools and Lido. Concern was raised about the loss of facilities, for example the redevelopment of the Farnborough Civic Quarter and closure of Southwood Golf Course.

**Cycle Routes**

The provision of safe, well-signed cycle routes linking areas within the borough and neighbouring areas was important to respondents. Encouraging cycling not only improves health and fitness levels, but reduces reliance on the car, which results in pollution and noise.



“I feel very strongly that great green spaces and areas to exercise is very important”

“Mental health is very important and needs to be properly funded and resourced in a timely manner. Health facilities need to be readily accessible by public transport and have adequate parking, preferably free”

“Leisure facilities that will be available should come with varying degrees of membership that is affordable for all types of people and background”

“We need to make more of our cycle paths and have new routes to link up key sites”

“More flexible appointment times at GP’s surgeries to allow working people to attend. Evenings and weekend please”



**Other positive messages and ideas we heard:**

“Control number of fast food premises”

“Would be great to have some open air gym equipment. This would be fun and free”

“Have free fitness events and classes in the parks”

“We need to have strategies to deal with poverty, impact of austerity, widening inequality and loneliness”

**A GROWING LOCAL ECONOMY – KIND TO THE ENVIRONMENT**

In this theme, the ambitions for economic growth and good road and better public transport networks, which have less impact on the environment, generated the highest number of comments.

**Road networks**

Respondents agreed the need for good road networks to keep traffic moving, with a particularly high number of comments emphasising the need for improved road condition, junctions and capacity to deal with congestion during peak periods. There were comments that road and other infrastructure should be in place *before* further trade and business growth, and suggestions for electric car charging points on the network.

**Public transport networks**

Respondents supported the need for better public transport networks, which are cost effective and flexible to people’s needs. Feedback included the need for better links to large airports e.g. Heathrow in order to attract business, and for public transport to be the preferred choice for ‘inter-Borough’ travel. Suggestions for hybrid and electric buses.

**Emphasis on specific industries**

A number of respondents felt that specific industries should not be emphasised, as this would not provide for sustainability as trends changed, however, there was strong support for business growth for *both* Farnborough and Aldershot. It was a strong location for the gaming industry – however, there should be a clearer explanation of the ‘gaming’ industry as a digital industry, as this was misinterpreted as ‘gambling and betting’. Generally, many comments indicated a need for jobs for all types of people with all types of qualifications.

**Local business**

Many comments on the need to support local business to provide the services that local people need, as distinct from global businesses providing global services. There should be incentives and encouragement for local people to start and grow their own ‘green’ businesses, and for advice and reductions in business rates.

**Environmentally Friendly – not just businesses**

Strong support for energy efficient businesses, but many comments also identified that local residents want to support environmentally friendly practices with better recycling facilities and more drop-in work space in towns so that people can work locally rather than commute.

**Corporate Social responsibility**

Support for measures to encourage greater corporate and community engagement to facilitate corporate social responsibility.



“You must ensure that the infrastructure is in place first before growth”

“This is by far what I would consider the most important thing to help boost the local people – we need more jobs created and encouraging companies to go green/greener is always a positive move”

“Bringing more jobs to the area will have a positive impact and stop the area turning into a commuter town”

“The emphasis must surely be on what people want to buy, not what you want to sell them”

“Anything that brings a wider variety of jobs at all levels in the borough would be a good thing”



**Other positive messages and ideas we heard:**

“Why can’t we have a science festival”

“Farnborough business history should be remembered in a local museum or community led historic walks”

“More space for public working or studying in town centres to save commuting”

“The move is towards environmentally friendly, and encouraging it now could help Aldershot lead the way in this and provide possible opportunities for entrepreneurs with ideas”

## OPPORTUNITIES FOR EVERYONE – QUALITY EDUCATION AND A SKILLED WORKFORCE

In this theme, the ambitions that generated the highest number of comments were around ‘high quality education’, ‘links between schools, colleges and employers’ and residents having ‘the right skills needed to secure good local jobs’.

### Secondary Education

Whilst there was some praise for quality education at age 16-18, there were a significant number of comments about the need to improve the quality of secondary education within both Farnborough and Aldershot. Concerns were expressed about large class sizes, shortage of teachers, breadth of curriculum and facilities, standards, discipline and safety, and too few school spaces. Respondents want children to learn in a better secondary environment than is currently offered, and want fairness of investment and support for all schools.

### Special Educational Needs (SEN)

A number of respondents also highlighted that SEN provision within schools was poor, and that special educational needs should be given greater attention to support young people to achieve their potential.

### Links between schools, colleges and employers

There was strong support for creating and strengthening links between education providers and local businesses. Respondents gave potential examples such as students supporting charities with practical projects, businesses supporting careers advice, and enterprise events and opportunities for students interested in STEM subjects. Linked to this, it was suggested that this type of activity could also help to develop students’ ‘hope and aspirations’ for the future. Respondents also made the point that schools and colleges should liaise with local employers to ensure that college courses meet business needs and to ensure that young people are being taught the right skills and subjects needed for the modern work force. A number of respondents indicated that more local businesses should be encouraged to offer apprenticeships, particularly in practical ‘technical’ subjects. There should be clear pathways to access services and careers support and guidance.

### Supporting Families

Comments also referred to the fact that education should include wider social-skills, managing mental health and encouraging young people to care about where they live. Support is needed for parents and families.

### Lifelong learning and re-skilling

Many respondents also mentioned the importance of access to adult education and non-vocational education, for a range of reasons e.g. retraining for employment, and to keep mentally active in older age.



“Focusing on getting our local secondary school to achieve ‘outstanding’ status should be a priority. We deserve an excellent school.”

“Schools need to be better set up to cope with SEN provision. We have removed our child from the local school because they were not being given the best start in life.”

“Encourage new businesses to develop connection with local schools (enterprise champions)”

“Schools can only do so much to help children get a good start in life, what will you be doing to support parents...to give the best support at home?”



### Other positive messages and ideas we heard:

“One thing we should be proud of is our colleges”

“Schools should promote more green policies to make children aware of climate change, pollution etc so they can learn to be proactive in tackling such issues”

“the over 60's need learning activities to keep the mind and body active. To be included with activities with the young to pass on life learning skills”

**Responses from young people**

**Analysis of Feedback Comments - Key Messages**

Key messages from young people include a need for more versatile/branded shops, in the town centres, with examples being given - B&M, Maplin, Menkind, Primark, Afro hairdressers, Taco Bell restaurant and a bigger JD Sports. Social activities were also key, including the provision of more youth clubs and sports clubs such as archery, boxing and understanding what is going on at the local theatres. Accessibility to doctors' surgeries was important and receiving good health advice.

**Community facilities**

Respondent's comments included - the provision of more casual space, sitting space, working space and green space. An area, in the skate park, dedicated to younger people so part of it becomes family friendly with a fitness space for youngsters. Young people like Farnborough Leisure Centre and engage with a variety of activities, suggestions about having flumes and a walk in pool for those with disabilities.

**Safe public spaces and places**

Respondents' comments included - community safety is a key issue for young people living in the Totland Estate – young people feel unsafe, especially at night – poorly lit estate and lack of police patrolling. Comments were made about more CCTV cameras being placed around the Totland estate to ensure people feel safe and less crime committed.

**Environment – what is important?**

Students at Fernhill School were knowledgeable about environmental issues and commented about not cutting down trees, saving energy, supporting recycling, less graffiti and less plastic waste and packaging.

**The Future**

A mix of responses concerning whether young people will stay in the area. Some young people wanted to stay in the area due to having family/friends living here and the social connections were really important to them. Others would like to move away from estates when they can afford it. Young people were interested in apprenticeships and bringing back work experience. Respondent's mentioned having better education in state schools to match private schools and access to school trips for the less well off – more permanent teachers, not supply teachers, as they don't teach as well. Young people would like more information and materials from businesses about careers and employment especially around options time.



"In town centres would like more shelter from rain."

"I agree the housing should be better but we could always incorporate it throughout places in the town."

"Bike routes into the town centre which make travel safer."

Posher/nicer restaurants and with more seating space inside to eat. Don't want all fast food.

"Shops with teen friendly products."



**Other positive messages and ideas we heard:**

"Like living here because of friends, leisure centre near-by."

"Like some parts of Farnborough – parks, shops, Southwood area in nice."

"Big screen in public spaces with information."

"Get people to treat the space with more respect – more bins and better cleaning."

## Instagram Story Polling

### 1. Introduction

- 1.1. Instagram is a free photo and video sharing app available on smart phones. People can upload / post photos or videos and share them with their followers or with a select group of friends. They can also view, comment and like Posts shared by their friends on Instagram via their News Feed.
- 1.2. Instagram Stories is a feature within the Instagram app where users can capture and post related images and video content in a slideshow format for a 24-hour period. Stories allow the addition of text, drawings, polls and emoticons to images or video clips. Unlike Posts, Stories will disappear after 24 hours.
- 1.3. At the beginning of 2019 there were an estimated 23 million Instagram users in the UK (42% of the UK's population). The 15-34 age group is very dominant, and the gender split is slightly skewed towards females (54% vs 46% males).<sup>1</sup> As of April 2019 Rushmoor has 494 followers for its Instagram profile.
- 1.4. To ensure that a younger population was consulted on the Rushmoor 2030 vision, the Rushmoor Instagram profile was used to present the six themes, and poll on how important each theme was to them. Each theme was presented as a three slide, 24-hour Story over a period of six days. Slide one was an invitation to take part, slide two the poll slider and slide three a link to the full consultation survey.
- 1.5. Example Story slides for 'Housing for every stage of life' theme.



<sup>1</sup> Sources: <http://www.rosemcgrory.co.uk/2019/01/07/uk-social-media-user-statistics-for-2019/>  
<https://www.avocadosocial.com/latest-social-media-statistics-and-demographics-for-the-uk-in-2019/>

- 1.6. Each poll slider allowed Instagram users to mark how important each theme was to them out of 100, with zero representing 'Not very important' and 100 representing 'Very important'

## 2. Stories Advertising

- 2.1. Instagram Posts and Stories are presented only to followers on their news feed. Advertising allows for Posts and Stories to be pushed out to the News Feed of non-followers, who fit with a defined demographic (e.g. age, area, interests, etc).
- 2.2. As part of the Rushmoor 2030 Instagram consultation, the Rushmoor 2030 theme Stories were planned to be advertised to local under 30's, to trial a new way of polling, with an advertising budget allocated to each.
- 2.3. Due to issues with the advertising process, only the first theme 'Vibrant and distinctive town centres' on 18<sup>th</sup> March was advertised to non-followers, and not for the full 24-hour period.
- 2.4. None of the remaining five themes had paid for additional advertising, therefore only followers of Rushmoor Borough Council's Instagram profile would have had access to the Stories.

## 3. Instagram Stories Poll Results

Story Theme	Story Period (24 hours)	Accounts / Users Reached	Impressions	Answers to polls	Average Score
Vibrant and distinctive town centres	18 <sup>th</sup> March	85	150	24	89/100
Housing for every stage of life	19 <sup>th</sup> March	72	93	15	74/100
Connected communities	20 <sup>th</sup> March	68	97	15	78/100
A growing local economy	21 <sup>st</sup> March	63	90	18	75/100
Opportunities for Everyone	22 <sup>nd</sup> March	59	62	14	73/100
Healthy and Active residents	25 <sup>th</sup> March	58	59	13	85/100

'Impressions' are the number of times a 'Story' is viewed. An account / user can view a single Post / Story several times.

#### **4. Instagram Stories Poll Results**

- 4.1. A total of 99 answers were given to the six polls.
- 4.2. 'Vibrant and distinctive town centres' received the highest average score (89/100), and 'Opportunities for Everyone' the lowest (73/100).
- 4.3. Of the non-advertised themes, 'Connected Communities' received the most impressions (97), whilst 'Housing for every stage of life' reached the most users (72).

#### **5. Instagram Post**

- 5.1. Due to advertising issues with the Instagram stories, the Rushmoor 2030 consultation animation was advertised as a standard post on the Rushmoor Borough Council Instagram profile.
- 5.2. This post reached 12,087 people, with 84 people clicking the embedded link through to the consultation survey on the Rushmoor Borough Council website.

#### **6. Conclusions**

- 6.1. The current demographic of Instagram users represents an ideal opportunity for the council to engage with locals aged 15-34. However, this will require the use of paid for advertising to reach users who are not current followers of the Rushmoor Borough Council Instagram profile.
- 6.2. Instagram offers two options for polling within Stories; a Poll Slider and a binary Yes / No button. The user can customise the labels attached to the slider and yes / no buttons to make them relevant to the question asked. Whilst these two options will limit the type of question that can be asked, it is ideal to provide a 'snap shot' of an opinion.
- 6.3. Paid for advertising will increase reach and impressions and can be targeted to population segments for relatively low cost.
- 6.4. The consultation animation reached over 12,000 Instagram users, but only 0.6% went through to complete the full survey. Instagram users appear unlikely to want to engage in this way, so any polling ideally needs to take place within Instagram.
- 6.5. A suitable amount of time is required for setup and administration of Instagram Stories', Polls and Advertising to ensure that everything works as intended.
- 6.6. The insights that Instagram provides on poll answers is currently limited to the number of polls completed and the average answer. Currently detailed demographics from each user who took part (age, location, etc) are unavailable.

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## POLICY AND PROJECT ADVISORY BOARD WORK PROGRAMME

The purpose of the work programme is to plan, manage and co-ordinate the ongoing activity and progress of the Council's Policy and Project Advisory Board, incorporating policy development work carried out through working groups.

### (A) CURRENT WORKING GROUPS APPOINTED BY THE POLICY AND PROJECTS ADVISORY BOARD

GROUP	MEMBERSHIP 2018/19	CURRENT POSITION	CONTACT
<b>Elections Group</b>	<p>Cllrs Sophia Choudhary, G.B. Lyon, J.E. Woolley, S.J. Masterson, K. Dibble and B. Jones</p> <p>Cllr P.G. Taylor also in attendance</p> <p>Chairman: Cllr John Woolley</p>	<p>Meetings held in August and November 2018 - review of elections 2018, current work in relation to electoral reviews, and new developments.</p> <p>Next meeting planned for after the elections in May 2019.</p>	<p>Andrew Colver, Head of Democracy, Strategy and Partnerships, Tel: (01252) 398820, Email: <a href="mailto:andrew.colver@rushmoor.gov.uk">andrew.colver@rushmoor.gov.uk</a></p>
<p><b>Strategic Housing and Local Plan Group</b></p> <p>To steer the development of the Local Plan and monitor updates to the Housing and Homelessness Strategy</p>	<p>Cllrs A.R. Newell, D.E. Clifford, Barbara Hurst, B.A. Thomas, R.L.G. Dibbs, M.J. Tennant, M.J. Roberts, C.P. Grattan, D.M.T Bell</p> <p>Chairman: Cllr Adrian Newell</p>	<p>Meeting held in July and September 2018 and January and March 2019. Subjects discussed included adoption of Rushmoor Local Plan, Affordable Housing SPD and Conservation area reviews.</p> <p>A work programme to July 2019 has been prepared. Next meeting planned for June 2019.</p>	<p>Keith Holland Head of Planning Tel: (01252) 398790 keith.holland@rushmoor.gov.uk</p> <p>Louise Piper Planning Policy and Conservation Manager</p> <p>Zoe Paine Strategy and Enabling Manager (Housing)</p>

GROUP	MEMBERSHIP 2018/19	CURRENT POSITION	CONTACT
<b>Leisure Facilities and Contracts</b>	<p>Cllrs C.P. Grattan, T.D. Bridgeman, A. Newell, Mara Makunura, Marina Munro, Liz Corps and D. Bell</p> <p>Chairman: Cllr Adrian Newell</p>	<p>Initial meeting had been held in February 2018 where a presentation was given from GT3. Members were advised of the process and asked to agree the role they would play in the process going forward.</p>	<p>James Duggin Head of Operational Services Tel: (01252) 398543 <a href="mailto:james.duggin@rushmoor.gov.uk">james.duggin@rushmoor.gov.uk</a></p>
<b>Rushmoor 2020 Modernisation and Improvement Programme Task and Finish Group</b>	<p>Cllrs K. Dibble, A. Crawford, A Newell, J Canty, Veronica Graham-Green and John Marsh)</p> <p>Chairman: Cllr Adrian Newell</p>	<p>Meetings held in January and March to advise Members of work underway and current position. Consultation was being carried out which would be assessed and reported to the main Board meeting in June.</p> <p>The next meeting was scheduled for June 2019.</p>	<p>Karen Edwards, Executive Director Tel: (01252) 398800 <a href="mailto:karen.edwards@rushmoor.gov.uk">karen.edwards@rushmoor.gov.uk</a></p>

**(B) OTHER ISSUES/MATTERS FOR THE WORK PROGRAMME**

<b>ISSUE</b>	<b>DETAILS</b>	<b>CONTACT DETAILS</b>
<b>Aldershot Town Centre Strategy</b>	<p>On 19/9/18, the Board considered a report with proposals for the development of an Aldershot Town Centre Strategy.</p> <p>Members considered the priorities for the short-term, during the regeneration phase, as well as the longer-term strategy.</p> <p>The Board commented on the development proposal which would be incorporated into the development of the draft Aldershot Town Centre Strategy to be submitted to Cabinet for approval and budget allocations.</p>	<p>David Phillips Town Centre and Cultural Services Manager Tel: (01252) 398570 <a href="mailto:david.phillips@rushmoor.gov.uk">david.phillips@rushmoor.gov.uk</a></p>
<b>Establishment of a Local Housing Company</b>	<p>The Policy and Project Board considered arrangements for the establishment of a Local Housing Company at a special meeting on 30th August, 2018, and will continue its consideration at a meeting on 26th September.</p> <p>A report with recommendations to be made to the Cabinet meeting on 16th October, 2018.</p>	<p>Karen Edwards, Executive Director Tel: (01252) 398800 <a href="mailto:karen.edwards@rushmoor.gov.uk">karen.edwards@rushmoor.gov.uk</a></p>
<b>HCC T19 – public consultation on street lighting, supported passenger transport services and the concessional travel scheme</b>	<p>The Board considered the HCC T19 consultation at its meeting on 12/7/18.</p> <p>The portfolio holder submitted a written response, informed by the Board's comments to meet the consultation deadline on 5th August, 2018.</p>	<p>Ian Harrison Executive Director Tel: (01252) 398400 <a href="mailto:ian.harrison@rushmoor.gov.uk">ian.harrison@rushmoor.gov.uk</a></p>

<p><b>Health, Wellbeing and Obesity</b></p>	<p>At the Council Meeting on 18/4/18, a Notice of Motion on the topic of ‘tackling obesity’ was referred for further consideration.</p> <p>On 21/11/18, the Board to hold a scoping session, with a view to understanding more about the issue, areas where progress has been made, and potential issues for future policy change/support.</p> <p>Data from the Obesity Audit discussed at the Board meeting on 21/11/18. It was agreed that the actions from the Local Action Group would be monitored by the Progress Group and any substantive items would be reported to the Advisory Board.</p>	<p>Andrew Colver Head of Democracy, Strategy and Partnerships Tel: (01252) 398820 <a href="mailto:andrew.colver@rushmoor.gov.uk">andrew.colver@rushmoor.gov.uk</a></p>
<p><b>Southwood Park Management Plan</b></p>	<p>Update on the latest position to be discussed at the Progress Group once the results from commissioned work are available.</p>	<p>Ian Harrison Executive Director Tel: (01252) 398400 <a href="mailto:ian.harrison@rushmoor.gov.uk">ian.harrison@rushmoor.gov.uk</a></p>
<p><b>Green Paper – A New Deal for Social Housing</b></p>	<p>Discussed at Progress Group on 15/10/18 and draft response from the Council was circulated to the Progress Group for comment before being submitted.</p>	<p>Tim Mills Head of Economy, Plannign and Strategic Housing Tel. (01252) 398542 <a href="mailto:tim.mills@rushmoor.gov.uk">tim.mills@rushmoor.gov.uk</a></p>
<p><b>Regeneration Consultation and Policy</b></p>	<p>Discussed at the Advisory Board on 21/11/18 and agreed that the Progress Group and/or the Advisory Board would be a consultee on key regeneration matters including Farnborough Civic Quarter, The Galleries scheme, Rushmoor Development Partnership, Farnborough Growth Package and other strategies supporting or related to regeneration.</p> <p>Work on the Aldershot Town Centre Strategy and Farnborough Civic Quarter Masterplan was discussed at the meeting in April 2019.</p>	<p>Paul Brooks Head of Regeneration and Property Tel: (01252) 398544 <a href="mailto:paul.brooks@rushmoor.gov.uk">paul.brooks@rushmoor.gov.uk</a></p>

**POLICY AND PROJECTS ADVISORY BOARD****AGENDA PLANNING – 2018-2020**

<b>12th July 2018</b>	<ul style="list-style-type: none"> <li>• Leisure Facilities and Contracts</li> <li>• Response to T19 Consultation – street lighting, supported passenger transport services and concessionary travel</li> <li>• Hampshire Vision 2050 - Commission of Inquiry</li> </ul>
<b>30th August 2018</b>	<ul style="list-style-type: none"> <li>• Establishment of a Local Housing Company</li> </ul>
<b>19th September 2018</b>	<ul style="list-style-type: none"> <li>• Aldershot Town Centre Strategy</li> <li>• Fire and Rescue Combined Authority Consultation</li> <li>• Appointment of Rushmoor 2020 Modernisation and Improvement Programme Task and Finish Group</li> </ul>
<b>26th September 2018</b>	<ul style="list-style-type: none"> <li>• Establishment of a Local Housing Company</li> </ul>
<b>21st November 2018</b>	<ul style="list-style-type: none"> <li>• Scoping session – health, wellbeing and obesity</li> <li>• Regeneration – role of Aldershot and Farnborough Regeneration Groups</li> </ul>
<b>23rd January 2019</b>	<ul style="list-style-type: none"> <li>• Report from PPAB sub-groups</li> <li>• Farnborough Civic Quarter</li> </ul>
<b>3rd April 2019</b>	<ul style="list-style-type: none"> <li>• Aldershot Transition Plan and Town Centre Strategy</li> <li>• Farnborough Civic Quarter</li> <li>• Asset Management Plan</li> <li>• Conservation Area Reviews</li> </ul>
<b>5 June 2019</b>	<ul style="list-style-type: none"> <li>• Strategy for future investment in relation to playgrounds within the Borough</li> <li>• Results of Aldershot and Farnborough 2030 Consultation</li> </ul>
<b>31 July 2019</b>	<ul style="list-style-type: none"> <li>• Notice of Motion – Violence at Work Charter</li> </ul>
<b>25 September 2019</b>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>20 November 2019</b>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>22 January 2020</b>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>25 March 2020</b>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>10 June 2020</b>	<ul style="list-style-type: none"> <li>•</li> </ul>

## PROGRESS GROUP MEETINGS

Membership: Cllrs A.R. Newell, Marina Munro, Sophia Choudhary, J.B. Canty, M.J. Roberts and P.F. Rust (Standing Deputy – Cllr R.L.G. Dibbs)

<b>4th December 2018</b>	<ul style="list-style-type: none"> <li>• Review Progress Group's terms of reference</li> <li>• Farnborough Civic Quarter</li> <li>• Local Plan Policies</li> </ul>
<b>6th February 2019</b>	<ul style="list-style-type: none"> <li>• Monitor Local Action Group actions</li> <li>• Aldershot Town Centre Strategy</li> </ul>
<b>8th April 2019</b>	<ul style="list-style-type: none"> <li>• Strategy for future investment in relation to playgrounds within the Borough</li> <li>• Notice of Motion – Violence at Work Charter</li> <li>• Results of Aldershot and Farnborough 2030 Consultation</li> <li>• Forthcoming Regeneration matters</li> </ul>
<b>FUTURE MEETINGS</b>	<ul style="list-style-type: none"> <li>• Medium Term Financial Strategy/Budget Strategy</li> <li>• Fair Funding consultation</li> <li>• Rushmoor Development Partnership – Business Plan</li> <li>• Income Crisis – policy development</li> </ul>