

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)	
TOTAL	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 willsupport 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.

Contact: jill.shuttleworth@rushmoor.gov.uk

Karen Edwards, Executive Director (Customers, Digital and Rushmoor 2020)
karen.edwards@rushmoor.gov.uk

Andrew Colver, Head of Democracy, Strategy and Partnerships
andrew.colver@rushmoor.gov.uk