Your future, your place Aldershot and Farnborough 2030
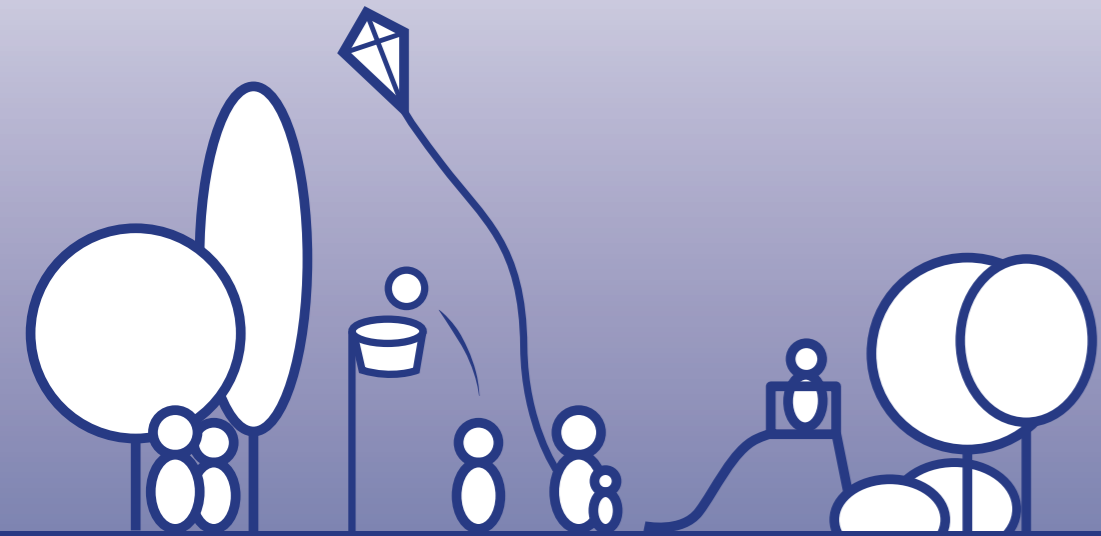
Healthy and active residents

- 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

RUSHMOOR
BOROUGH COUNCIL

Your future, your place - Aldershot and Farnborough 2030

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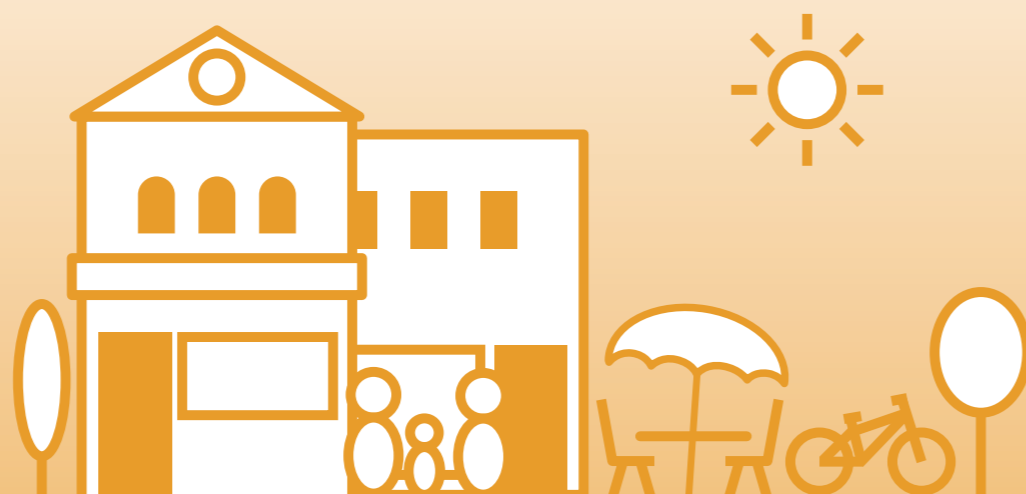
Please give us your views by taking part in our consultation.

You can do this by filling in our survey at
www.rushmoor.gov.uk/rushmoor2030

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

The closing date is Sunday 31 March
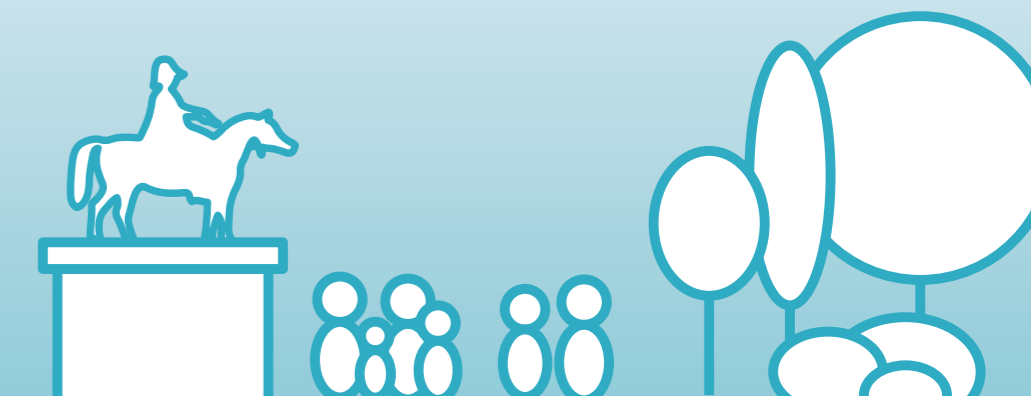
Vibrant and distinctive town centres

- 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

Housing for every stage of life

- 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

Connected communities, proud of our area

- 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

Communications activities and resources

	Activity and resources
1.	**2030 Consultation Webpage** 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 Dates and times of the public drop-in sessions published on the website.
2.	**Marketing and publicity to promote the consultation** News/email sent to the following, with a link to the on-line consultation : - Corporate Communications Team database of residents – approx 1700 recipients - Rushmoor Partners Network (Business and Community) - Rushmoor's Senior Citizens Forum - Rushmoor councillors Social Media promotion of consultation and drop-in engagement sessions , with a 2030 consultation animation, via: - Facebook - Twitter - Instagram - Linked in Wide circultation 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&Bs within Aldershot and Farnborough. Posters were also posted on the Council's Community Noticeboards Over 700 leaflets collectively distributed by councillors Coasters with QR Codes provided to: - The Plough & Horses, Fleet Roa d, Farnborough - The Elephant & Castle, Lynchford Road, Farnborough - The Alexandra, Barrack Road, Aldershot - Word of Mouth, High Street, Aldershot - The Victoria, Victoria Road, Aldershot - The George, Victoria Road, Aldershot - The Funky End, Station Road, Aldershot

	Council Press release Promotion within the Council via the staff hub, posters in meeting rooms and coasters in the staff canteen
3.	**Organisations which supported the Council to promote the Consultation included:** • Aldershot Garrison – welfare groups and Garrison radio • Rushmoor Voluntary Services – mailing list • CMPP – tweeted vision information • Rushmoor Timebank – website • Grainger Wellesley – leaflets to all houses within Wellesley (500) • Farnborough College of Technology – email news to staff and students
4.	**Community Meetings attended** • Disability Youth Forum – presentation – leaflets and posters provided • Cohesion Forum – presentation – leaflets and posters given • Prospect Community Centre Youth Club – one to one conversations with young people • 27 Regiment RLC welfare group – after school group at the Connaught Centre with military wives • RVS Forum – presentation • Fernhill School – facilitated group discussion • SSAFA Armed Forces Charity – presentation • Hawley Community Garden Leaflets circulated at Heart of Farnborough meeting RBC Affordable Housing event
5.	**Consultation stands in locations around the Borough** Resources included banners, leaflets, hard copy questionnaires **Public Consultation stands – locations included:** • Supermarkets • Town Centres - Princes Mead/Wellington Centre • Aldershot Pools • Farnborough College of Technology • Prospect Centre– Skills Cafe

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 live in Rushmoor?
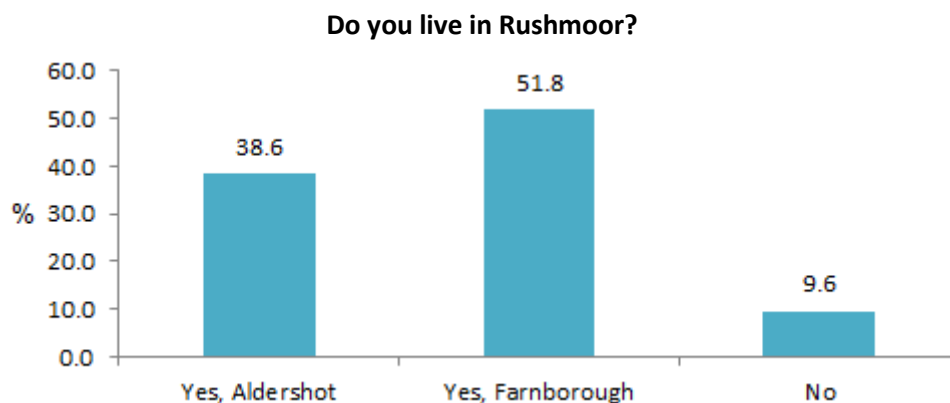
Do you work in Rushmoor?

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.

Do you work in Rushmoor?
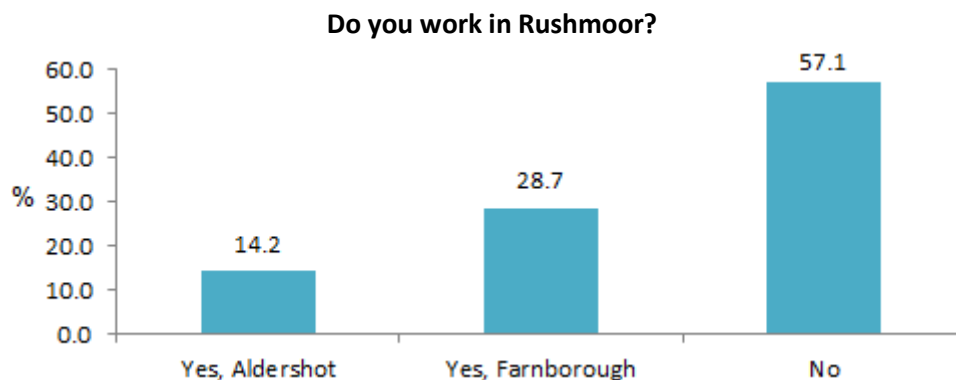
Your age

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

Your age
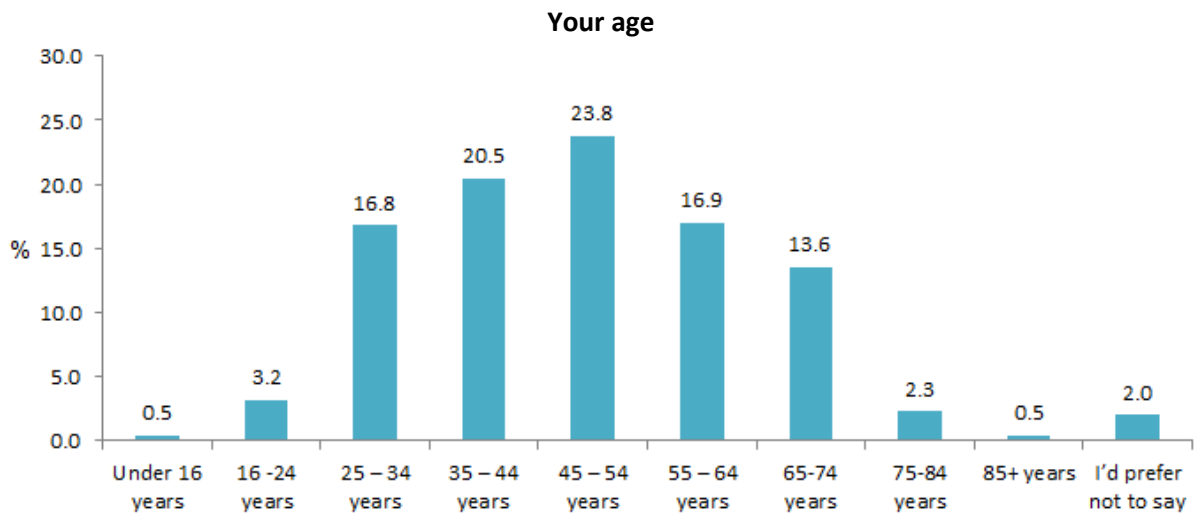
Your gender

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

Your gender
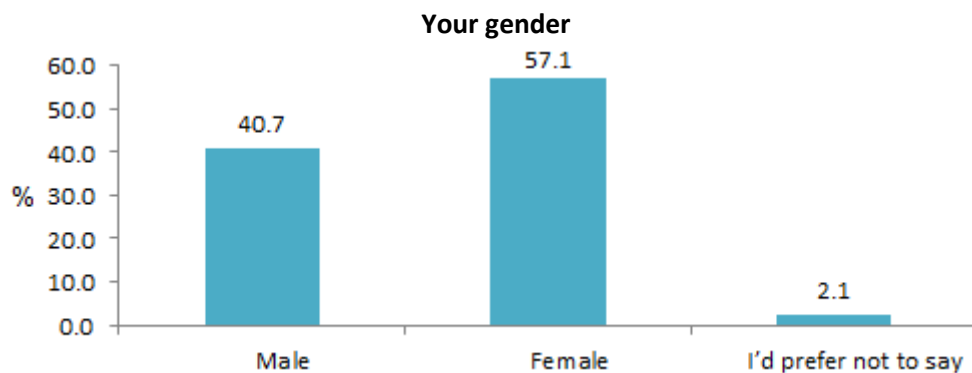
What is your ethnic group?

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

What is your ethnic group?

Ethnic group	%
White - British	85.7
White – Irish	1.4
White – Gypsy/Traveller	0.0
White – other	4.0
Mixed – white and black Caribbean	0.2
Mixed – white and black African	0.0
Mixed - White and Asian	0.2
Mixed – other	0.9
Asian or British Asian – Nepali	0.8
Asian or British Asian – Indian	0.8
Asian or British Asian – Pakistani	0.3
Asian or British Asian – Bangladeshi	0.0
Asian or British Asian – Chinese	0.2
Asian – other	0.3
Black or British black – Caribbean	0.2
Black or British black – African	0.2
Black – other	0.0
I'd prefer not to say	5.0

This question also had and "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.
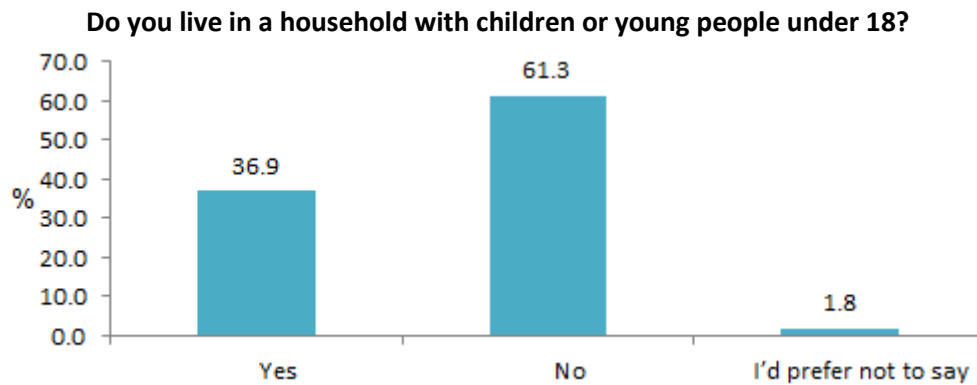
Do you live in a household with children or young people under 18?

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?
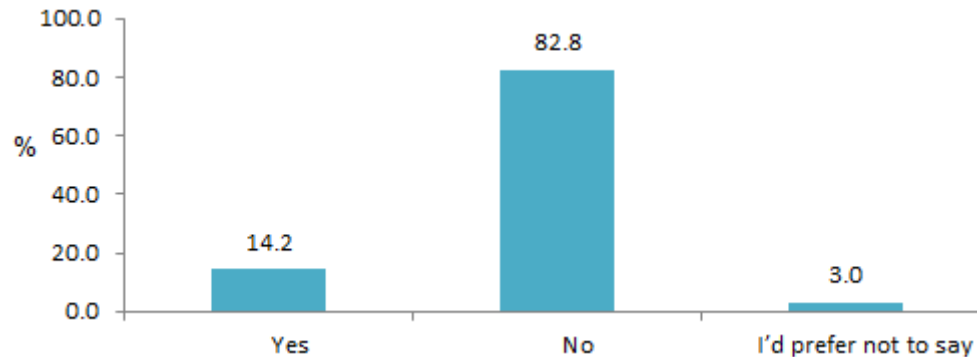
Results

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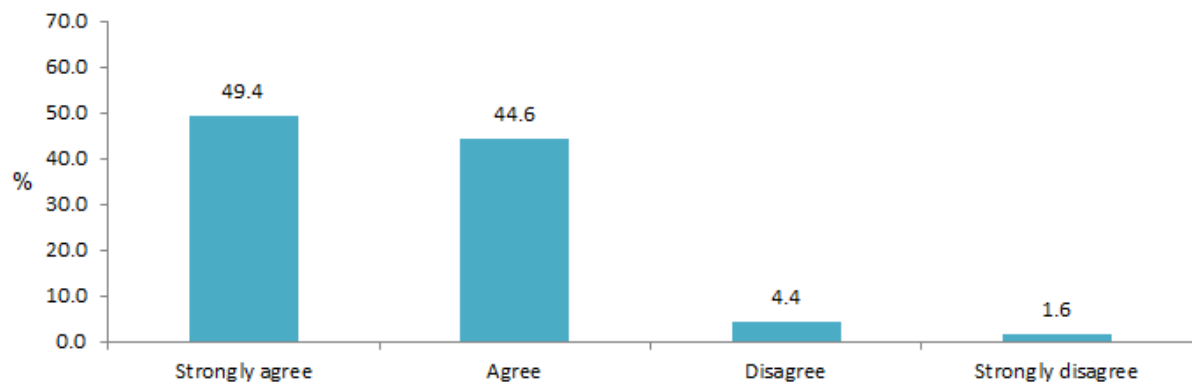
Question 2 - **If there is anything you would like to add, remove or change, please tell us in the box below.**

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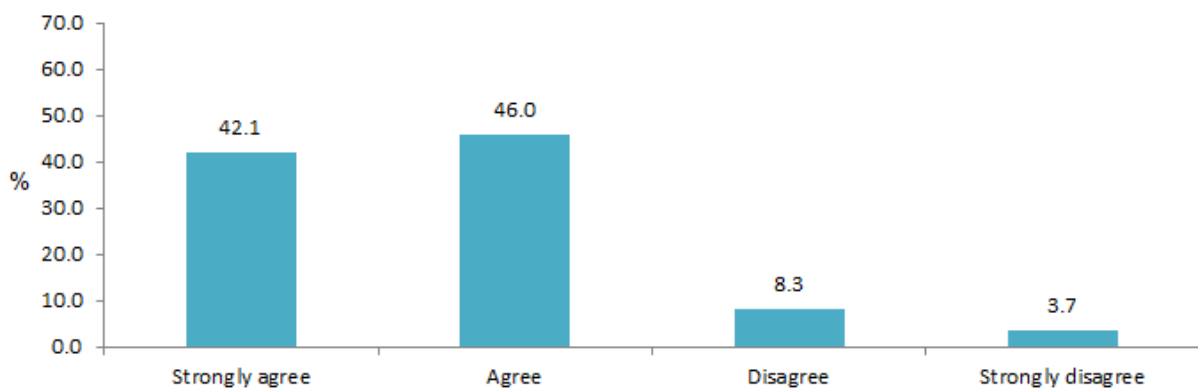
Question 4 - If there is anything you would like to add, remove or change, please tell us in the box below.

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.

How much do you agree or disagree that these are the right things for us to focus on achieving?
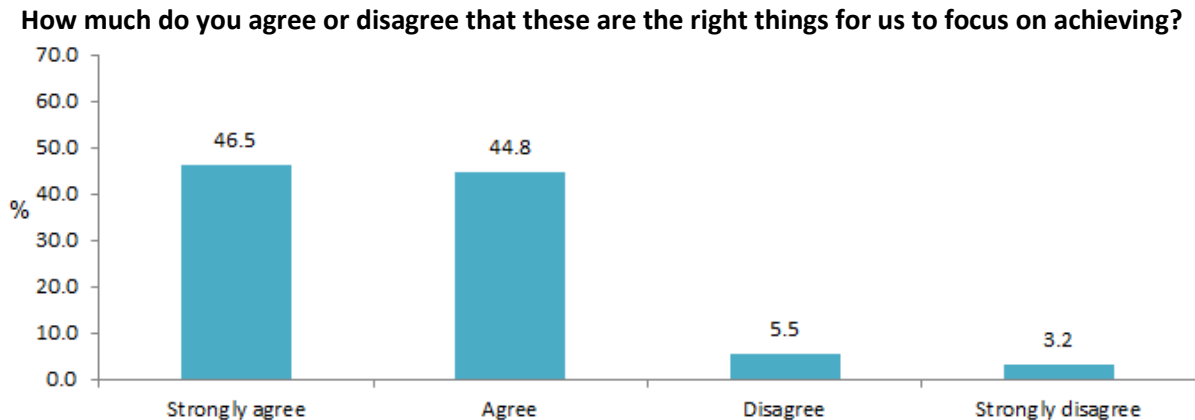
Question 6 - **If there is anything you would like to add, remove or change, please tell us in the box below.**

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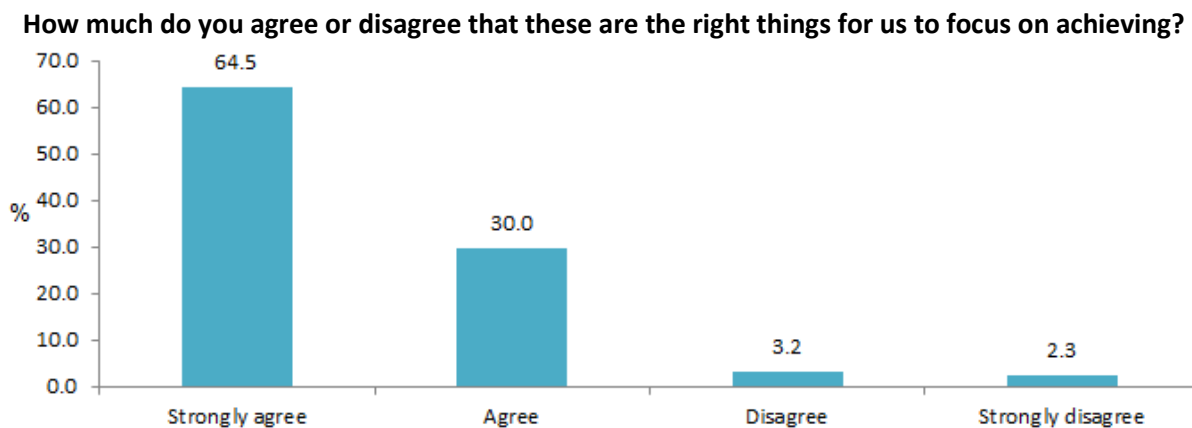
Question 8 - If there is anything you would like to add, remove or change, please tell us in the box below.

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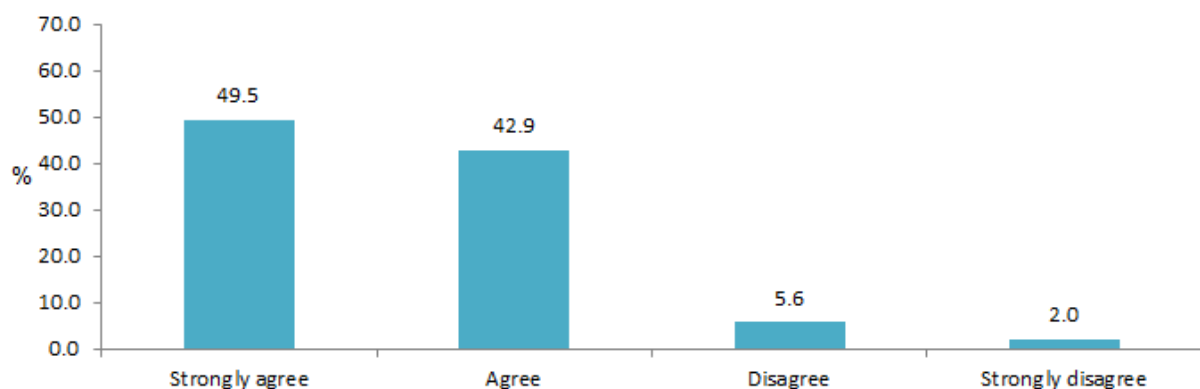
Question 10 - **If there is anything you would like to add, remove or change, please tell us in the box below.**

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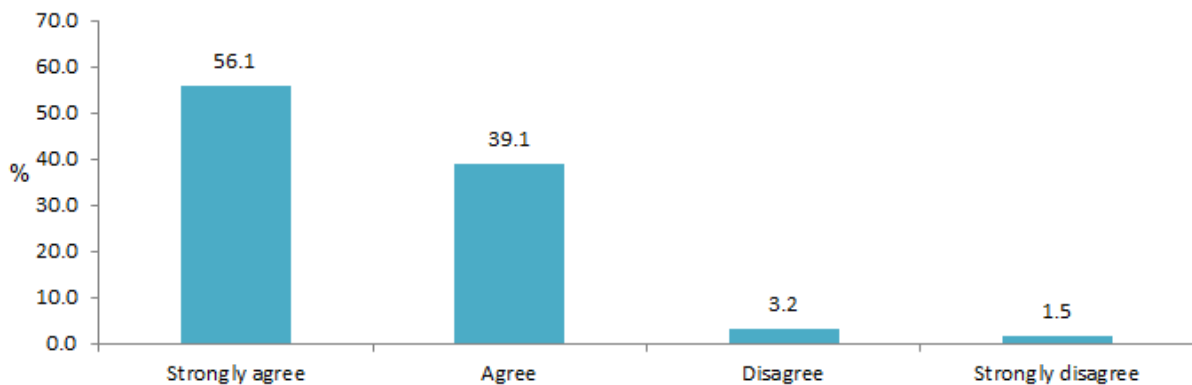
Question 12 - If there is anything you would like to add, remove or change, please tell us in the box below.

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

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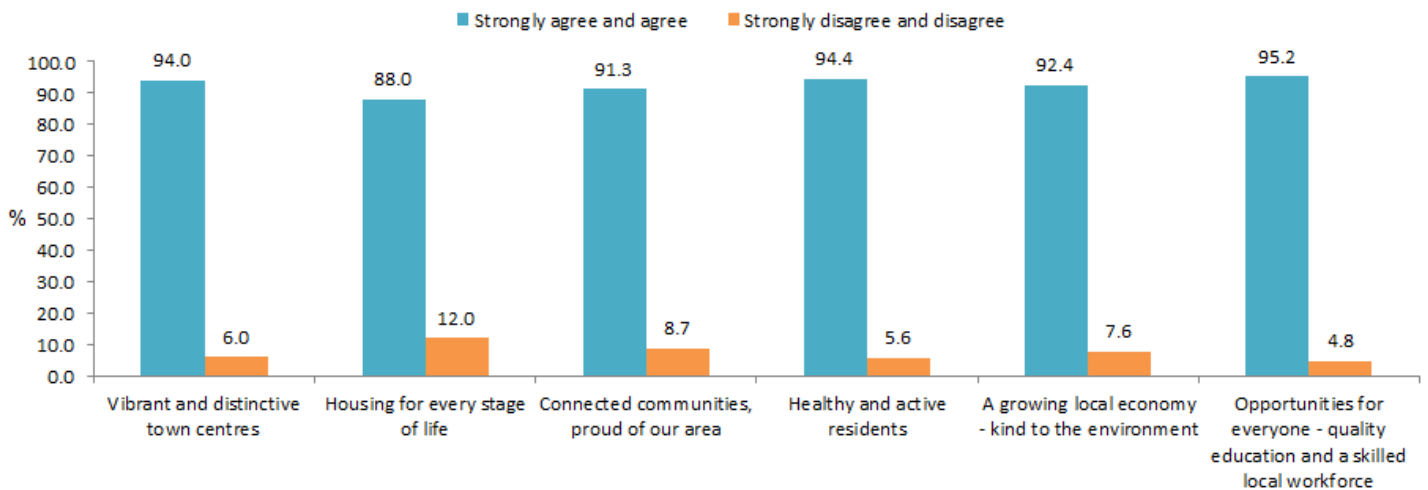
Question 13 - **Of the six themes you have looked at, can you please rank them in order of importance to you - 1 being the most important and 6 the least important**

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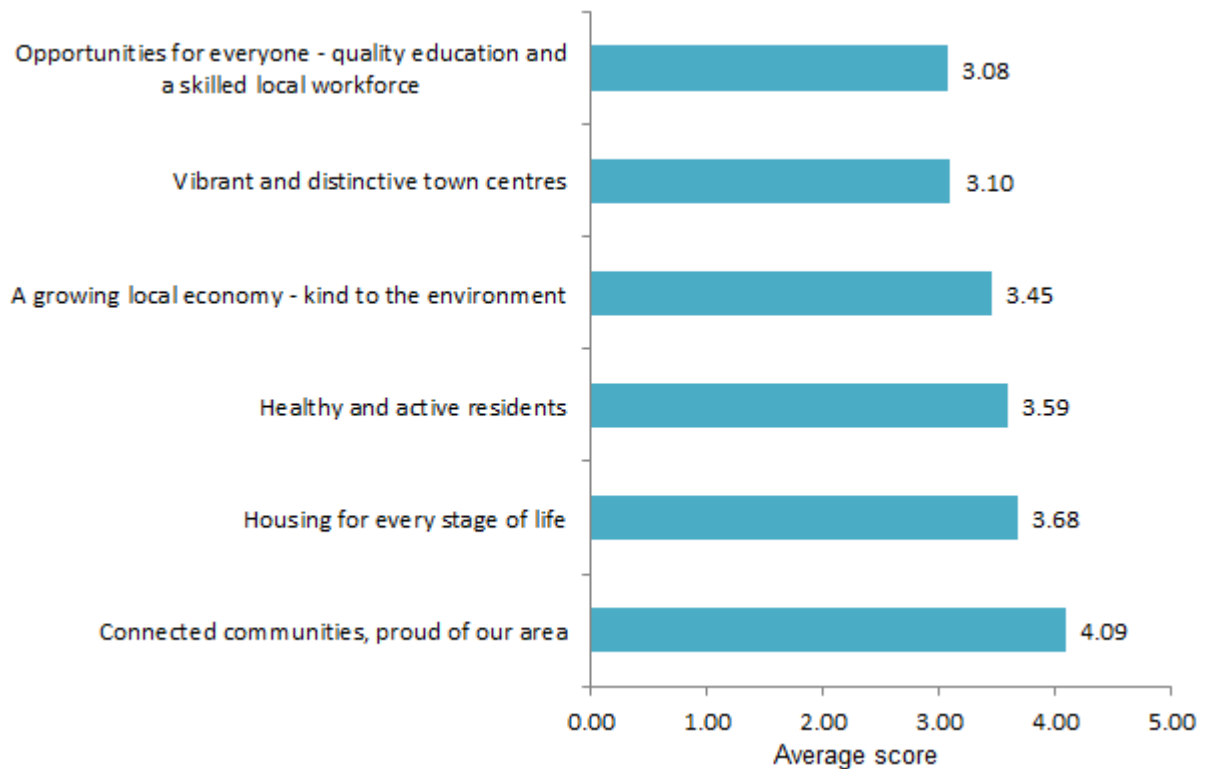
Note: So there was no bias to the orders of the themes, for this question responses were randomised on the online survey.

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 live in Rushmoor?
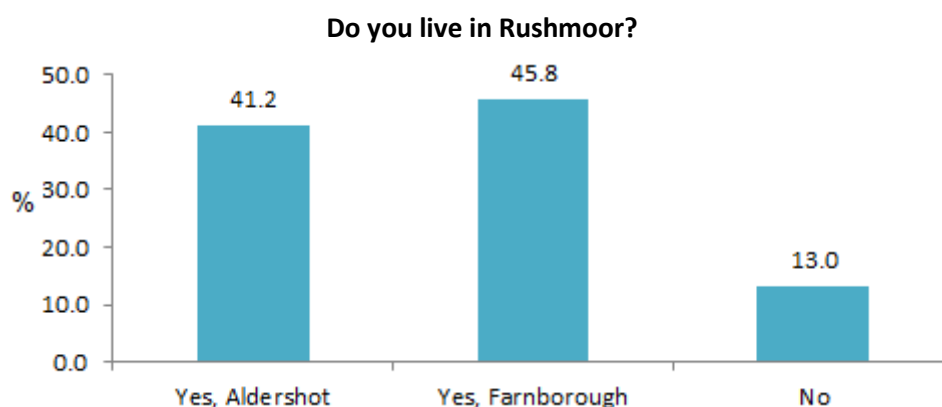
Do you work in Rushmoor?

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.

Do you work in Rushmoor?
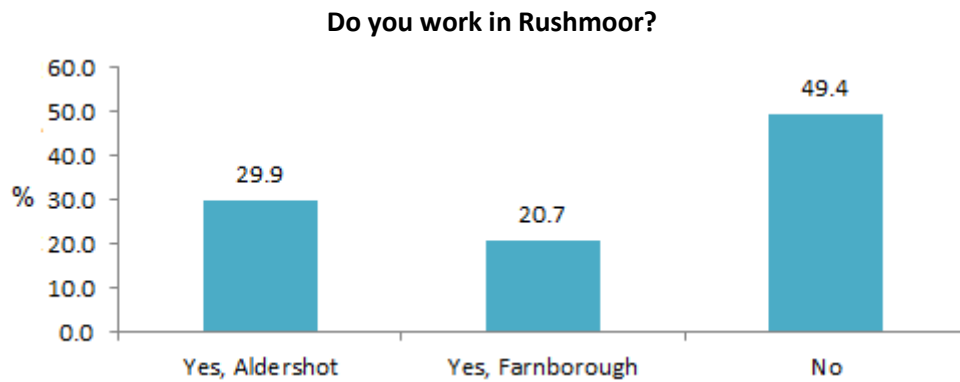
Your age

In total 185 respondents completed this question.

Your age
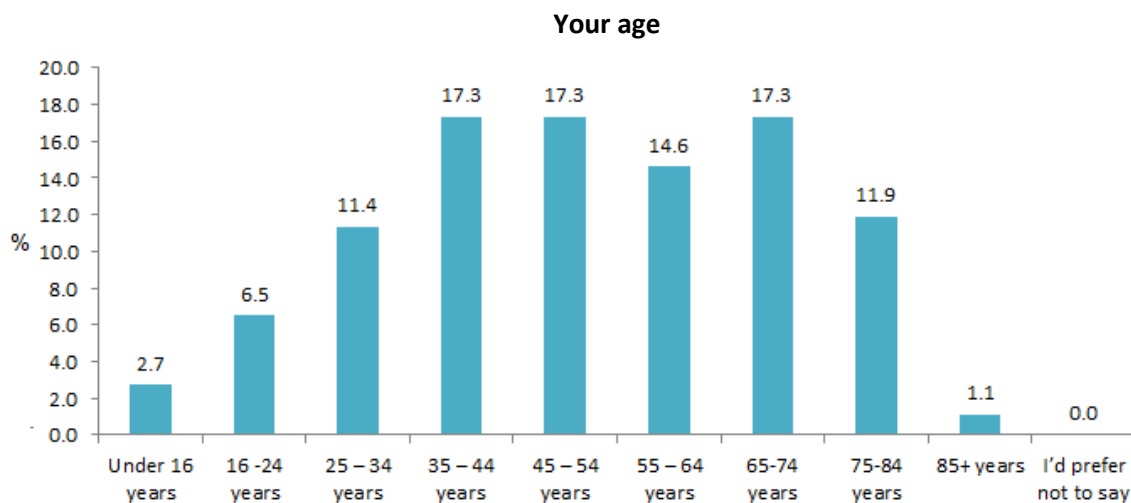
Your gender

In total 175 respondents completed this question.

Your gender
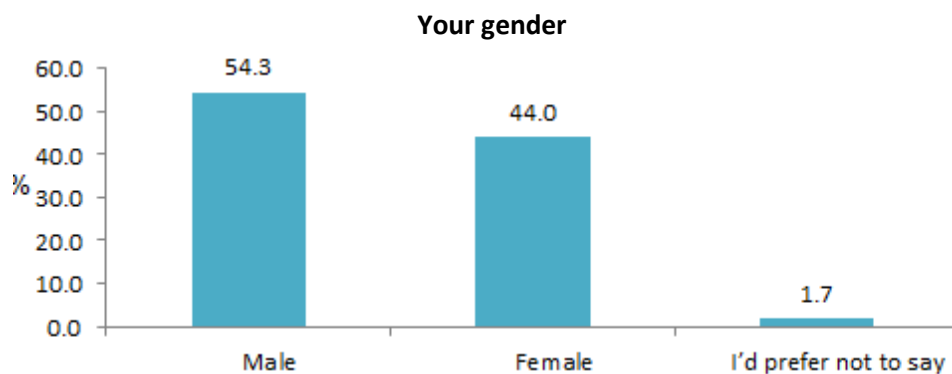
What is your ethnic group?

In total 175 respondents completed this question

What is your ethnic group?
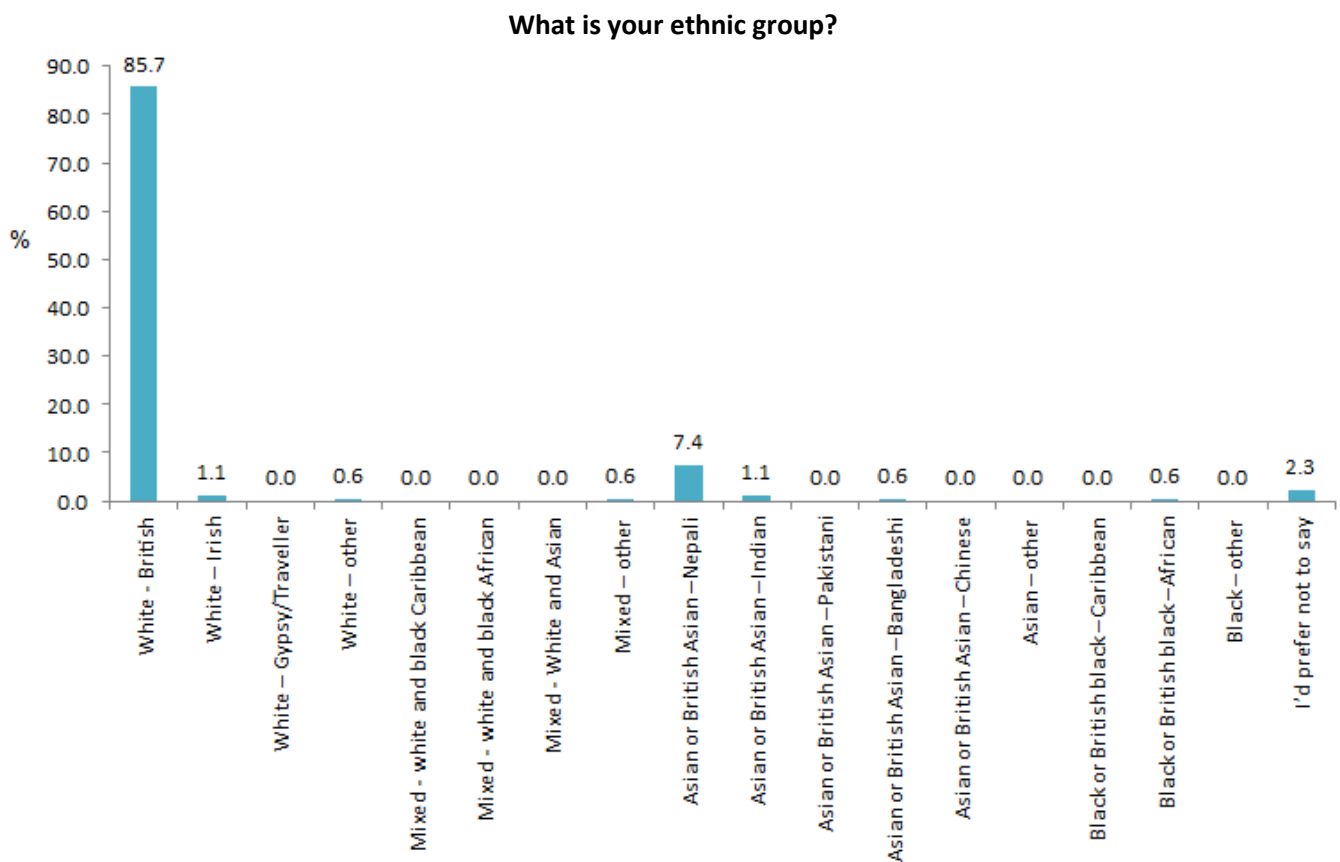
Do you live in a household with children or young people under 18?

In total 172 respondents completed this question.
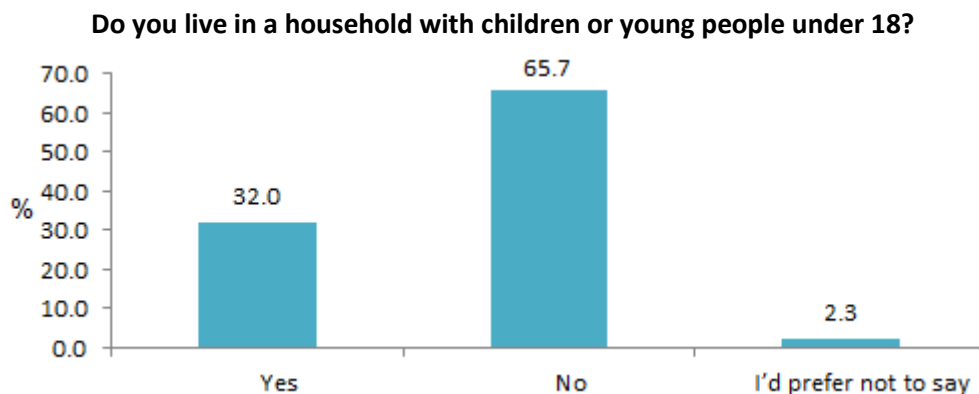
Do you live in a household with children or young people under 18?

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?
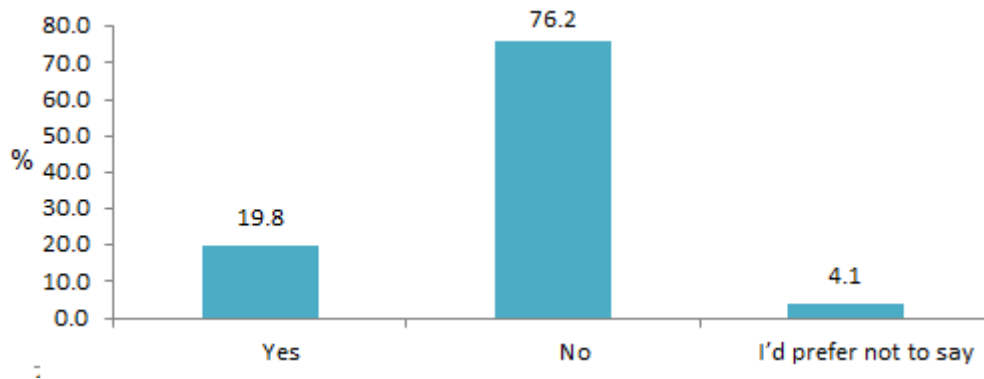
Results

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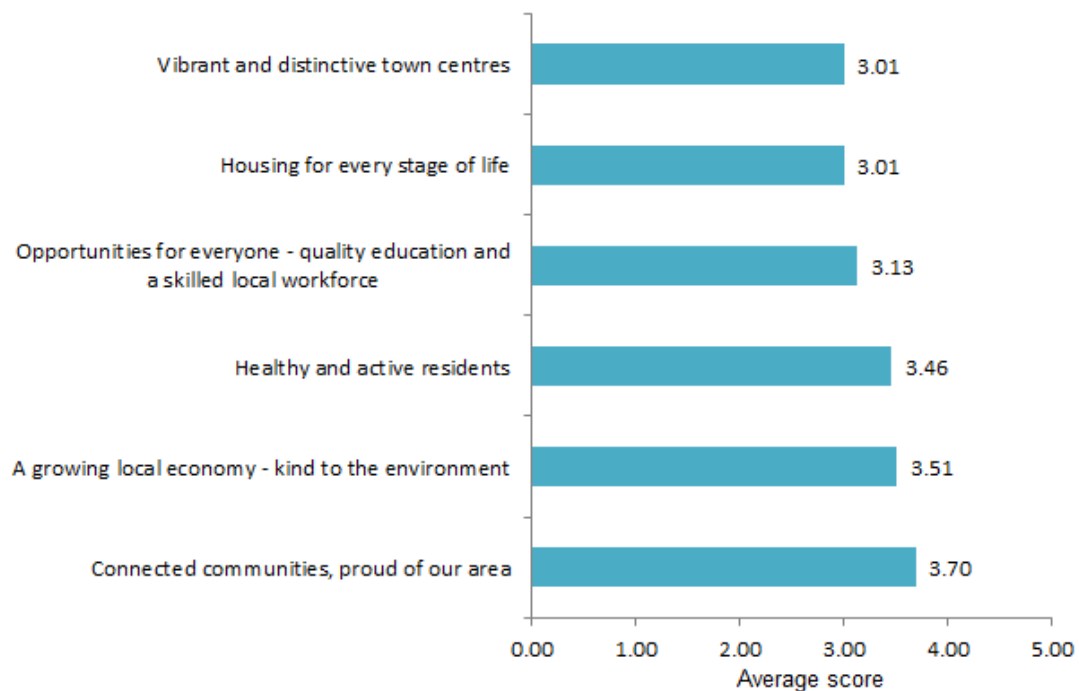
Question 3 - Is there anything else you would like to tell us about what really matters to you about the future of our area?

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 pubic 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.

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

"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"

"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.

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"

"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"

"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).[1] 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.

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[1] 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 18th 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	18th March	85	150	24	89/100
Housing for every stage of life	19th March	72	93	15	74/100
Connected communities	20th March	68	97	15	78/100
A growing local economy	21st March	63	90	18	75/100
Opportunities for Everyone	22nd March	59	62	14	73/100
Healthy and Active residents	25th 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.