

# **Living in Rushmoor – Tell us what you think**

**2022 Residents Survey**

Consultation report by Policy and Communications

## Contents

	Page
Summary	3
Introduction	6
Methodology	6
Responses	6
Results	8
• Section one: Local area	8
• Section two: Pride in place	20
• Section three: Wellbeing	28
Appendices	
• Appendix A. Copy of paper survey	35
• Appendix B. Copy of the article in Arena	39
• Appendix C – top five things that are important in making somewhere good to live and need improving by ward	40

## Summary

The survey was designed to understand what residents think of living in Aldershot and Farnborough. It included questions that had been previously asked and questions on wellbeing, so comparisons could be made with other datasets. The survey got over 1,000 responses.

### Local area

The average rating for Rushmoor (Aldershot and Farnborough) as a place to live was 5.79 (where 1 is being very dissatisfied and 10 is being very satisfied). Respondents from Farnborough are slightly more satisfied with Rushmoor as place to live than those from Aldershot but difference between the two towns is very small. Since the 2018 residents survey respondents from Farnborough are now less satisfied with Rushmoor as place to live, and respondents from Aldershot are now more satisfied with Rushmoor as place to live.

The top five most important factors to making somewhere good to live were:

- the level of crime
- health services,
- parks and open spaces,
- shopping facilities
- clean streets.

Since the 2018 residents survey, parks and open spaces have increased as an important factor to making somewhere good to live.

The same top five factors were identified by those respondents who lived in Aldershot and Farnborough but in a slightly different order. In the top five factors, shopping facilities are higher up Aldershot respondents list of important factors and health services are higher up the list for Farnborough respondents. The level of crime and shopping facilities are the most important factors in Aldershot wards and the level of crime and health services are the most important factor in Farnborough wards.

The five factors identified as most needing improvement are:

- road and pavement repairs
- shopping facilities
- clean streets
- the level of crime
- health services.

The level of crime, shopping facilities, clean streets and health services are all in both the top five factors in making somewhere good to live and the top five factors that need improving the most.

Two of the same top five factors that need improving the most were identified by those respondents who lived in Aldershot and Farnborough, these were road and pavement repairs and shopping facilities. However, Aldershot respondents' list included the level of crime, clean streets and activities for teenagers as needing improvement. Whereas Farnborough respondents' list included sports and leisure facilities, health services and the level of traffic congestion.

The main theme from the responses to the open question about what needs improving the most was around the town centres.

### Pride in place

51.3% of respondents felt that they very strongly or fairly strongly belonged to their local area, this is a similar percentage to when the question was asked in the 2008 Place Survey. However, the 2008 Place Survey result was nearly 10% lower than the South East and England averages. Overall, respondents from Farnborough felt more strongly that they belonged to their local area than those from Aldershot.

The main themes to why respondents felt proud to live in their local area was the sense of community/the people, followed by parks/nature/green open spaces.

27.8% respondents agreed (definitely agree and tend to agree) that that people in their local area pull together to improve the local area. A higher percentage of Aldershot respondents agreed that that people in their local area pull together to improve the local area, than Farnborough respondents.

40.2% of respondents had attended community events or activities in their local area or town in the past year, 37.7% hadn't and 20.5% were not aware of any community events or activities in their local area or town. The events most attended were Jubilee events, Victoria Day and Armed Forces events most of which took place in Aldershot. A higher percentage of respondents from Aldershot had attended community events and activities in the past year than those from Farnborough.

## Wellbeing

Although not directly comparable, the wellbeing questions indicated that ratings for Rushmoor are lower than the ones published in the subnational data explorer ([Subnational indicators explorer - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/subnational-data-explorer)).

Despite being less satisfied than Farnborough respondents with Rushmoor as place to live, Aldershot respondents are more satisfied with their lives, they feel that things they do in their life are more worthwhile and they reported being happier and less anxious

Although sample sizes are small, Cherrywood ward has the lowest wellbeing ratings in Farnborough and Knellwood ward has the highest. In Aldershot, North Town ward had the lowest wellbeing ratings and Aldershot Park ward has the highest.

## Introduction

The government published the Levelling Up White Paper in February 2022 and one of its objectives is to restore a sense of community, local pride and belonging within communities. As part of this work, each local authority will receive some money from the UK Shared Prosperity Fund. The primary goal of this money is to build pride in place and increase life chances across the UK. The survey was designed to understand what residents think of living in Aldershot and Farnborough, including:

- What is important to making somewhere good to live
- What needs improving
- If they have a sense of belonging to their local area
- What makes them proud to live in Aldershot or Farnborough
- Participation in local events and activities

To help councils to understand the unique strengths and opportunities of their local area, the Office of National Statistics has produced some statistics, these include indicators on wellbeing. The wellbeing indicators were included in the survey, so a comparison can be made to the published statistics for Rushmoor.

Some of the survey questions were based on questions previously asked in Rushmoor's 2018 residents survey and the 2008 Place Survey, this was so any changes in views could be identified.

## Methodology

The survey was an online survey, with paper copies available if requested (appendix A). The Survey was advertised in the summer edition of Arena (appendix B) and via the Council's social media.

The details of the survey were also sent to people who have signed up via email to receive news or information about consultations from Rushmoor Borough Council.

The survey ran from Monday 27 June 2022 until Sunday 7 August 2022.

## Responses

In total, there were 1,058 surveys returned (1,049 online and nine paper surveys).

Questions 1 and 2 of the survey were focused on place. Question 1 asked what town respondents lived in, so analysis could be undertaken on any differences in responses between the two towns and question 2 asked for respondents' postcodes, so the ward

respondents lived in could be identified to see if there were any differences in responses between smaller areas.

Of those who indicated that they lived in Aldershot or Farnborough in question 1 (1,047 answered Aldershot or Farnborough to this question), 650 (62.1%) indicated they lived in Farnborough and 397 (37.9%) indicated that they lived in Aldershot. In the 2011 Census 61.3% of Rushmoor residents lived in Farnborough and 38.7% of Rushmoor residents lived in Aldershot. The survey is very close to being representative of the population split between the two towns. Where applicable the results to the questions have been split by town.

The split of respondents between the wards is less representative. In total 1,021 respondents completed Question 2, which asked for the respondent's postcode, the number of responses by ward can be seen in the table below.

Ward (alphabetical)	Number	Percentage
Aldershot Park	58	5.7%
Cherrywood	54	5.3%
Cove and Southwood	104	10.2%
Empress	86	8.4%
Fernhill	71	7.0%
Knellwood	115	11.3%
Manor Park	99	9.7%
North Town	57	5.6%
Rowhill	88	8.6%
St. John's	64	6.3%
St. Mark's	54	5.3%
Wellington	49	4.8%
West Heath	66	6.5%
Incomplete postcode given or not in the area	56	5.5%
Total	1021	100%

The wards with the best response rates were Knellwood ward in Farnborough (115 surveys completed), Cove and Southwood ward in Farnborough (104 surveys completed) and Manor Park ward in Aldershot (99 surveys completed). These three wards also had the highest number of completed surveys (although in a different order) when a similar residents survey was carried out in 2018.

The wards with the lowest response rates were Wellington ward in Aldershot (49 surveys completed), Cherrywood ward in Farnborough and St Mark's ward Farnborough (54 surveys completed each). In 2018 residents survey Wellington ward and Cherrywood ward also had the lowest completion rates.

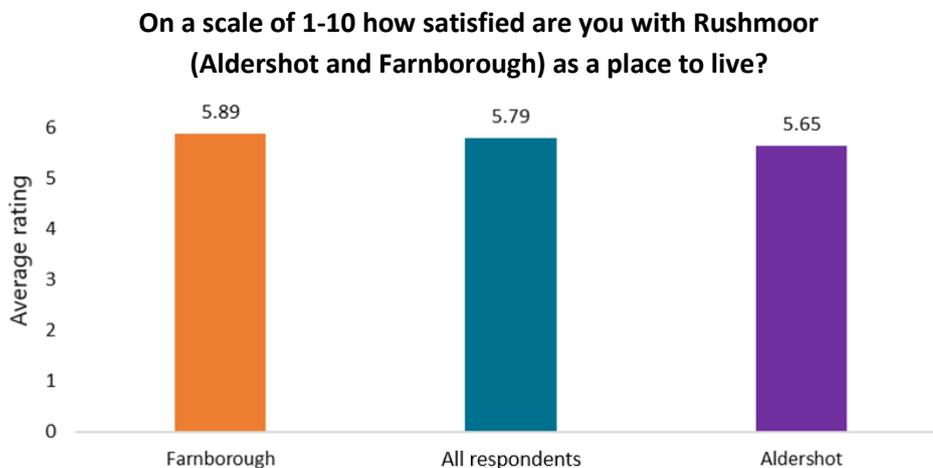
Although not all wards have a representative number of responses some of the results to the questions have been split by ward to give an indication of the differences between areas/wards.

## Results

### Section one: Local area

#### Question 3 - On a scale of 1-10 (with 1 being very dissatisfied and 10 being very satisfied) how satisfied are you with Rushmoor (Aldershot and Farnborough) as a place to live?

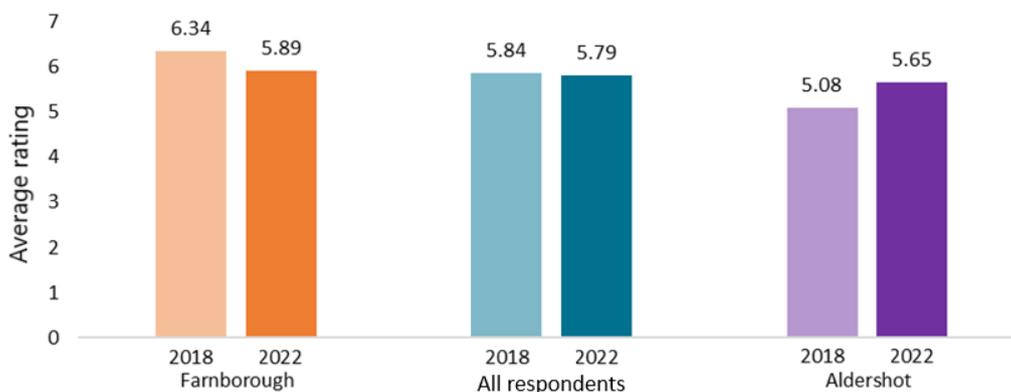
In total, 926 respondents filled in this question. Overall, the average rating for all respondents was 5.79 as a place to live. Respondents from Farnborough (5.89) were more satisfied with Rushmoor as a place to live than those from Aldershot (5.65). Although, Farnborough respondents are slightly more satisfied than Aldershot respondents the difference between the two towns is very small.



#### In comparison to the 2018 resident survey

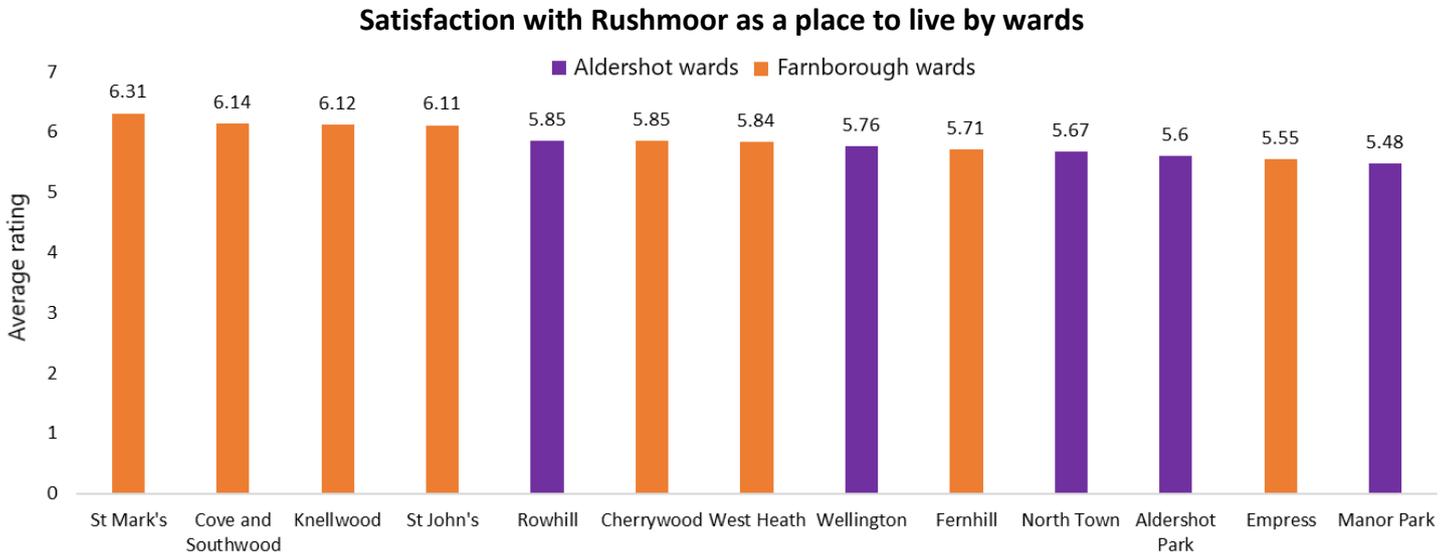
In 2018 residents survey the average rating for all respondents was 5.84, the rating for those from Farnborough being 6.34 and the rating for those from Aldershot being 5.08. This would suggest Farnborough respondents are now less satisfied with Rushmoor as place to live, and Aldershot respondents are now more satisfied with Rushmoor as place to live.

#### How satisfied are you with Rushmoor (Aldershot and Farnborough) as a place to live? 2018 compared with 2022



## Difference between wards

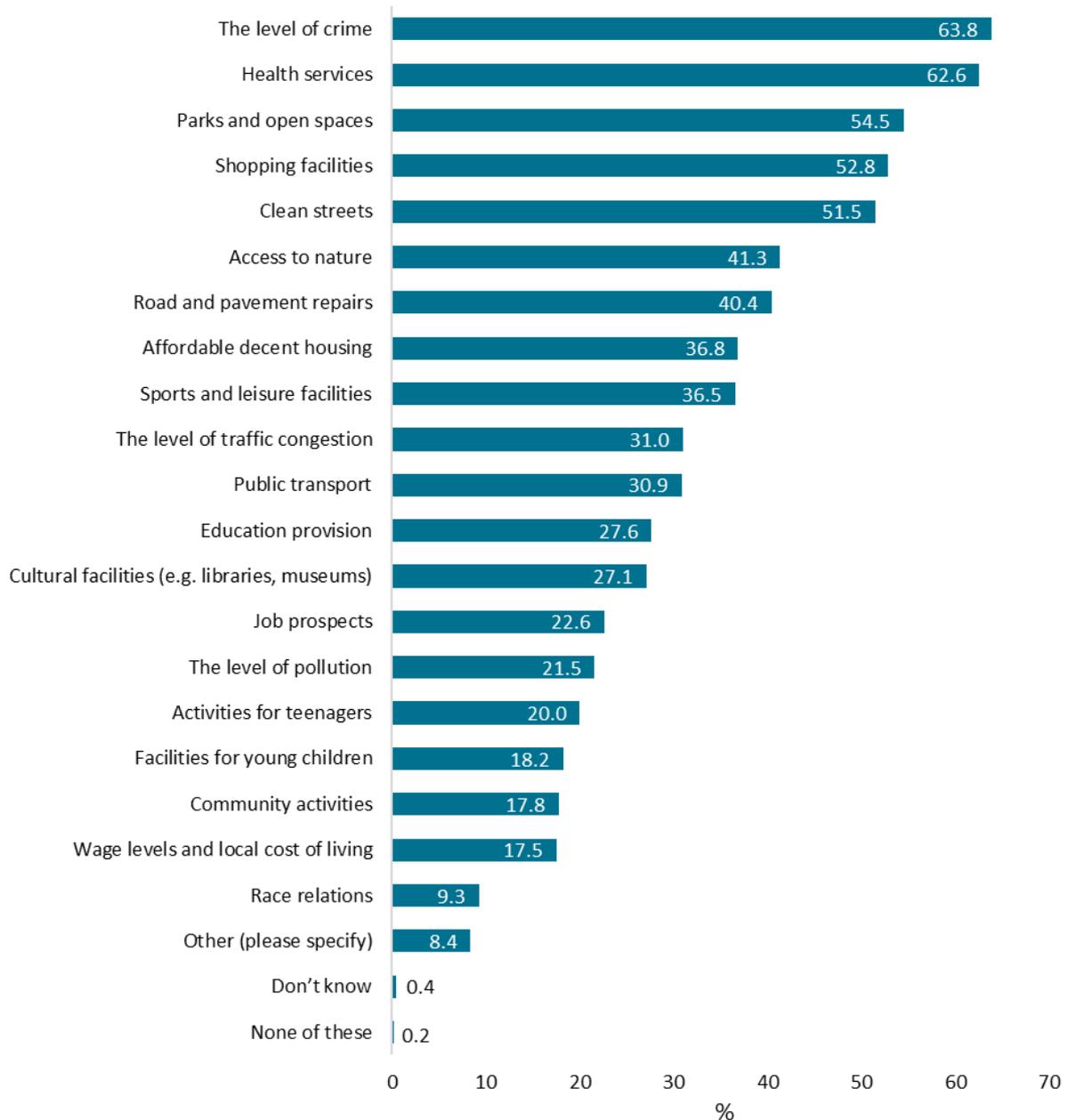
Although not all the wards have a representative number of responses, respondents living in Farnborough wards tend to be more satisfied living in Rushmoor, than those in Aldershot wards.



## Question 4- Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

In total 956 respondents completed in this question. The top five most important factors to making somewhere good to live were the level of crime (63.8% - 610 respondents), health services (62.6% – 598 respondents), parks and open spaces (54.5% - 521 respondents), shopping facilities (52.8% - 505 respondents) and clean streets (51.5% - 492 respondents). This does not mean these factors are most in need of change, a later question asks about what needs improving most.

### What is important in making somewhere a good place to live?



The question had an “Other please specify” box and 80 respondents completed this part of the question. The main theme for the responses (mentioned more than five times) were:

- All are important (mentioned in around 10 comments)
- Free parking/residential parking (mentioned in around 8 comments)
- Anti-social behaviour/drunks/drugs (mentioned in around 6 comments)
- More places/accessibility/activities for the disabled (mentioned in around 6 comments)
- Sense of place/community (mentioned in around 5 comments)
- More restaurants (mentioned in around 5 comments)

- Speeding (mentioned in around 5 comments)

### In comparison to the 2008 Place survey and the 2018 residents survey

In the 2008 Place Survey the same question was asked, due to the different methodology of the surveys the results are not directly comparable. However, it can give an indication to whether views have changed. The 2018 residents' survey had the same methodology and is directly comparable.

The same four factors are in the top list of items which make somewhere good to live in 2008, 2018 and 2022. Parks and open spaces have increased in importance from 2018 to 2022. Affordable decent housing was 5<sup>th</sup> on the list in 2008 and in 2022 it was 8<sup>th</sup> on the list.

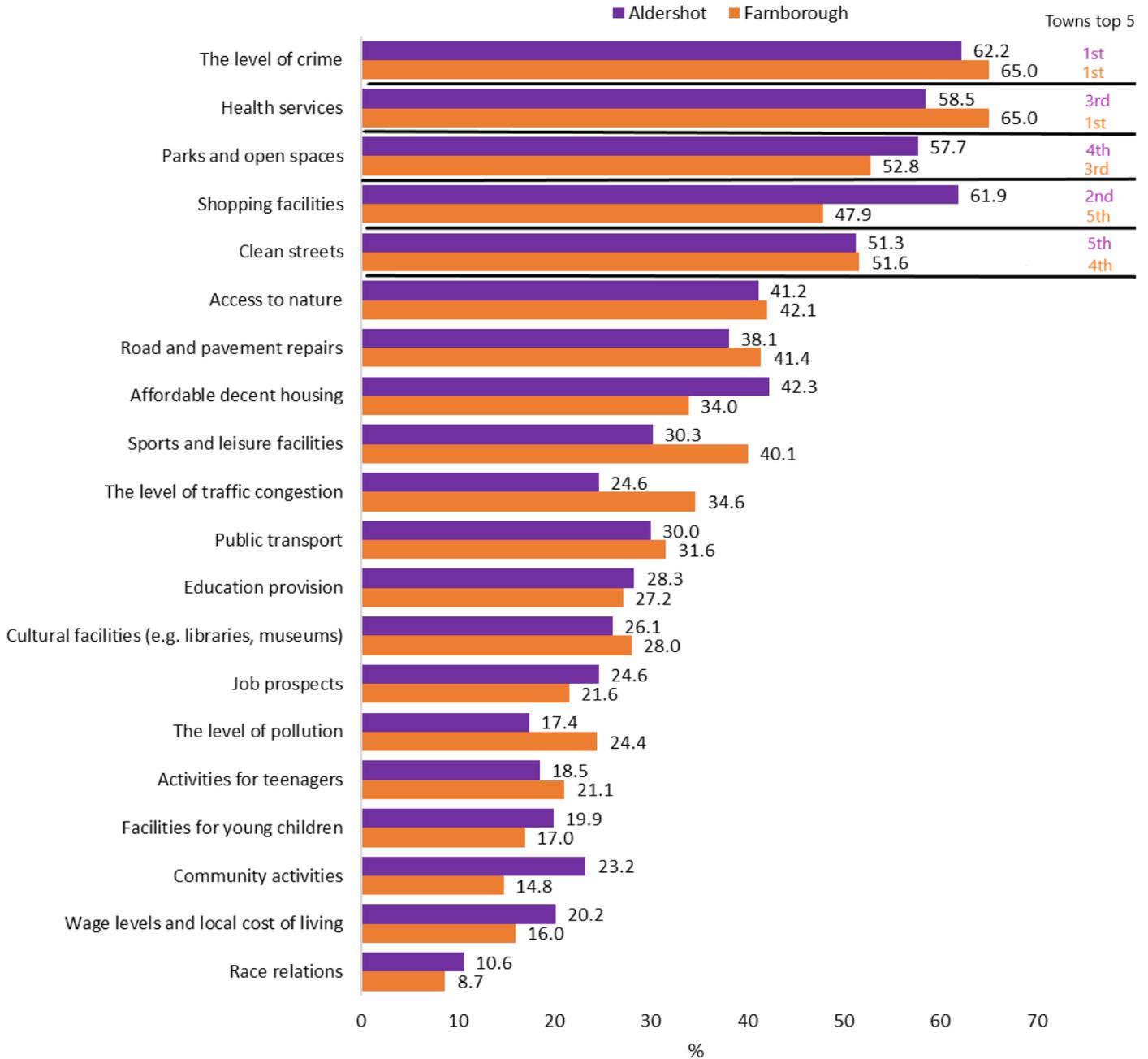
All responses	2008 Place Survey	2018 Residents Survey	2022 Residents Survey
1 <sup>st</sup>	The level of crime	The level of crime	The level of crime
2 <sup>nd</sup>	Clean streets	Health services	Health services
3 <sup>rd</sup>	Health services	Clean streets	Parks and open spaces
4 <sup>th</sup>	Shopping facilities	Shopping facilities	Shopping facilities
5 <sup>th</sup>	Affordable decent housing	Parks and open spaces	Clean streets

### Aldershot and Farnborough

357 respondents identified as living in Aldershot and 589 respondents identified as living in Farnborough filled in this question. The same top five factors were identified by those who lived in Aldershot and Farnborough but in a slightly different order. In Aldershot the most important factor was the level of crime (also first by Farnborough respondents). In Farnborough the joint most important factors were health services and the level of crime (health services was ranked third by Aldershot respondents).

Aldershot	Most important	Farnborough
The level of crime	1 <sup>st</sup>	Health services and the level of crime
Shopping facilities	2 <sup>nd</sup>	-
Health services	3 <sup>rd</sup>	Parks and open spaces
Parks and open spaces	4 <sup>th</sup>	Clean streets
Clean streets	5 <sup>th</sup>	Shopping facilities

## What is important in making somewhere a good place to live by town



The largest percentage difference between the towns is for shopping facilities (14.0% difference), followed by the level of traffic congestion (10.0% difference) then followed by sports and leisure facilities (9.8% difference)

### Town comparison to the 2018 residents survey

The 2018 residents' surveys had the same methodology and is directly comparable.

Although in a slightly different order, for Aldershot there is no change in the top five important factors that make somewhere good to live.

All responses Aldershot	2018 Resident Survey	2022 Resident Survey
1 <sup>st</sup>	Shopping facilities	The level of crime
2 <sup>nd</sup>	The level of crime	Shopping facilities
3 <sup>rd</sup>	Clean streets	Health services
4 <sup>th</sup>	Health services	Parks and open spaces
5 <sup>th</sup>	Parks and open spaces	Clean streets

Although in a slightly different order, for Farnborough there is no change in the top five important factors that make somewhere good to live.

All responses Farnborough	2018 Resident Survey	2022 Resident Survey
1 <sup>st</sup>	The level of crime	Health services and the level of crime
2 <sup>nd</sup>	Health services	-
3 <sup>rd</sup>	Clean streets	Parks and open spaces
4 <sup>th</sup>	Parks and open spaces	Clean streets
5 <sup>th</sup>	Shopping facilities	Shopping facilities

### Ward comparison

Although not all wards have a representative number of responses this question has been split by ward to give an indication of the differences between wards.

The most important factor in making somewhere good to live in Aldershot is the level of crime, all the wards apart from Manor Park ward had this at the top of the list. Manor Park ward shopping facilities at the top of the list. North Town and Rowhill wards both had more than one factor at the top of the list.

Aldershot wards	Most important 2022
Aldershot Park	The level of crime
Manor Park	Shopping facilities
North Town	The level of crime and shopping facilities
Rowhill	The level of crime, parks and open spaces and shopping facilities
Wellington	The level of crime

In Farnborough the most important factor in making somewhere good to live was the health services and the level of crime, all wards had either health services or the level of crime at the top of the list.

Farnborough wards	Most important 2022
Cherrywood	The level of crime
Cove and Southwood	Health services
Empress	The level of crime
Fernhill	The level of crime

Knellwood	The level of crime
St. Johns	Health services
St. Marks	The level of crime
West Heath	Health services

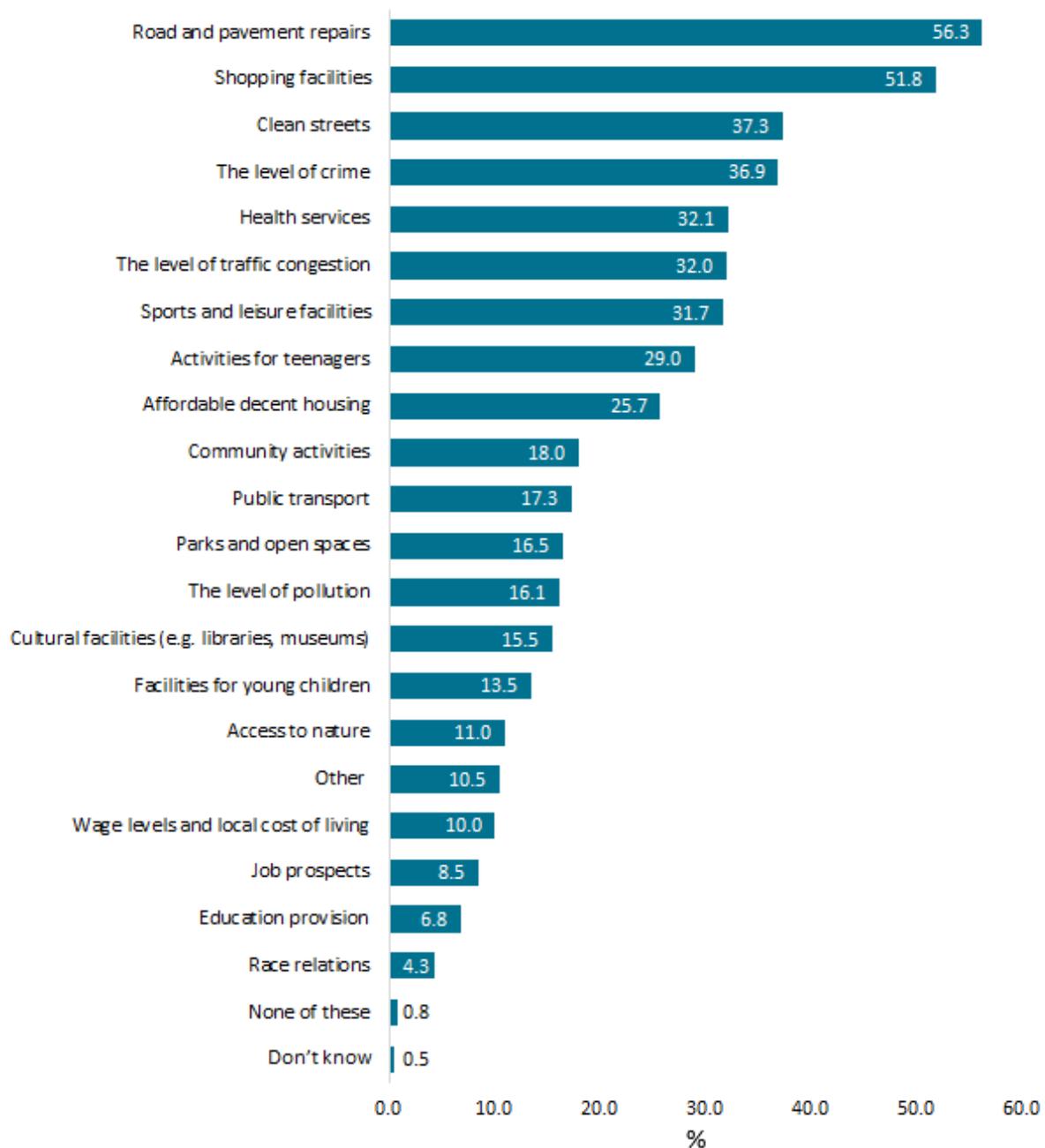
The top five factors that are important in making somewhere good to live by ward is included in appendix C.

**Question 5 - Thinking about your local area (please consider your local area to be the area within 15-20 minutes walking distance from your home), which of the things below, if any, do you think needs improving?**

In total 956 respondents filled in this question. The five factors most needing improvement are road and pavement repairs (56.3% - 538 respondents), shopping facilities (51.8% – 495 respondents), clean streets (37.3% - 357 respondents), the level of crime (36.9% - 353 respondents) and health services (32.1 – 307 respondents).

Fifth place was very close, 307 respondents choose health facilities, 306 respondents choose the level of traffic congestion, and 303 respondents choose sports and leisure facilities.

### What needs improving the most?



The question had an “Other please specify” box and 100 respondents filled in this part of the question. The main theme for the responses (mentioned more than five times) were:

- Parking/enforcement (mentioned in around 17 comments)
- Deal with hedges and weeds/grass cutting (mentioned in around 8 comments)
- Deal with speeding (mentioned in around 7 comments)
- Deal with anti-social behaviour (mentioned in around 6 comments)
- Deal with drug users (mentioned in around 5 comments)
- More leisure and cultural activities venues (mentioned in around 5 comments)

- More restaurants (5 comments)

### Comparison with 2008 Place Survey and 2018 residents survey

In the 2008 Place Survey the same question was asked, due to the different methodologies of the surveys the results are not directly comparable. However, it can give an indication to whether views have changed.

From 2008 to 2018 activities for teenagers had dropped off the top five list of factors in need of improving, and clean streets had entered the top five list. From 2018 to 2022 the level of traffic congestion has dropped off the top five list of factors in need of improving and health services had entered the top five list. But, as noted above in 2022 the difference between health services making the top five list and the level of traffic congestion was one vote.

All responses	2008	2018	2022
1 <sup>st</sup>	Activities for teenagers	Road and pavement repairs	Road and pavement repairs
2 <sup>nd</sup>	Shopping facilities	Shopping facilities	Shopping facilities
3 <sup>rd</sup>	Road and pavement repairs	The level of traffic congestion	Clean streets
4 <sup>th</sup>	The level of traffic congestion	Clean streets	The level of crime
5 <sup>th</sup>	The level of crime	The level of crime	Health services

### Aldershot and Farnborough

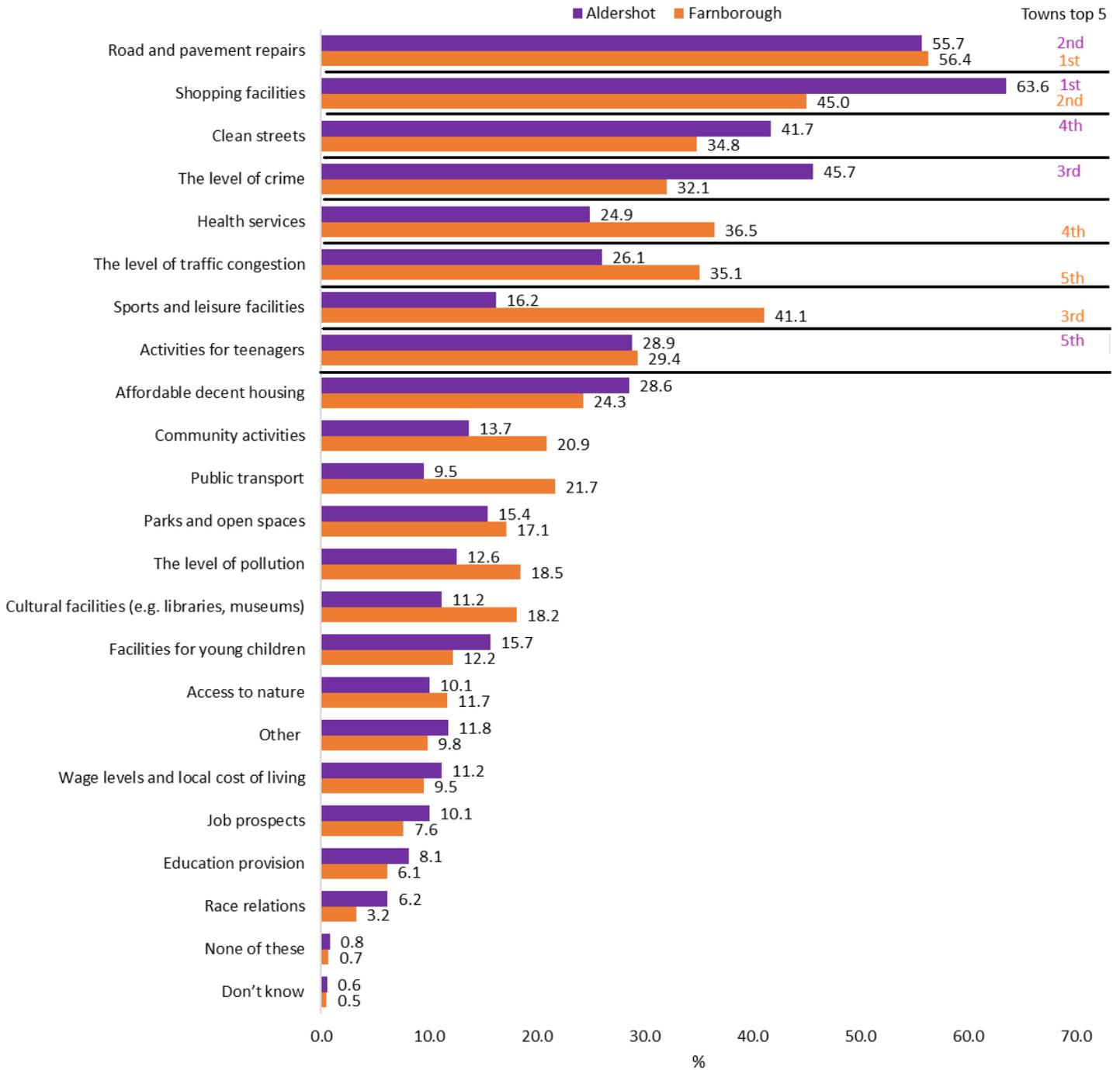
357 respondents identified as living in Aldershot and 589 respondents identified as living in Farnborough completed this question.

Two of the same top five factors were identified by those who lived in Aldershot and Farnborough, these were road and pavement repairs and shopping facilities.

In addition Aldershot respondents' list included the level of crime, clean streets and activities for teenagers as needing improvement. Whereas Farnborough respondents' list included sports and leisure facilities, health services and the level of traffic congestion.

Aldershot	Need improving	Farnborough
Shopping facilities	1 <sup>st</sup>	Road and pavement repairs
Road and pavement repairs	2 <sup>nd</sup>	Shopping facilities
The level of crime	3 <sup>rd</sup>	Sports and leisure facilities
Clean streets	4 <sup>th</sup>	Health services
Activities for teenagers	5 <sup>th</sup>	The level of traffic congestion

### What needs improving the most by town



The largest percentage difference between the towns is for sports and leisure facilities (24.8% difference), followed by shopping facilities (18.6% difference) then followed by the level of crime (13.6% difference)

## Town comparison with 2008 Place Survey and 2018 residents survey

In the 2008 Place Survey the same question was asked, due to the different methodologies of the surveys the results are not directly comparable. However, it can give an indication to whether views have changed.

In Aldershot, from 2008 to 2018 activities for teenagers has dropped from the top five list of factors that need improving and affordable decent housing entered the top five list. In 2022 this reversed and activities for teenagers was back in the top five things that need improving.

Aldershot	2008	2018	2022
1 <sup>st</sup>	Activities for teenagers	Shopping facilities	Shopping facilities
2 <sup>nd</sup>	The level of crime	Road and pavement repairs	Road and pavement repairs
3 <sup>rd</sup>	Shopping facilities	Clean streets	The level of crime
4 <sup>th</sup>	Road and pavement repairs	The level of crime	Clean streets
5 <sup>th</sup>	Clean streets	Affordable decent housing	Activities for teenagers

In Farnborough, from 2018 to 2022 activities for teenagers and clean streets dropped from the top five list of factors that need improving, and sports and leisure facilities and clean streets entered the top five list.

Farnborough	2008	2018	2022
1 <sup>st</sup>	Activities for teenagers	Road and pavement repairs	Road and pavement repairs
2 <sup>nd</sup>	The level of traffic congestion	The level of traffic congestion	Shopping facilities
3 <sup>rd</sup>	Road and pavement repairs	Shopping facilities	Sports and leisure facilities
4 <sup>th</sup>	Shopping facilities	Clean streets	Health services
5 <sup>th</sup>	Clean streets	Activities for teenagers	The level of traffic congestion

## Ward comparison

Although not all wards have a representative number of responses the question has been split by ward to give an indication of the differences between wards.

The factor that needs improving most in Aldershot is shopping facilities, all the wards had this at the top of the list. Aldershot Park ward also had pavement repairs at the top of the list.

Aldershot wards	Most needs improving 2022
Aldershot Park	Road and pavement repairs and shopping facilities
Manor Park	Shopping facilities
North Town	Shopping facilities
Rowhill	Shopping facilities
Wellington	Shopping facilities

In Farnborough the area that needed improving the most was identified as road and pavement repairs, six of the wards had this at the top of their list. Empress ward and Knellwood ward had Sports and Leisure facilities at the top of the list.

Farnborough wards	Most needs improving 2022
Cherrywood	Road and pavement repairs
Cove and Southwood	Road and pavement repairs
Empress	Sports and Leisure facilities
Fernhill	Road and pavement repairs
Knellwood	Sports and Leisure facilities
St. Johns	Road and pavement repairs
St. Marks	Road and pavement repairs
West Heath	Road and pavement repairs

The top five things that need improving by ward is included in appendix C.

### Question 6 - What, if anything, do you think needs improving the most in your town?

In total 818 respondents completed this question. The main theme from the responses was around the town centres needing improving and the need for shops (mentioned in around 360 comments). The need for more / better restaurants was mentioned in around 50 of these comments.

The other themes from the comment (mentioned more than 10 times) were:

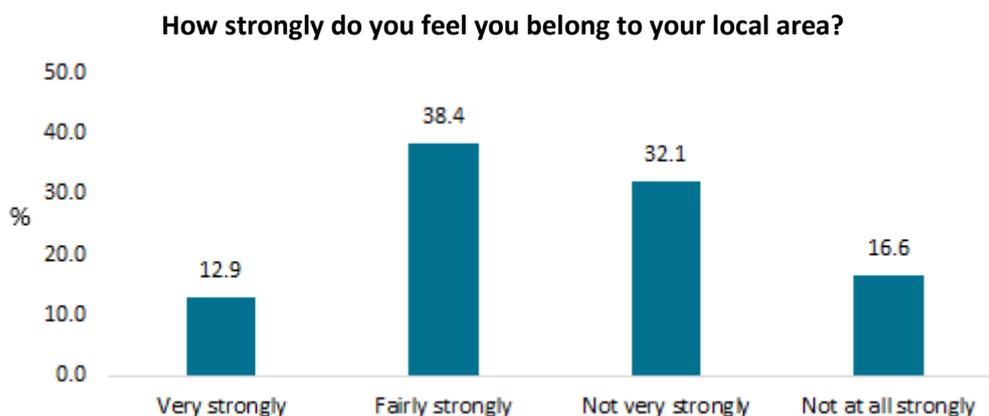
- Crime and anti-social behaviour, including police presence (mentioned in around 115 comments). Drug use and dealing was mentioned in around 40 of these comments.
- The state of the roads and pavements, especially potholes (mentioned in around 90 comments)
- The need for sports and leisure facilities, including comments about the demolition of the Farnborough Leisure centre (mentioned in around 85 comments)
- The amount rubbish / litter and cleanliness / tidiness of the area (mentioned in around 75 comments). Fly tipping was mentioned in around 10 of these comments and dog poo was also mentioned in around 10 of these comments.
- Issues with parking / need for free parking (mentioned in around 40 comments)
- Speeding (mentioned in around 30 comments)
- Better / more affordable public transport (mentioned in around 30 comments)
- Affordable housing (mentioned in around 25 comments)
- Facilities/activities for teenagers (mentioned in around 25 comments)
- Maintenance / cutting of grass and verges (mentioned in around 20 comments)
- Traffic congestion (mentioned in around 20 comments)
- More community facilities / activities / events (mentioned in around 20 comments)
- Negative comments about the number of flats (mentioned in around 20 comments)

- More cultural facilities (mentioned in around 15 comments)
- More trees / protect trees / better maintain trees (mentioned in around 15 comments)
- Noise and pollution concerns (mentioned in around 15 comments)
- Better / safer cycle routes (mentioned in around 10 comments)
- The need for more community spirit/pride/belonging (mentioned in around 10 comments)
- Facilities / activities for children (mentioned in around 10 comments)
- More things to do in the evening / nightlife (mentioned in around 10 comments)
- Concerns over infrastructure (mentioned in around 10 comments)
- Negative comments about immigration (mentioned in around 10 comments)
- Help for the homeless people (mentioned in around 10 comments)
- Improved health services (mentioned in around 10 comments)
- More/protected/better access to green spaces and nature (mentioned in around 10 comments)

## Section two: Pride in Place

### Question 7: How strongly do you feel you belong to your local area?

In total there were 920 valid responses to this question (excluding the 13 “I don’t know” responses). Overall, 51.3% (472) respondents felt they very strongly or fairly strongly belonged to their local area, 48.7% (448) respondents felt not very or not at all strongly.

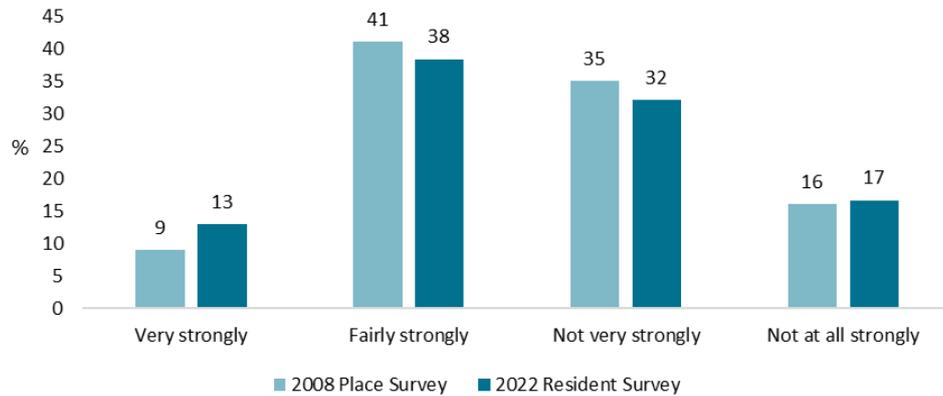


### In comparison to other surveys

In the 2008 Place Survey a similar same question was asked, due to the different methodology of the surveys and slight differences in the wording (local area vs neighbourhood), the results are not directly comparable. However, it can give an indication to whether views have changed.

The result of the two surveys are broadly similar. However, it should be noted that in 2008 the percentage of respondents that felt they strongly and fairly strongly belonged to their immediate neighbourhood in Rushmoor was nearly 10% lower, than the South East and England averages.

**Sense of belonging to immediate neighbourhood in 2008 and local area in 2022**



This question is recommended by the Local Government Association (LGA)\* but there is no benchmarking data produced by the LGA. However, the question was asked in the Community Life Survey 2020/21 by the Department for Digital, Culture, Media and Sport\*\*. The surveys are not directly comparable due to method and slight differences in the wording (local area vs neighbourhood). The survey estimates that 65% of people aged 16 and over in England said they felt strongly or fairly strongly that they belonged to their neighbourhood.

The result from the 2022 Residents Survey is lower than the average for England in the Community Life Survey.

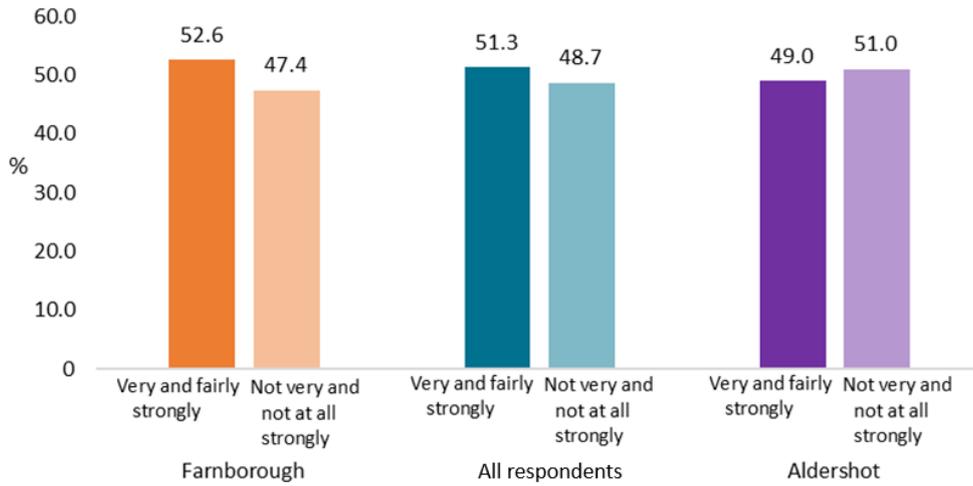
\*[Benchmarking resident satisfaction data | Local Government Association](#)

\*\*[Community Life Survey 2020/21 - GOV.UK \(www.gov.uk\)](#)

### Difference between towns

In total 565 respondents from Farnborough and 345 respondents from Aldershot completed this question (excluding any who answered “I don’t know”). Overall, Farnborough respondents felt more strongly that they belonged to their local area than those from Aldershot.

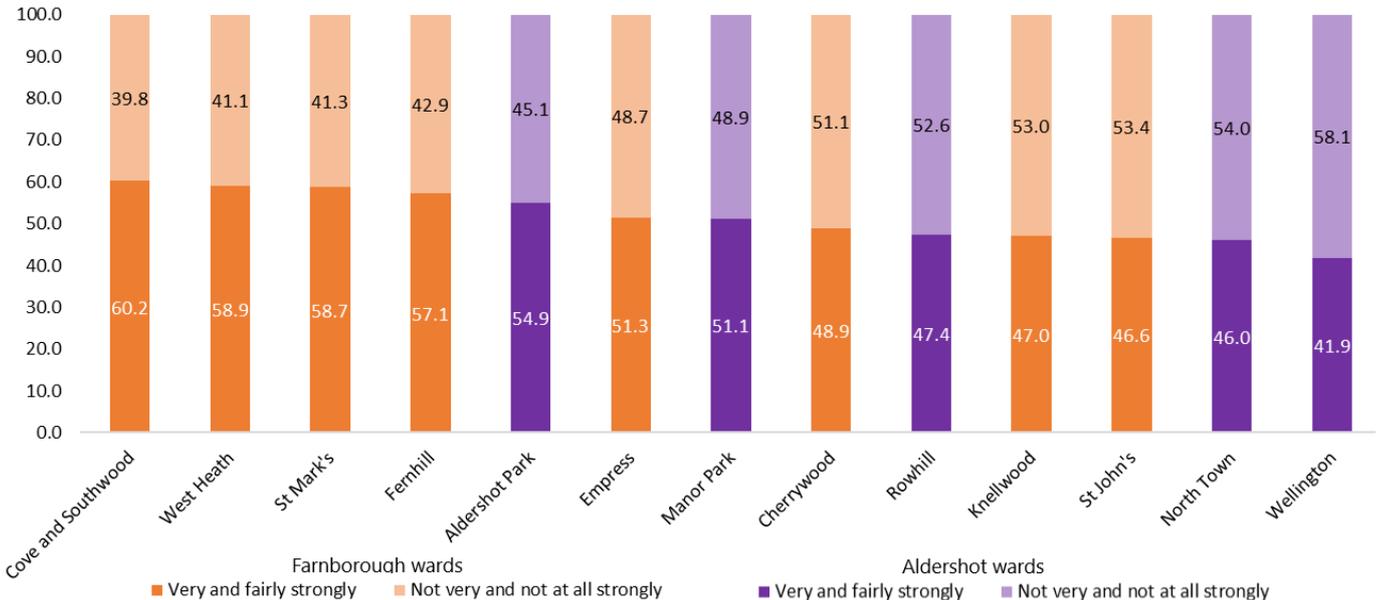
### How strongly do you feel you belong to your local area?



### Difference between wards

Although not all the wards have a representative number of responses, Cove and Southwood wards have the highest sense of belonging with over 60% feeling that they very strongly or fairly strongly belonged to their local area. Wellington ward had the lowest sense of belonging with 41.9% feeling that they very strongly or fairly strongly belonged to their local area.

### How strongly do you feel you belong to your local area?



### Question 8: What, if anything, makes you proud to live in your local area?

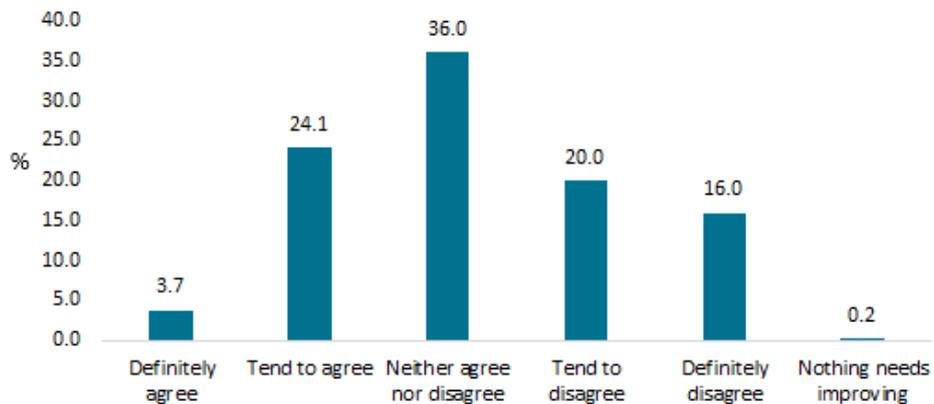
In total 628 respondents completed this question the main themes (all those mentioned over 10 times) of the responses were:

- Sense of community / the people (mentioned in around 140 comments). Including:
  - Friendly people (mentioned in around 40 comments)
  - Good neighbours (mentioned in around 30 comments)
- Parks / nature / green open spaces (mentioned in around 130 comments). Including:
  - Parks (mentioned in around 50 comments)
  - Flowers and roundabouts (mentioned in around 15 comments)
  - Trees and woodlands (mentioned in around 15 comments)
  - Good areas for walks / in walking distance (mentioned in around 15 comments)
- Nothing/not a lot (mentioned in around 110 comments)
- History and heritage (mentioned in around 105 comments). Including:
  - Military / home of the British army (mentioned in around 40 comments)
  - Aviation / RAE (mentioned in around 30 comments)
- Good transport links to other places / location (mentioned in around 30 comments)
- Facilities in the area (Lido, West End Centre, Shops, Hospital etc) (mentioned in around 30 comments)
- The diversity of the area (mentioned in around 20 comments)
- The Airshow (mentioned in around 15 comments)
- Safe area /low crime (mentioned in around 15 comments)
- Schools and education facilities (mentioned in around 15 comments)
- Events and activities (mentioned in around 15 comments)

**Question 9: To what extent would you agree or disagree that people in this local area pull together to improve the local area?**

In total there were 896 valid responses to this question (excluding the 33 who answered “I don’t know”). Overall, 35.9% (322) respondents disagreed (definitely disagree or tend to disagree) that that people in their local area pull together to improve the local area. Only, 27.8% (249) respondents agreed (definitely agree or tend to agree) that that people in their local area pull together to improve the local area.

**To what extent would you agree or disagree that people in this local area pull together to improve the local area?**



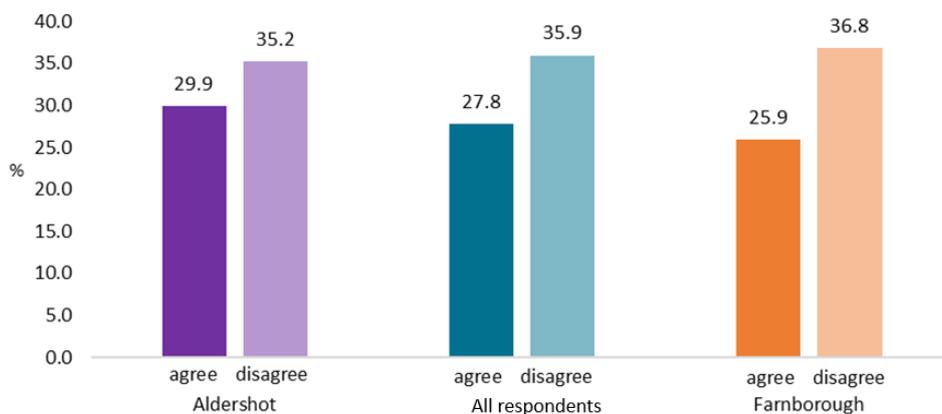
**In comparison to other surveys**

This question is also recommended by the LGA and there is no benchmarking data produced by the LGA. Also like the question 7, the question is included in the Community Life Survey 2020/21. However, the question is worded differently and doesn't have a neither agree or disagree option. To enable benchmarking in future the question should be changed to reflect the Community Life Survey.

**Difference between towns**

In total 549 respondents from Farnborough and 338 from Aldershot completed this question (excluding the "I don't know" responses). Overall, a higher percentage of Aldershot respondents (29.9%) agreed (definitely agree or tend to agree) that that people in their local area pull together to improve the local area, than Farnborough respondents (25.9%).

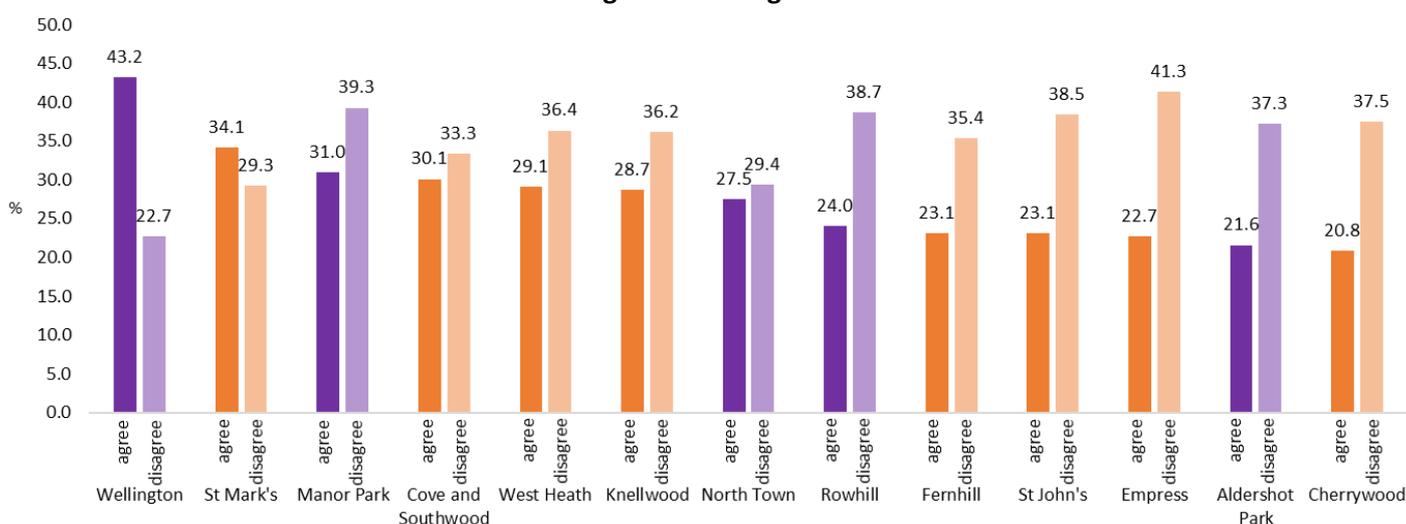
**To what extent would you agree or disagree that people in this local area pull together to improve the local area?**



## Difference between wards

Although not all the wards have a representative number of responses, Wellington ward had highest percentage of agreement (definitely agree or tend to agree) that that people in their local area pull together to improve the local area (43.2%). Empress ward had highest percentage of disagreement (definitely disagree or tend to disagree) that that people in their local area pull together to improve the local area (41.3%). Only Wellington ward and St Mark’s ward had more people agree than disagree.

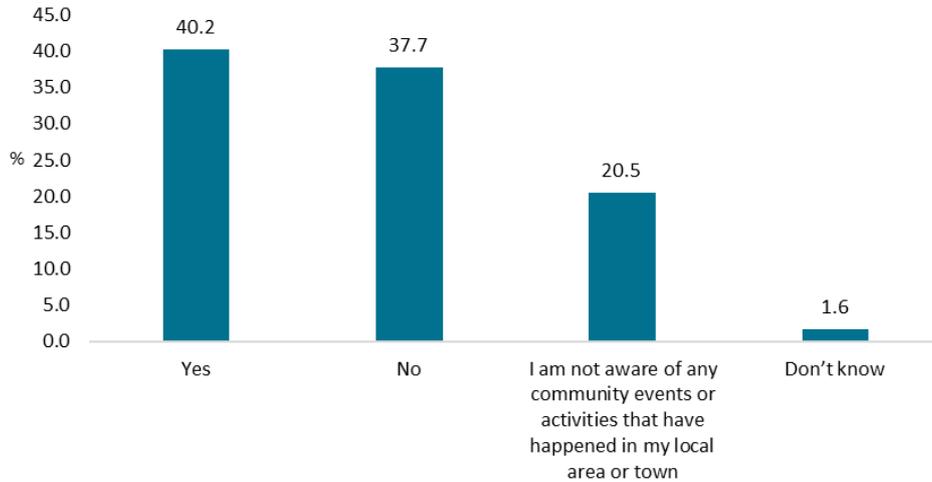
**To what extent would you agree or disagree that people in this local area pull together to improve the local area?  
In order of agreement - highest to lowest**



## Question 10: Have you attended any community events or activities in your local area or town in the past year?

In total 928 respondents completed this question. 40.2% (373 respondents) had attended community events or activities in their local area or town in the past year, 37.7% (350 respondents) hadn't, 190 respondents (20.5%) were not aware of any community events or activities in their local area or town and 15 respondents (1.6%) didn't know.

**Have you attended any community events or activities in your local area or town in the past year?**



The question asked what event the respondents have attended, in total 293 respondents completed this part of the question.

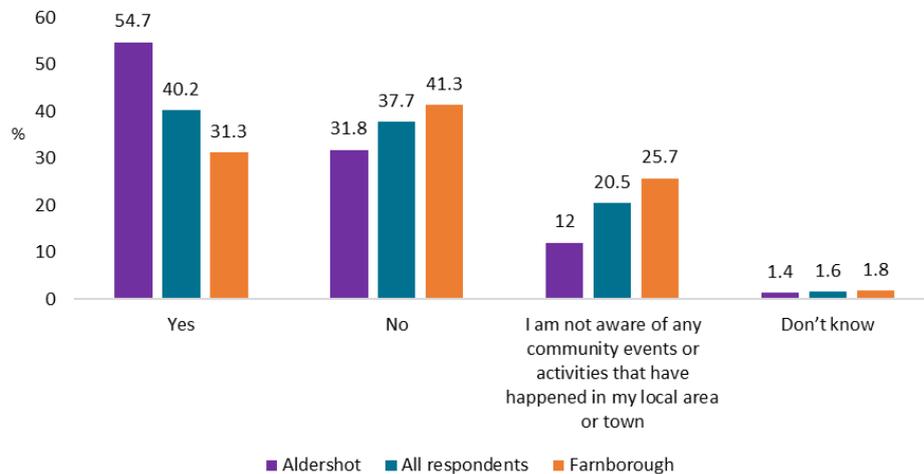
- 63 respondents attended Jubilee events
- 56 respondents attended Victoria day
- 35 respondents attended Armed forces day / Airborne forces parade / Falklands parade
- 22 respondents attended the Donkey Deby
- 17 respondents attended street parties (some of which were Jubilee street parties)
- 15 respondents attended Christmas activities /events
- 14 respondents attended Cove Brook open day
- 15 respondents attended pop n picnic/music in the park/proms in the park
- 11 respondents attended North Camp Summer Fayre
- 8 respondents attended car shows
- 8 respondents attended events in the town centre
- 8 respondents attend event at schools
- 7 respondents attended craft fairs
- 7 respondents attend events at the West End Centre
- 6 respondents attended events in Princes Gardens/at the bandstand
- 6 respondents attended fireworks
- 5 respondents attend carol concerts

**Difference between towns**

In total 569 Farnborough respondents and 349 Aldershot respondents completed this question (excluding the “I don’t know” responses). Overall, a higher percentage of Aldershot

respondents (54.9%) had attended community events and activities in the past year than Farnborough respondents (31.3%).

**Have you attended any community events or activities in your local area or town in the past year?**

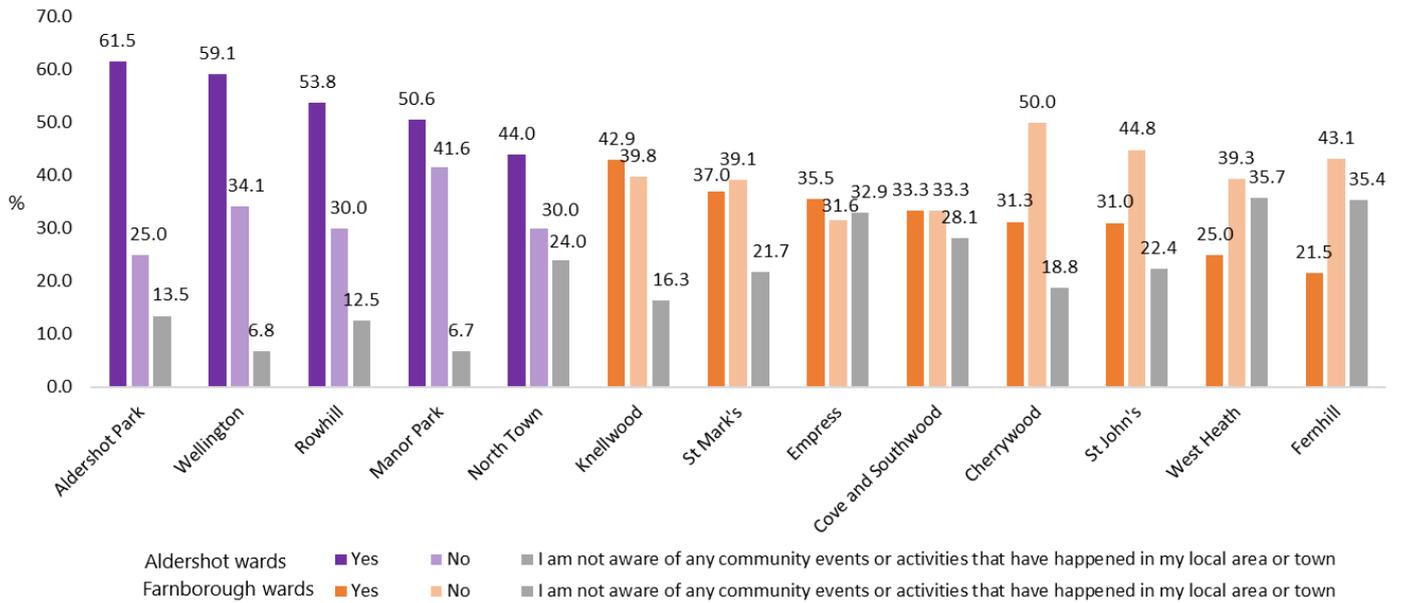


**Difference between wards**

Although not all the wards have a representative number of responses, all the wards in Aldershot had higher level of attendance to community events and activities in the past year than the wards in Farnborough. Aldershot Park ward had the highest level of attendance (61.5%) and Fernhill ward had the lowest level of attendance (21.5%). West Heath ward had the highest percentage of respondents (35.7%), that were not aware of any community events or activities in their local area or town.

**Have you attended any community events or activities in your local area or town in the past year?**

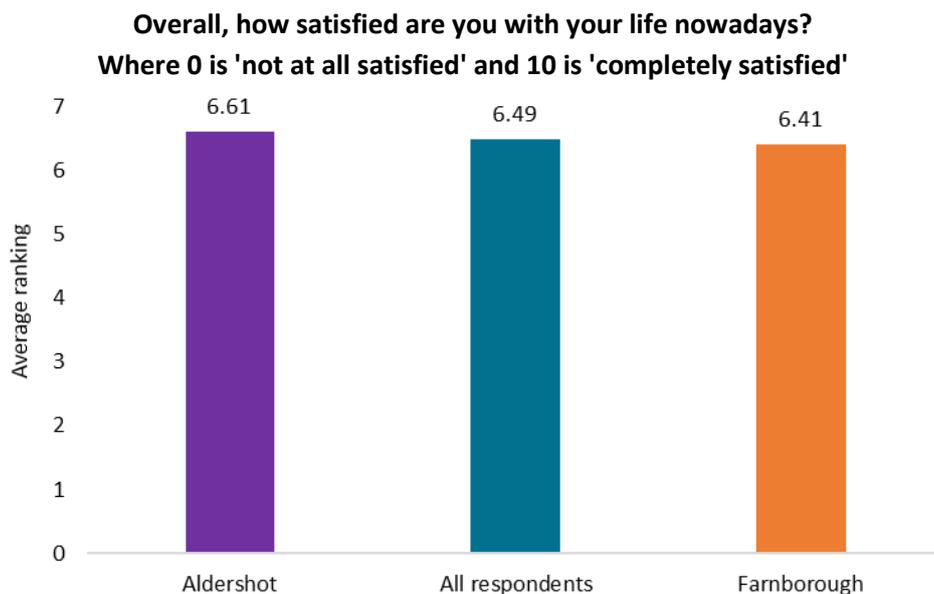
**In order of highest level of attendance**



**Section three: Wellbeing**

**Question 11: Overall, how satisfied are you with your life nowadays? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'**

In total, 908 respondents completed this question, including 554 from Farnborough and 344 from Aldershot. Aldershot respondents appear to be more satisfied with their lives than Farnborough respondents.



Data from 2020/21 used in the subnational data explorer by the Office for National Statistics reports that Rushmoor’s rating for life satisfaction was 7.6. Although not directly comparable due to survey methods, Rushmoor’s survey appears to show lower life satisfaction levels.

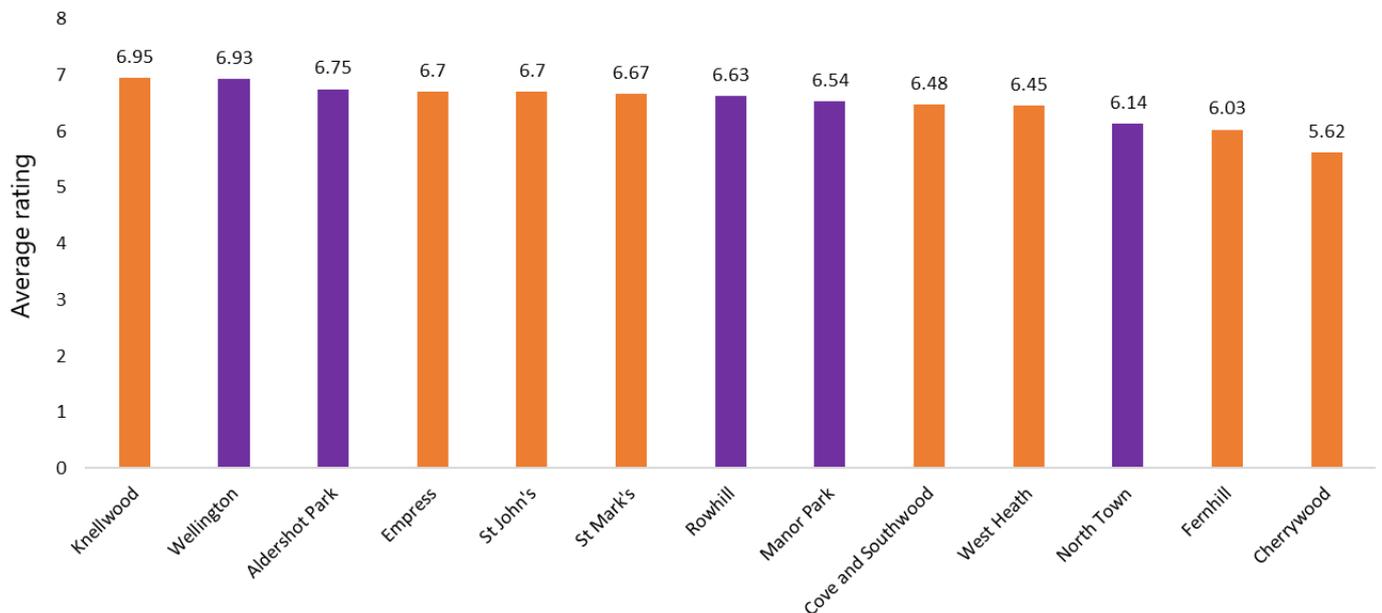
### Difference between wards

Although not all the wards have a representative number of responses, Knellwood ward has the highest level of satisfaction and Cherrywood ward has the lowest level of satisfaction.

#### Overall, how satisfied are you with your life nowadays?

Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'

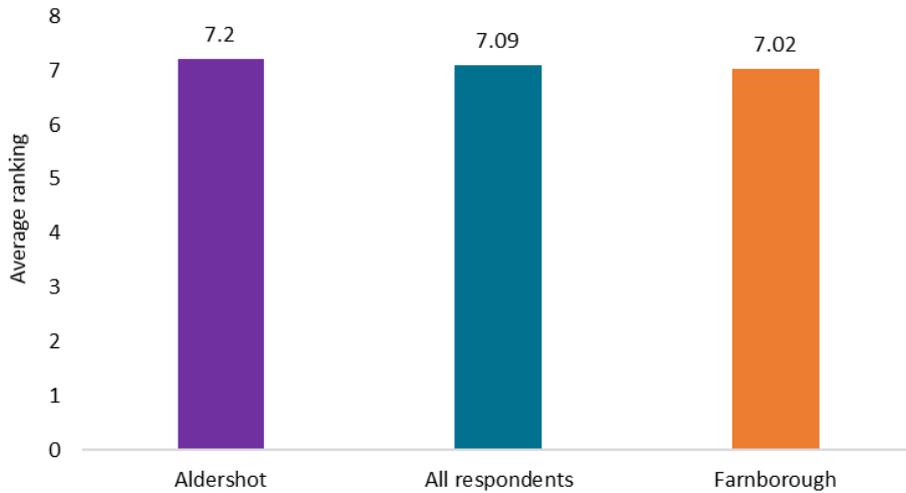
■ Farnborough wards     ■ Aldershot wards



#### Question 12: Overall, to what extent do you feel the things you do in your life are worthwhile? Where 0 is 'not at all worthwhile' and 10 is 'completely worthwhile'

In total, 907 respondents completed this question, including 554 from Farnborough and 343 from Aldershot. Aldershot respondents appear to feel that things in they do with their life is more worthwhile than those from Farnborough.

**Overall, to what extent do you feel the things you do in your life are worthwhile?  
Where 0 is 'not at all worthwhile' and 10 is 'completely worthwhile'**

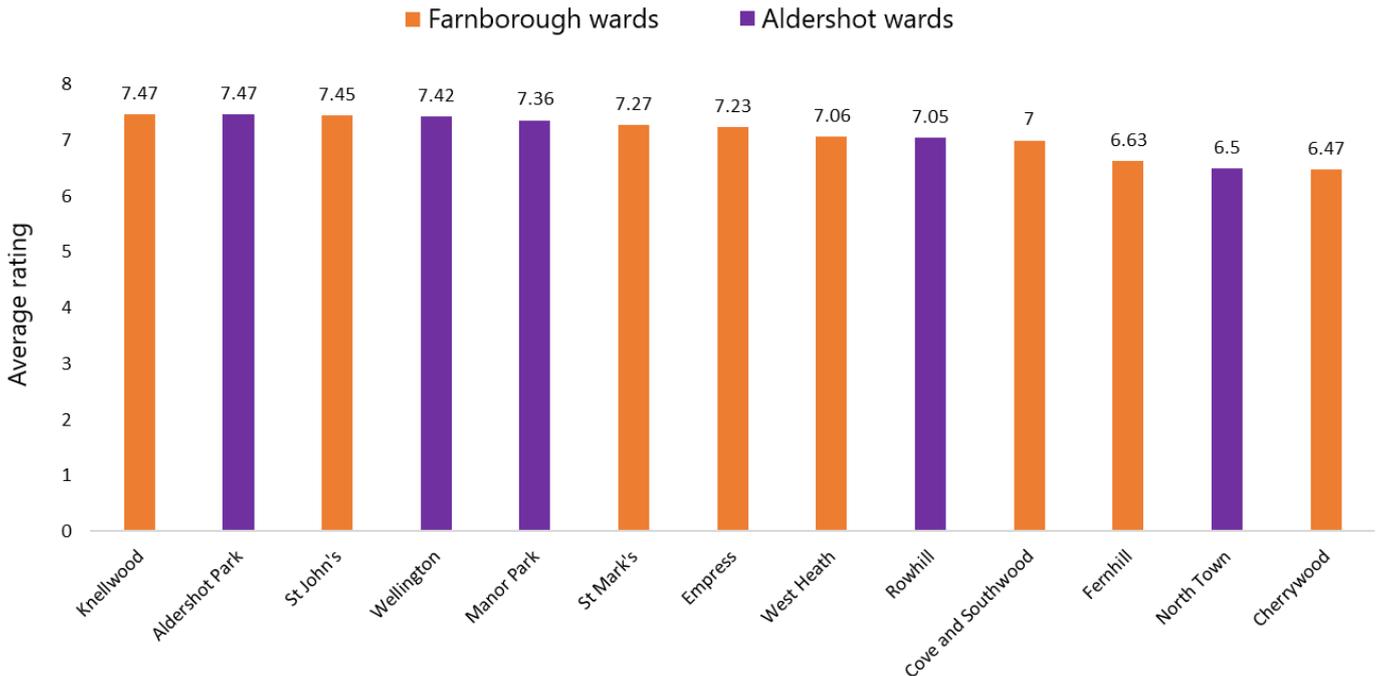


Data from 2020/21 used in the subnational data explorer by the ONS, shows Rushmoor’s rating was 8.1 for feeling life is worthwhile. Although not directly comparable due to survey methods, Rushmoor’s survey appears to show lower reported scores for this question. .

**Difference between wards**

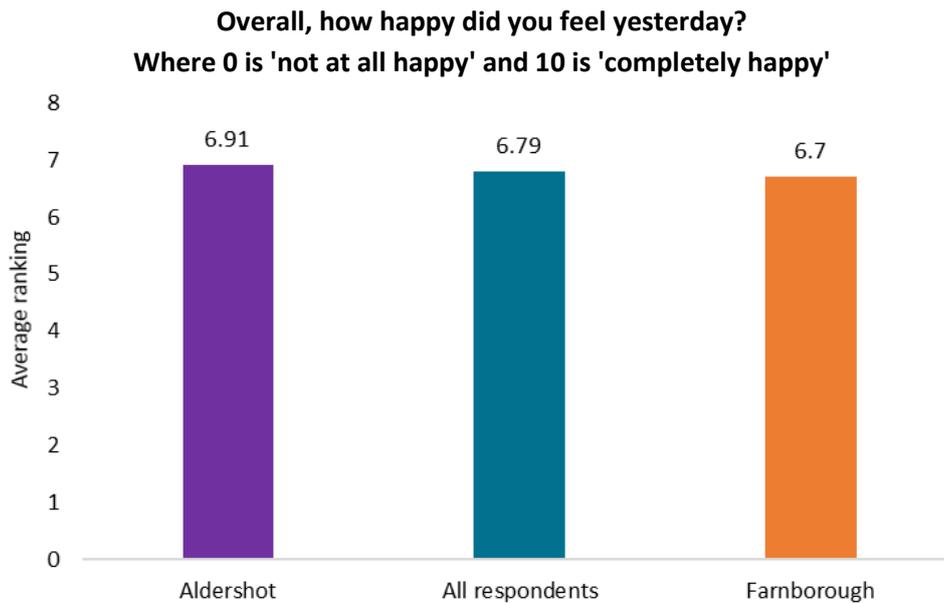
Although not all the wards have a representative number of responses, Knellwood ward has the highest reported scores for this question and Cherrywood ward has the lowest level reported scores.

**Overall, to what extent do you feel the things you do in your life are worthwhile?  
Where 0 is 'not at all worthwhile' and 10 is 'completely worthwhile'**



**Question 13: Overall, how happy did you feel yesterday? Where 0 is 'not at all happy' and 10 is 'completely happy'.**

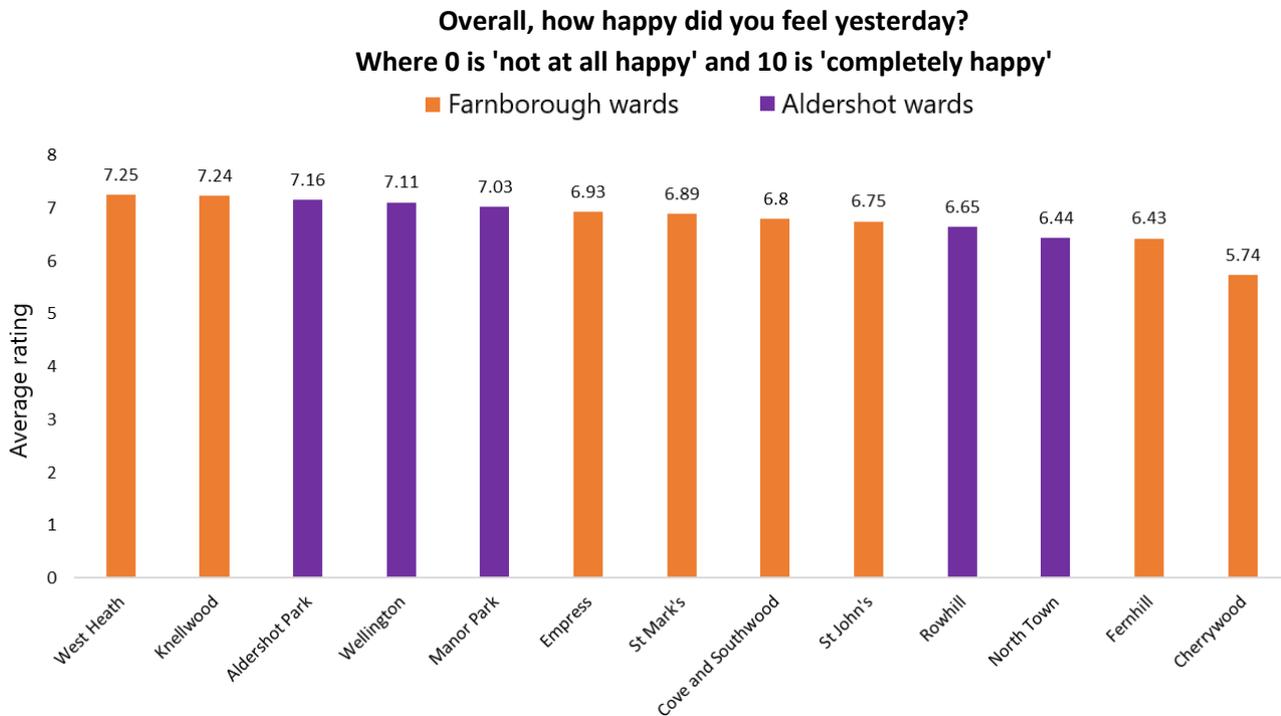
In total, 907 respondents completed this question, including 552 from Farnborough and 345 from Aldershot. Aldershot respondents appear to feel happier than those from Farnborough.



Data from 2020/21 used in the subnational data explorer by the ONS, shows Rushmoor's rating was 7.5 for happiness. Although not directly comparable due to survey methods, Rushmoor's survey appears to show reported levels for this question.

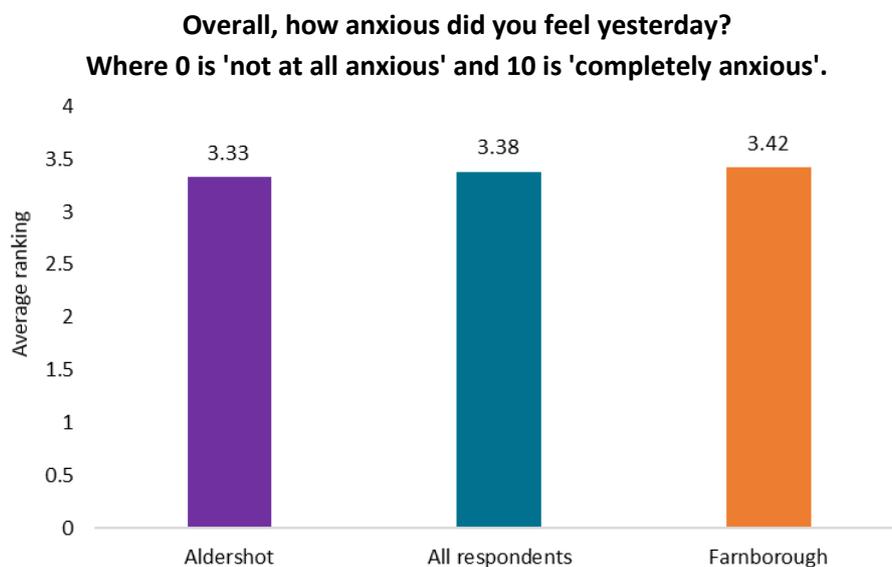
### Difference between wards

Although not all the wards have a representative number of responses, West Heath ward had the highest reported levels and Cherrywood ward has the lowest reported levels.



### Question 14: Overall, how anxious did you feel yesterday? Where 0 is 'not at all anxious' and 10 is 'completely anxious'.

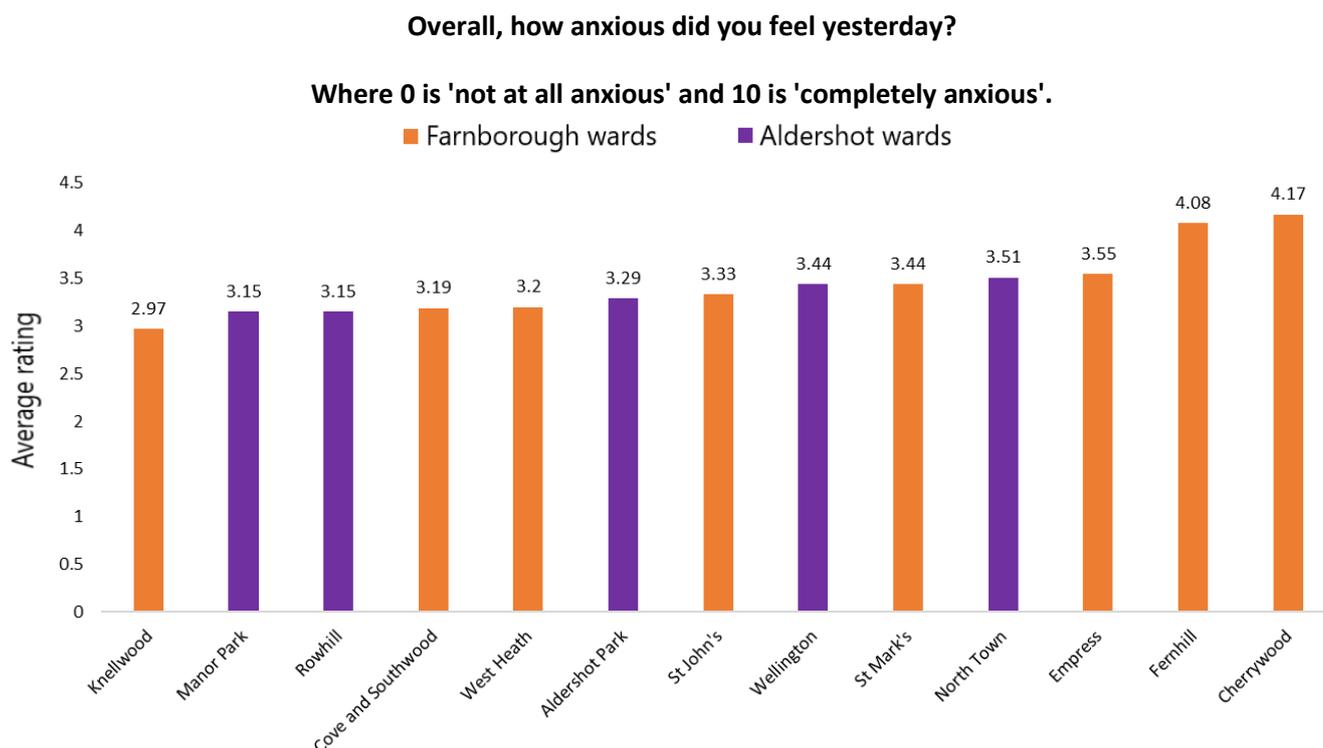
In total, 907 respondents completed this question, including 553 from Farnborough and 344 from Aldershot. Respondents from Aldershot appear to feel less anxious than respondents from Farnborough.



Data from 2020/21 used in the subnational data explorer by the ONS, shows Rushmoor’s rating was 2.8 for anxiety. Although not directly comparable due to survey methods, Rushmoor’s survey appears to show higher reported anxiety levels.

### Difference between wards

Although not all the wards have a representative number of responses, Knellwood ward has the lowest level of reported anxiety and Cherrywood ward has the highest level of reported anxiety.



### Further comments

#### Question 15: Do you have any further comments?

In total 408 respondents completed this question the main themes (all those mentioned over 10 times) of the responses were:

- Improve the town / town centre / more shops (mentioned in around 85 comments)
- Need to clean up / tidy up the area (mentioned in around 30 comments)
- More police / deal with antisocial behaviour and crime (mentioned in around 40 comments). Also, the need for areas to feel safe (mentioned in around 10 comments)

- Completely positive comments about the council or town (mentioned in around 25 comments)
- Residential parking / parking costs (mentioned in around 25 comments)
- Comments about the inclusion of the wellbeing questions / the reasons why respondent answered the question how they did (mentioned in around 20 comments)
- Improve roads and pavements (mentioned in around 20 comments)
- The council needs to listen to residents and act (mentioned in around 20 comments)
- Protect /more / better green spaces and trees (mentioned in around 15 comments)
- Traffic and speeding (mentioned in around 15 comments)
- Comments about the Farnborough leisure centre being demolished / needs to be rebuilt (mentioned in around 13 comments)
- Comments about which town is favoured, Aldershot vs Farnborough (mentioned in around 10 comments)
- No/nope (mentioned in around 15 comments)
- Better/more public transport (mentioned in around 10 comments)
- Infrastructure concerns (mentioned in around 10 comments)
- Too many/stop building homes / flats (mentioned in around 10 comments).
- More community events / spaces needed (mentioned in around 10 comments).
- Respondents being embarrassed or ashamed of their towns (mentioned in around 10 comments)

## Appendix A. Copy of the survey

### Living in Rushmoor - Tell us what you think

#### Introduction

The Government announced its Levelling Up agenda in February and one of the objectives is to restore a sense of community, local pride and belonging, especially in those places where they have been lost. As part of the Levelling Up agenda each local authority will receive some money from the UK Shared Prosperity Fund. The primary goal of this money is to build pride in place and increase life chances across the UK.

So, we can best direct our efforts in Rushmoor, we would like to know what you think of living in Aldershot and Farnborough and what you would like to see improved.

To help Councils understand the unique strengths and opportunities of their local area Office of National Statistics has produced some statistics, these include indicators on wellbeing. We have included these wellbeing indicators in our survey so we can find out how you feel about living here and how you are feeling in general.

The closing date is Sunday 7th August.

To view our consultation survey privacy notice please visit [www.rushmoor.gov.uk/consultationprivacynotice](http://www.rushmoor.gov.uk/consultationprivacynotice)

\* 1. Which town do you live in? *(please tick one)*

- Aldershot     Farnborough  
 Other *(please tell us in the box below)*

2. So we can tell if there are any difference in responses by neighbourhoods, please can you tell us your postcode? *(please tell us in the box below)*

### Living in Rushmoor - Tell us what you think

#### Local area

3. On a scale of 1-10 (with 1 being very dissatisfied and 10 being very satisfied) how satisfied are you with Rushmoor (Aldershot and Farnborough) as a place to live? *(please click on the star that represents your satisfaction number)*

1 -Very dissatisfied	2	3	4	5	6	7	8	9	10 - Very satisfied
★	★	★	★	★	★	★	★	★	★

4. Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? (please tick up to five boxes only)

- |  |   |
|--|---|
| <input type="checkbox"/> Access to nature                              | <input type="checkbox"/> The level of pollution               |
| <input type="checkbox"/> Activities for teenagers                      | <input type="checkbox"/> The level of traffic congestion      |
| <input type="checkbox"/> Affordable decent housing                     | <input type="checkbox"/> Parks and open spaces                |
| <input type="checkbox"/> Clean streets                                 | <input type="checkbox"/> Public transport                     |
| <input type="checkbox"/> Community activities                          | <input type="checkbox"/> Race relations                       |
| <input type="checkbox"/> Cultural facilities (e.g. libraries, museums) | <input type="checkbox"/> Road and pavement repairs            |
| <input type="checkbox"/> Education provision                           | <input type="checkbox"/> Shopping facilities                  |
| <input type="checkbox"/> Facilities for young children                 | <input type="checkbox"/> Sports and leisure facilities        |
| <input type="checkbox"/> Health services                               | <input type="checkbox"/> Wage levels and local cost of living |
| <input type="checkbox"/> Job prospects                                 | <input type="checkbox"/> None of these                        |
| <input type="checkbox"/> The level of crime                            | <input type="checkbox"/> Don't know                           |
| <input type="checkbox"/> Other (please specify)                        |   |

5. Thinking about your local area (please consider your local area to be the area within 15-20 minutes walking distance from your home), which of the things below, if any, do you think needs improving? (please tick up to five boxes only)

- |  |   |
|--|---|
| <input type="checkbox"/> Access to nature                              | <input type="checkbox"/> The level of pollution               |
| <input type="checkbox"/> Activities for teenagers                      | <input type="checkbox"/> The level of traffic congestion      |
| <input type="checkbox"/> Affordable decent housing                     | <input type="checkbox"/> Parks and open spaces                |
| <input type="checkbox"/> Clean streets                                 | <input type="checkbox"/> Public transport                     |
| <input type="checkbox"/> Community activities                          | <input type="checkbox"/> Race relations                       |
| <input type="checkbox"/> Cultural facilities (e.g. libraries, museums) | <input type="checkbox"/> Road and pavement repairs            |
| <input type="checkbox"/> Education provision                           | <input type="checkbox"/> Shopping facilities                  |
| <input type="checkbox"/> Facilities for young children                 | <input type="checkbox"/> Sports and leisure facilities        |
| <input type="checkbox"/> Health services                               | <input type="checkbox"/> Wage levels and local cost of living |
| <input type="checkbox"/> Job prospects                                 | <input type="checkbox"/> None of these                        |
| <input type="checkbox"/> The level of crime                            | <input type="checkbox"/> Don't know                           |
| <input type="checkbox"/> Other (please specify)                        |   |

6. What, if anything, do you think needs improving the most in your town? (please tell us in the box below)

Pride in place

To answer these questions please consider your local area with 15-20 minutes walking distance from your home.

7. How strongly do you feel you belong to your local area? *(please tick one)*

- Very strongly
- Fairly strongly
- Not very strongly
- Not at all strongly
- Don't know

8. What, if anything, makes you proud to live in your local area? *(please tell us in the box below)*

9. To what extent would you agree or disagree that people in this local area pull together to improve the local area? *(please tick one)*

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- Nothing needs improving
- Don't know

10. Have you attended any community events or activities in your local area or town in the past year? *(please tick one)*

- Yes
- No
- I am not aware of any community events or activities that have happened in my local area or town
- Don't know

If yes, please tell which community events or activities *(please write in the box below)*

Living in Rushmoor - Tell us what you think

Wellbeing

11. Overall, how satisfied are you with your life nowadays? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'.

0 - not at all satisfied	1	2	3	4	5	6	7	8	9	10 - completely satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Overall, to what extent do you feel the things you do in your life are worthwhile? Where 0 is 'not at all worthwhile' and 10 is 'completely worthwhile'.

0 - not at all worthwhile	1	2	3	4	5	6	7	8	9	10 - completely worthwhile
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Overall, how happy did you feel yesterday? Where 0 is 'not at all happy' and 10 is 'completely happy'.

0 - not at all happy	1	2	3	4	5	6	7	8	9	10 - completely happy
<input type="radio"/>										

14. Overall, how anxious did you feel yesterday? Where 0 is 'not at all anxious' and 10 is 'completely anxious'.

0 - not at all anxious	1	2	3	4	5	6	7	8	9	10 - completely anxious
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Living in Rushmoor - Tell us what you think

15. Do you have any further comments? *(please tell us in the box below)*

**Thank you for completing our survey**

## Appendix B. Copy of the article in Arena

### Living in Rushmoor – tell us what you think!



**How do you feel about living in Aldershot and Farnborough? What's good about where you live and what do you think needs improving?**

Like all councils, we are set to receive some money from the government, as part of its 'levelling up' agenda, to help build a greater sense of community, local pride and belonging, and to increase people's chances in life.



So that we can direct our efforts in the best way, we've launched a survey to get your views and to find out how you are feeling more generally at the moment.

We'd like to understand what you think about the area as a place to live, what's important to you and how things could be improved. We're also interested to find out how much you feel you are a part of your local community.

The last couple of years have been tough for many people, so we'd like to hear how you are doing now. To help us understand this, we have included some survey questions based on wellbeing indicators from the Office for National Statistics. That way, we can see how we fare, compared with elsewhere.



You can take part in our survey online at [www.rushmoor.gov.uk/currentconsultations](http://www.rushmoor.gov.uk/currentconsultations). It is open until Sunday 7 August and should only take a few minutes to complete. If you don't have access to the web, please contact our customer services team on **01252 398 399** and we'll send you a paper copy to fill in.

We look forward to hearing from you!



## Appendix C – top five factors that are important in making somewhere good to live and need improving by ward

Although not all wards have a representative number of responses to the questions, to give an idea about what is important to respondents in the wards, here are the top things that are important in making somewhere good to live and need improving. If something is in the top five list for importance and need improving, it is in bold.

### Aldershot Park ward

52 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>The level of crime</b>	1 <sup>st</sup>	Road and pavement repairs and <b>Shopping facilities</b>
Parks and open spaces	2 <sup>nd</sup>	-
Health services	3 <sup>rd</sup>	<b>The level of crime</b>
<b>Clean streets</b>	4 <sup>th</sup>	<b>Clean streets</b>
<b>Shopping facilities</b>	5 <sup>th</sup>	Activities for teenagers

### Cherrywood ward

49 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>The level of crime</b>	1 <sup>st</sup>	<b>Road and pavement repairs</b>
Health services	2 <sup>nd</sup>	Health services
<b>Clean streets</b>	3 <sup>rd</sup>	<b>Clean streets</b>
<b>Road and pavement repairs</b>	4 <sup>th</sup>	<b>The level of crime</b>
Affordable decent housing/Public transport/ <b>Shopping facilities</b>	5 <sup>th</sup>	Activities for teenagers and <b>Shopping facilities</b>

### Cove and Southwood ward

97 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>Health services</b>	1 <sup>st</sup>	Road and pavement repairs
The level of crime	2 <sup>nd</sup>	Shopping facilities
Parks and open spaces	3 <sup>rd</sup>	The level of traffic congestion
<b>Clean streets</b>	4 <sup>th</sup>	<b>Clean streets</b>
Access to nature	5 <sup>th</sup>	<b>Health services</b>

## Empress ward

78 respondents completed these questions

Important in making somewhere good	Top five	Need improving
The level of crime	1 <sup>st</sup>	<b>Sports and leisure facilities</b>
<b>Health services</b>	2 <sup>nd</sup>	Road and pavement repairs
Parks and open spaces	3 <sup>rd</sup>	Shopping facilities
<b>Sports and leisure facilities</b>	4 <sup>th</sup>	The level of traffic congestion
Clean streets	5 <sup>th</sup>	<b>Health services</b>

## Fernhill ward

69 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>The level of crime</b>	1 <sup>st</sup>	<b>Road and pavement repairs</b>
Health services	2 <sup>nd</sup>	<b>Clean streets</b>
<b>Clean streets</b>	3 <sup>rd</sup>	<b>The level of crime</b>
Shopping facilities	4 <sup>th</sup>	The level of traffic congestion
<b>Road and pavement repairs</b>	5 <sup>th</sup>	Activities for teenagers

## Knellwood ward

102 respondents completed the important question and 103 completed the improvement question

Important in making somewhere good	Top five	Need improving
The level of crime	1 <sup>st</sup>	<b>Sports and leisure facilities</b>
<b>Health services</b>	2 <sup>nd</sup>	Road and pavement repairs
Parks and open spaces	3 <sup>rd</sup>	<b>Shopping facilities</b>
<b>Shopping facilities</b>	4 <sup>th</sup>	The level of traffic congestion
<b>Sports and leisure facilities</b>	5 <sup>th</sup>	<b>Health services</b>

## Manor Park ward

90 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>Shopping facilities</b>	1 <sup>st</sup>	<b>Shopping facilities</b>
<b>The level of crime</b>	2 <sup>nd</sup>	Road and pavement repairs
Parks and open spaces	3 <sup>rd</sup>	<b>The level of crime</b>
Health services	4 <sup>th</sup>	Clean streets
Access to nature	5 <sup>th</sup>	Activities for teenagers

### North Town ward

52 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>Shopping facilities and the level of crime</b>	1 <sup>st</sup>	<b>Shopping facilities</b>
-	2 <sup>nd</sup>	Road and pavement repairs
Health services	3 <sup>rd</sup>	<b>The level of crime</b>
Parks and open spaces	4 <sup>th</sup>	<b>Clean streets</b>
<b>Clean streets</b>	5 <sup>th</sup>	The level of traffic congestion

### Rowhill ward

81 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>Shopping facilities/the level of crime/ parks and open spaces</b>	1 <sup>st</sup>	<b>Shopping facilities</b>
-	2 <sup>nd</sup>	Road and pavement repairs
-	3 <sup>rd</sup>	<b>Clean streets</b>
<b>Clean streets</b> and health services	4 <sup>th</sup>	<b>The level of crime</b>
-	5 <sup>th</sup>	Affordable decent housing

### St John's ward

59 respondents completed these questions

Important in making somewhere good	Top five	Need improving
Health services	1 <sup>st</sup>	Road and pavement repairs
<b>Shopping facilities</b>	2 <sup>nd</sup>	<b>Shopping facilities</b>
The level of crime	3 <sup>rd</sup>	<b>Clean streets</b> and Sports and leisure facilities
<b>Clean streets</b>	4 <sup>th</sup>	-
Parks and open spaces	5 <sup>th</sup>	Activities for teenagers

### St Mark's ward

47 respondents completed these questions

Important in making somewhere good	Top five	Need improving
The level of crime	1 <sup>st</sup>	Road and pavement repairs
<b>Health services</b>	2 <sup>nd</sup>	Sports and leisure facilities
Access to nature	3 <sup>rd</sup>	Shopping facilities
Parks and open spaces	4 <sup>th</sup>	<b>Health services</b>
Clean streets	5 <sup>th</sup>	Affordable decent housing

## Wellington ward

46 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>The level of crime</b>	1 <sup>st</sup>	<b>Shopping facilities</b>
Clean streets	2 <sup>nd</sup>	<b>The level of crime</b>
<b>Shopping facilities</b>	3 <sup>rd</sup>	Road and pavement repairs
Health services	4 <sup>th</sup>	Activities for teenagers/ <b>clean streets</b> /the level of traffic congestion
Parks and open spaces	5 <sup>th</sup>	-

## West Heath ward

57 respondents completed these questions

Important in making somewhere good	Top five	Need improving
<b>Health services</b>	1 <sup>st</sup>	<b>Road and pavement repairs</b>
The level of crime	2 <sup>nd</sup>	Sports and leisure facilities
Clean streets	3 <sup>rd</sup>	Shopping facilities
<b>Road and pavement repairs</b>	4 <sup>th</sup>	<b>Health services</b>
Parks and open spaces	5 <sup>th</sup>	The level of traffic congestion