

**KEY DECISION: NO**

## **Your Future, Your Place – Vision for Aldershot and Farnborough 2030**

### **SUMMARY AND RECOMMENDATIONS:**

Over the past year, the Council has undertaken a comprehensive exercise to prepare a long term vision for the Borough. This report sets out the background to the vision and the work that has been done with many stakeholders and local residents to ensure that the vision represents their views.

The Cabinet is asked to recommend to the Council that “Your Future, Your Place – A vision for Aldershot and Farnborough 2030” is approved.

### **1. Introduction**

- 1.1 For many years the Council has prepared an annual plan which has identified its key objectives and priorities for the Borough. The Council has now decided to prepare a long term vision setting out its future ambitions for Aldershot and Farnborough to 2030. This report sets out the background to the work, the consultation that has taken place and the key messages that have emerged from the consultation. It then sets out a place based vision which has been created following research and the programme of engagement.

### **2. Background**

- 2.1 The Council has been subject to a number of significant organisational changes over the past 2-3 years and a priority has been established to develop a longer term vision for the Borough. This was highlighted by a Corporate Peer Challenge that was undertaken in late 2017 which recommended that a vision should be prepared for the Borough and that the Council should extend the planning horizon of the Council Plan to support the delivery of that vision.
- 2.2 As a result it was agreed that the development of the vision should commence and that a supporting Council Business Plan should be prepared on the basis of a three-year time horizon with annual reviews. This would replace the existing annual Council Plan.
- 2.3 A process was then established for creating the vision and Business Plan which encompassed a number of key stages:

- Review of evidence on the PESTLE analysis and the results of a residents' survey
- Working with the Cabinet on an emerging vision and ambitions
- Consulting with Rushmoor stakeholders at network events
- Engaging widely with residents, interest groups and local businesses
- Using the outcomes and evidence to build the vision

2.4 The Council's starting point in the process was a review of where it currently was using a PESTLE (political, economic, sociological, technological, legal and environmental) analysis which provided evidence of the key factors influencing the organisation. In addition, a survey of residents was undertaken in 2018 about their views and priorities. This was primarily an online survey with the main questions based around asking what is important to residents and what needs improving in the area. A total of 1,042 responses were received.

2.5 The Cabinet, drawing on their own experiences and a range of data sources, including the PESTLE analysis and the results of the residents' survey outlined above, drew up a set of longer term ambitions.

2.6 Other information that was used in the process included emerging evidence from the Hampshire County Council's Commission of Inquiry to develop a Vision for Hampshire 2050 and the forward view from the Enterprise M3 Strategic Economic Plan 2018-2030.

2.7 The steps of the process over the last 6-8 months have been as follows:



2.8 The evidence and information, which included the key ambitions that could form part of a future vision, were presented at an event attended by a significant number of Rushmoor stakeholders. At this event, the partners and stakeholders were supportive of the key ambitions and gave feedback on what each element

of a vision might look like. Partners also 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 in the delivery process.

2.9 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 the 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

2.10 The public consultation approach was developed by a cross-Council group of staff and took place between 22nd February and 31st March 2019. There were three main strands to the consultation, comprising an online survey, drop in consultations and discussions which were supported by Members and an Instagram poll. The appendices in Annex 1 provide the details of the approach and results covering:

- Appendix 1 – The Six Ambitions
- Appendix 2 – Communications, Activities and Resources
- Appendix 3 – Full Survey Results
- Appendix 4 – Short Survey Results
- Appendix 5 – Analysis of Feedback/Comments
- Appendix 6 – Instagram Story Polling

2.11 The information obtained from the consultation was then analysed by the cross-Council group and the summary of key messages is as follows:

- Overall, there was strong support for the themes and aspirations within the draft vision consultation, 'Your future, Your place – Vision for Aldershot and Farnborough 2030'. Generally, feedback 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.
- 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.
- Reviewing the key outcomes and messages, there were three issues recommended to be incorporated in the 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.

### **3. Preparing the Vision**

- 3.1 A comprehensive report setting out the results of the engagement process was presented to the Policy and Project Advisory Board at its meeting on 5th June, 2019. The Board acknowledged the thoroughness of the engagement process and particularly referred to the additional work to consult hard to reach groups. In recommending the Cabinet to take account of the key messages from the consultation, it also suggested that the “connected communities” theme should be reframed. The points raised by the Board have been taken into account in preparing the vision.
- 3.2 Since this meeting, the results of the engagement process have also been shared with the Rushmoor Partners Network and Cabinet Members. Annex 2 sets out the draft document “Your Future, Your Place – a Vision for Aldershot and Farnborough 2030” which reflects the high level of engagement across the Borough in the process.

### **4. Next Steps**

- 4.1 Subject to approval by the Cabinet, the vision will be submitted to the Council for adoption on 25th July, 2019 and I will report at the meeting on the discussion at the Cabinet. It will be supported by the draft Council Business Plan (set out in Report ELT1904), which reflects the Cabinet’s thinking to establish sixteen priorities for the Council under the four themes of People, Place, Partnership and Better Public Services. The Council Business Plan will complement the vision.
- 4.2 Once adopted the vision will be shared with the local community and the Council’s partners. It will help to shape the future of the Borough over the next ten years. The Council will work with its partners to achieve the ambitions set out in the vision.

## **5. Conclusions**

- 5.1 “Your Future, Your Place” is the culmination of an extensive process involving a wide range of stakeholders and residents from right across the community. The strong level of engagement and the interest in the local area, provides a solid base on which to shape the Borough’s future. The work to achieve the ambitions has already begun and the strong leadership being provided by the Council will be key to moving the vision towards reality.

**CLLR D.E. CLIFFORD  
LEADER OF THE COUNCIL**

### **BACKGROUND DOCUMENTS:**

2018 Residents Survey Results  
PESTLE Analysis 2018

### **CONTACT DETAILS:**

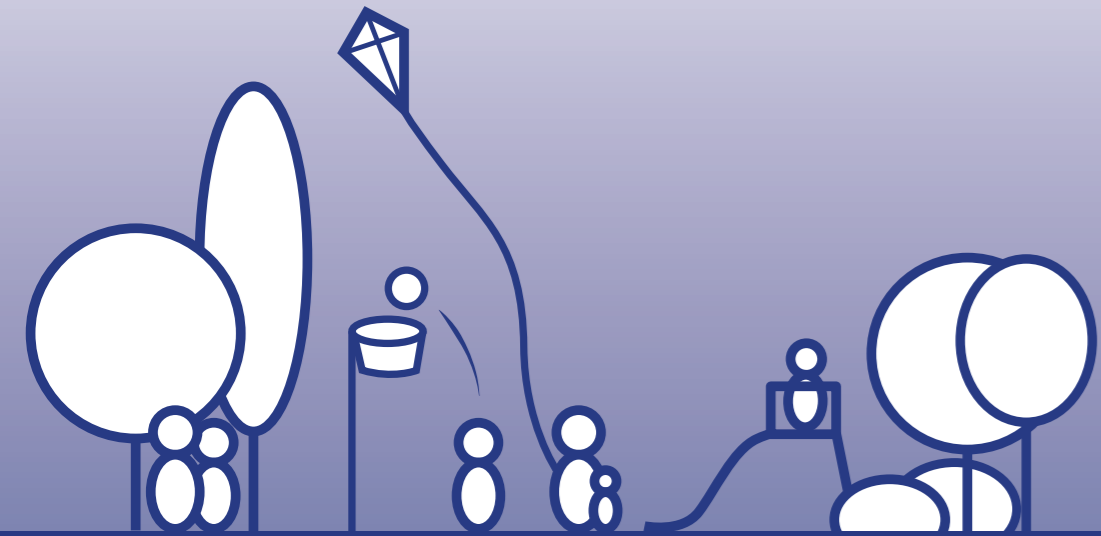
Karen Edwards, Corporate Director, 01252 398800, [karen.edwards@rushmoor.gov.uk](mailto:karen.edwards@rushmoor.gov.uk)

Andrew Colver, Head of Democracy, Strategy and Partnerships, 01252 398820,  
[andrew.colver@rushmoor.gov.uk](mailto:andrew.colver@rushmoor.gov.uk)



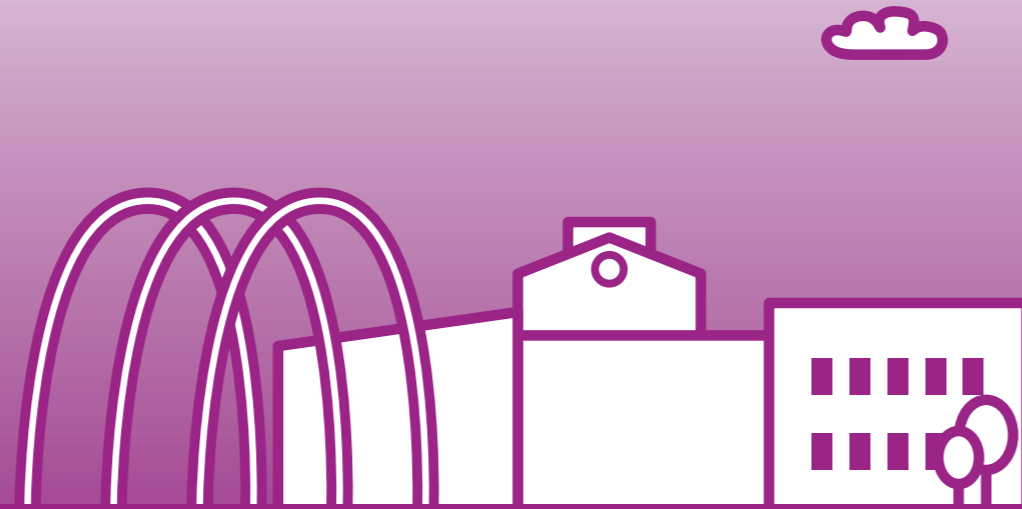
## Healthy and active residents

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



## A growing local economy - kind to the environment

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



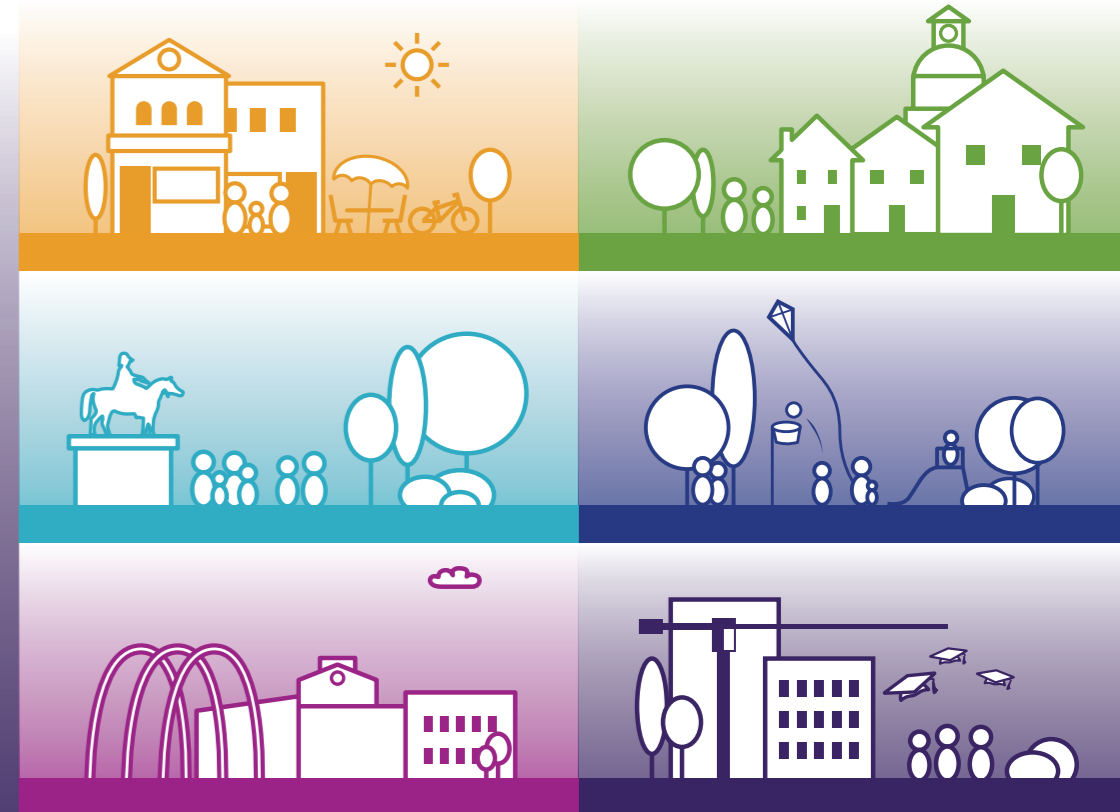
## Opportunities for everyone - quality education and a skilled local workforce

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



ANNEX1

# Your future, your place Aldershot and Farnborough 2030



# Your future, your place - Aldershot and Farnborough 2030

## Vibrant and distinctive town centres

## Housing for every stage of life

## Connected communities, proud of our area

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

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

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

### Your views

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

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

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

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

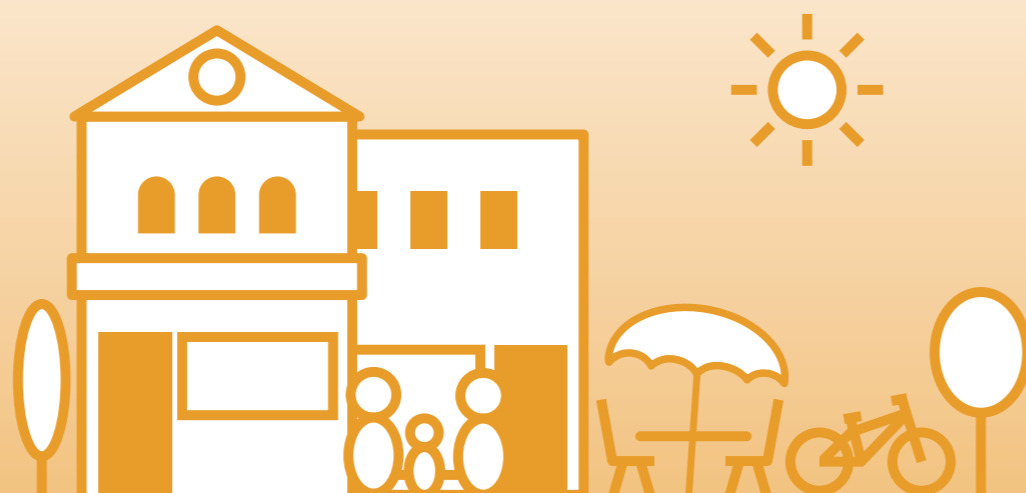
Please give us your views by taking part in our consultation.

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

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



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



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



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



The closing date is Sunday 31 March



## Communications activities and resources

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

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

# Your future, your place

## Aldershot and Farnborough 2030 – Full survey results

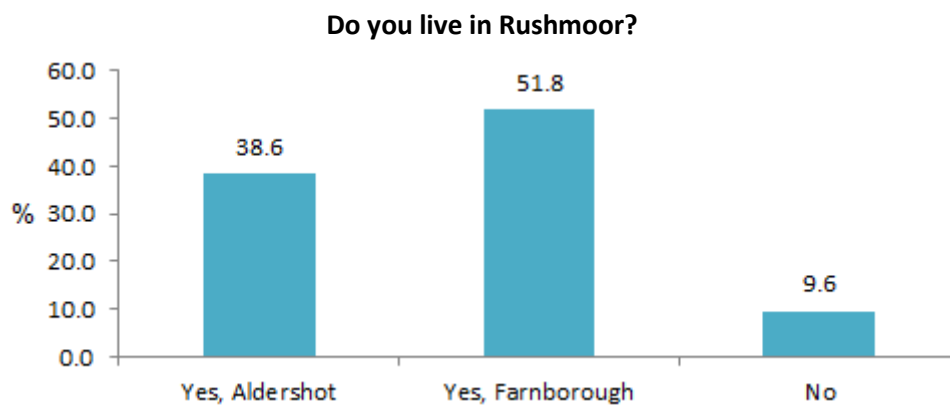
### Responses

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

### Characteristics of respondents

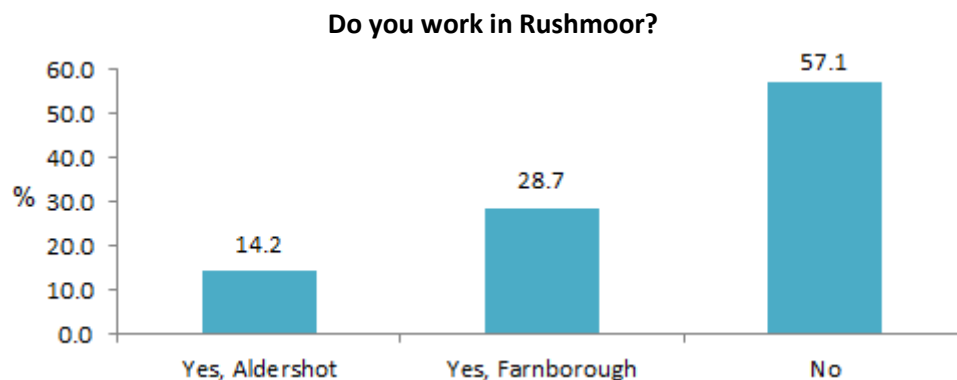
#### Do you live in Rushmoor?

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



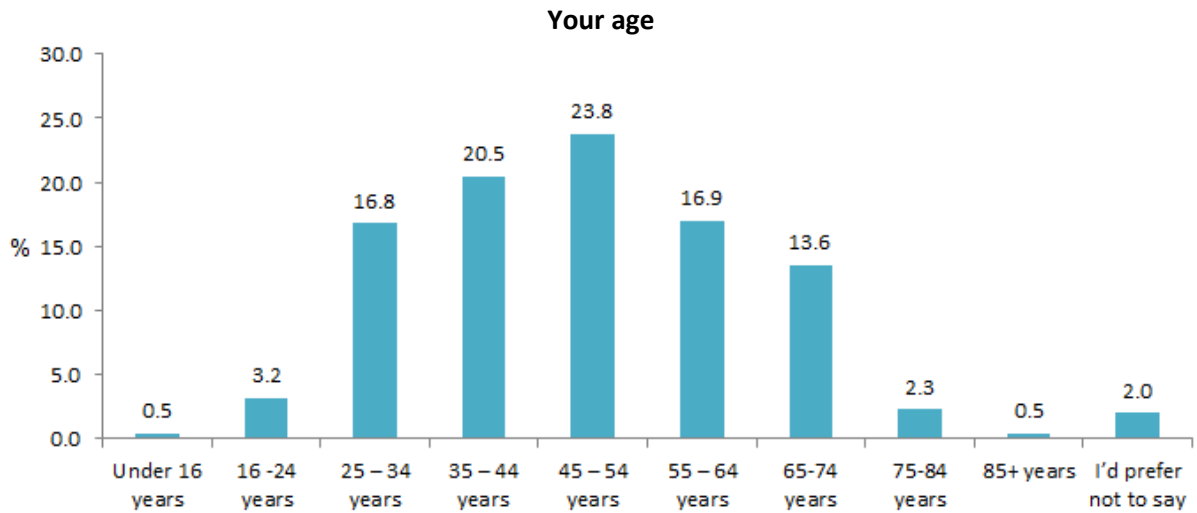
#### Do you work in Rushmoor?

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



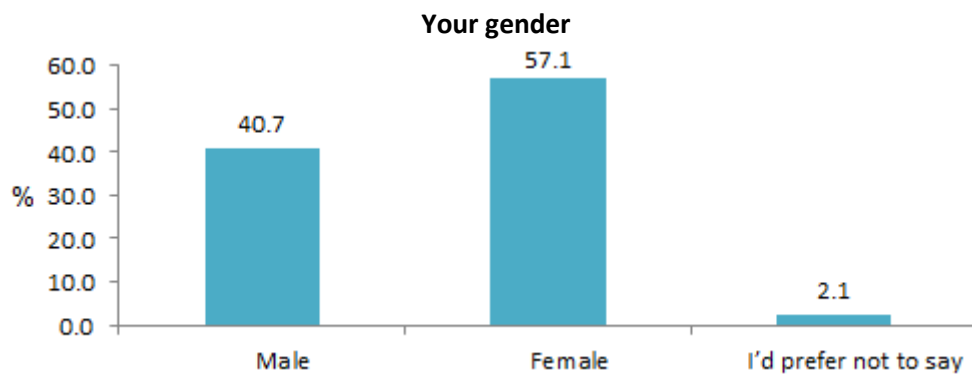
**Your age**

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



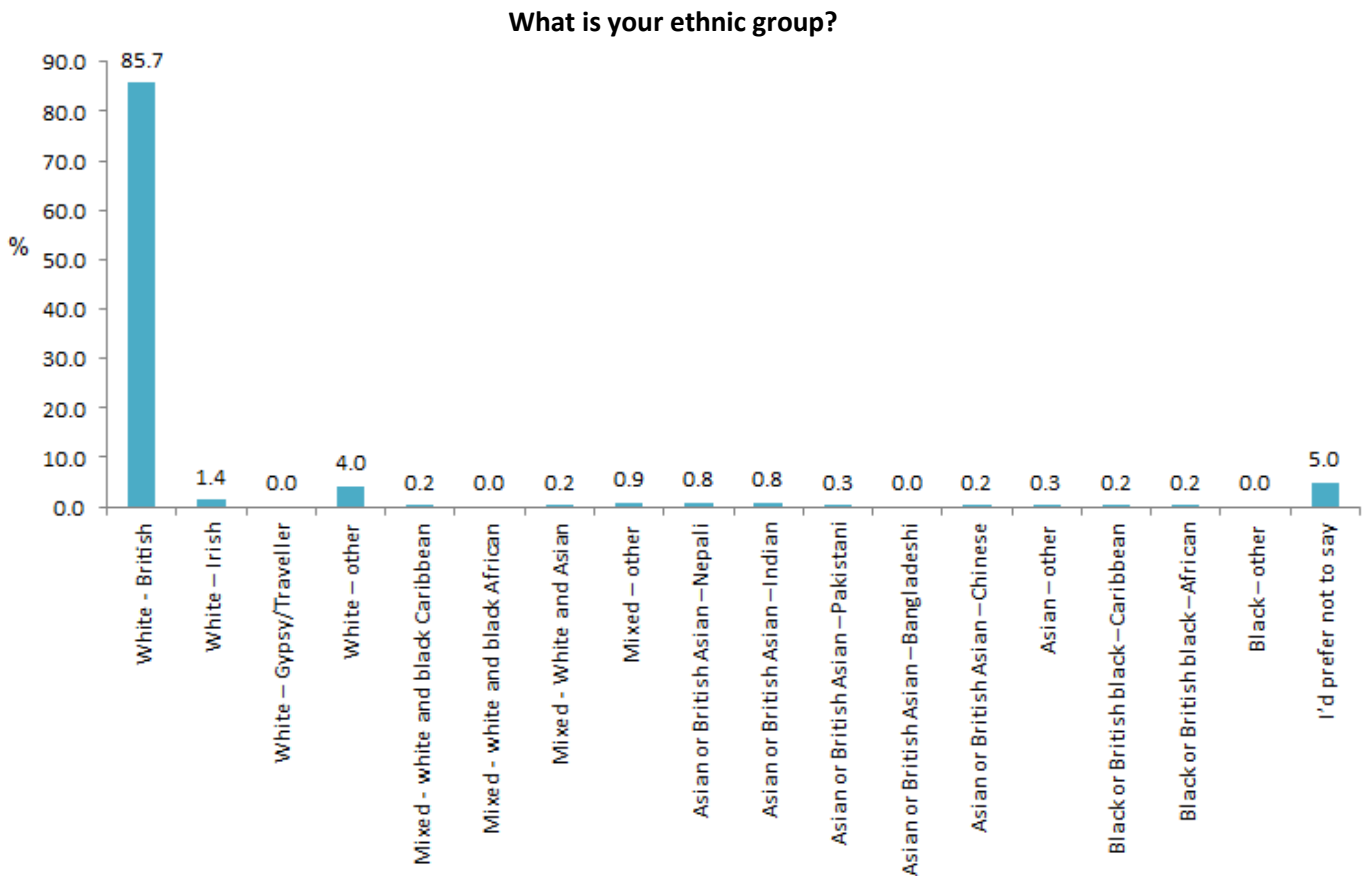
**Your gender**

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



### What is your ethnic group?

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

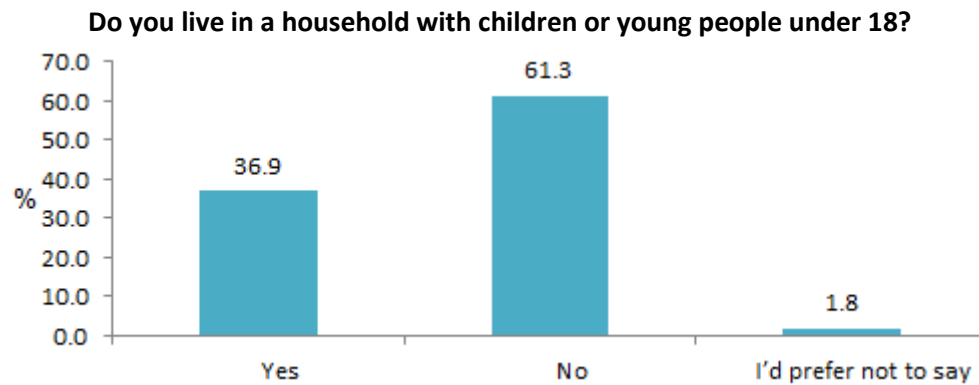


This question also had an “other background comment box”, in total 18 respondents completed this. The comments said:

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

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

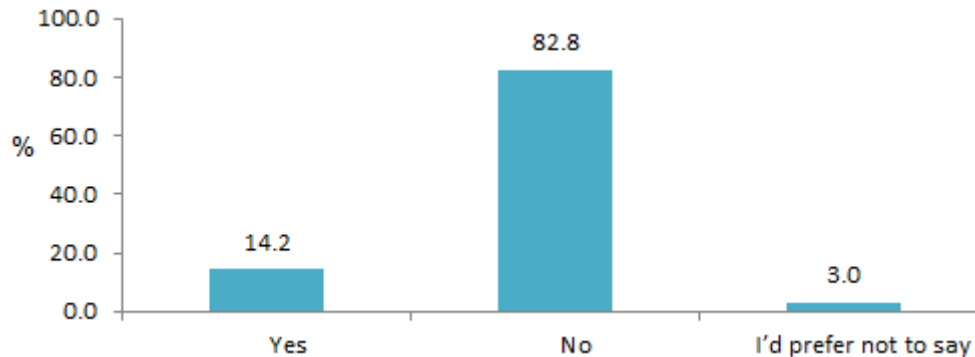
In total 656 respondents completed this question. 61.3% (402 respondents) didn't live in households with children or young people under 18 in.



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

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

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



## Results

### Vibrant and distinctive town centres theme

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



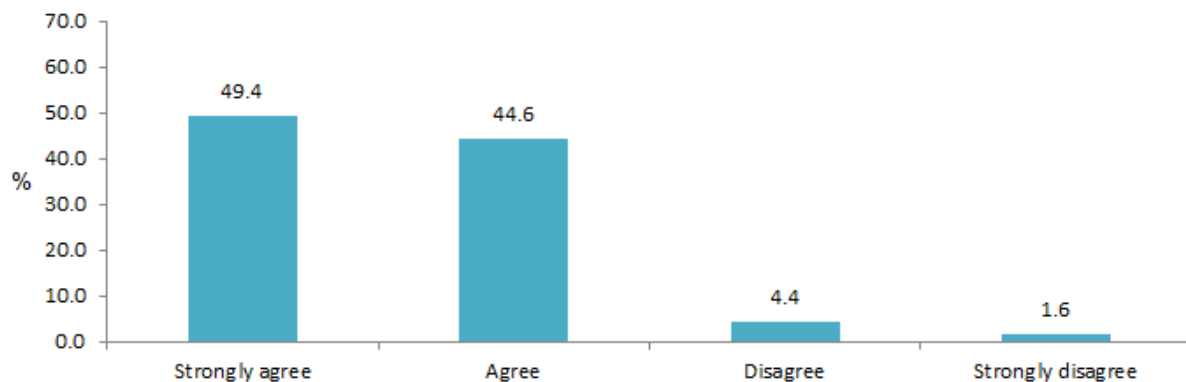
aviation history

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

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

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

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



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

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

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

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

### Housing for every stage of life theme

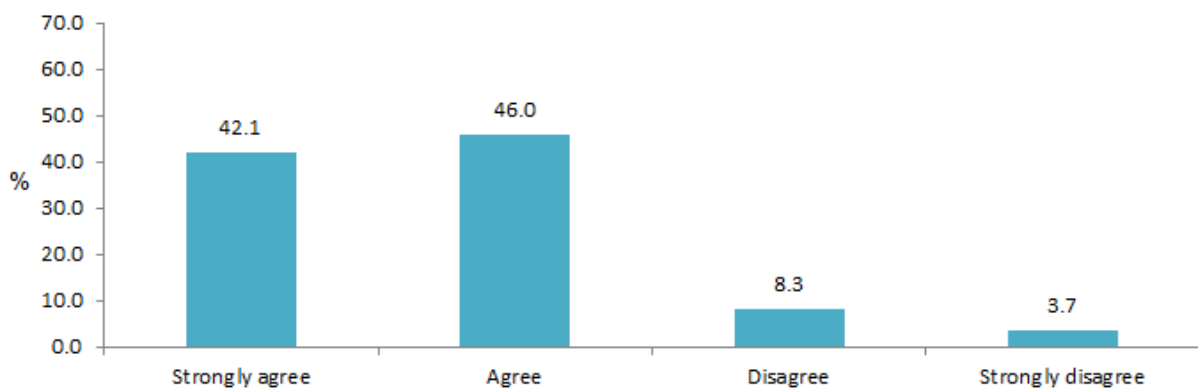
- There will be a good mix of homes to meet our residents' needs throughout their lives. There will be more homes to rent and buy and affordable housing for those who need it
- Homes will be attractive, encouraging people to move here and stay, supporting the local economy, and reducing the need to commute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



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

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

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





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

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

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

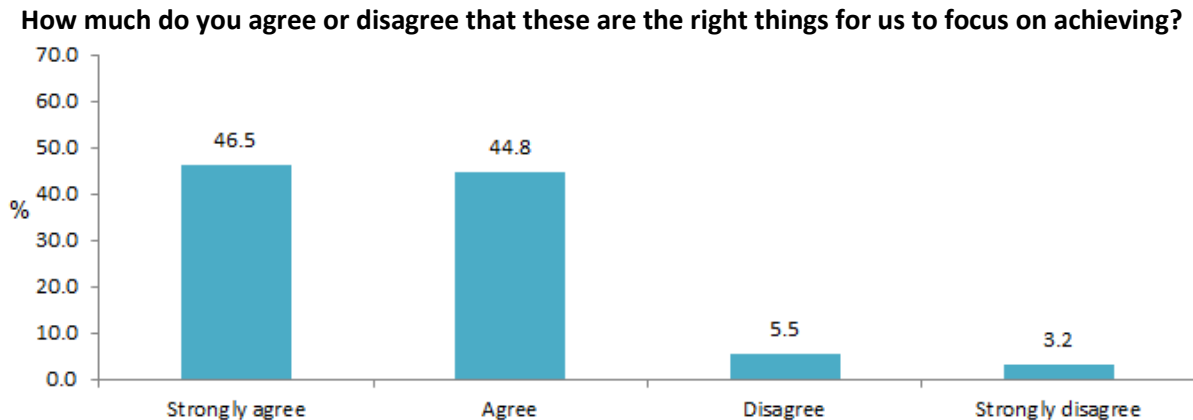
### Connected communities, proud of our area theme

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



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

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



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

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

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

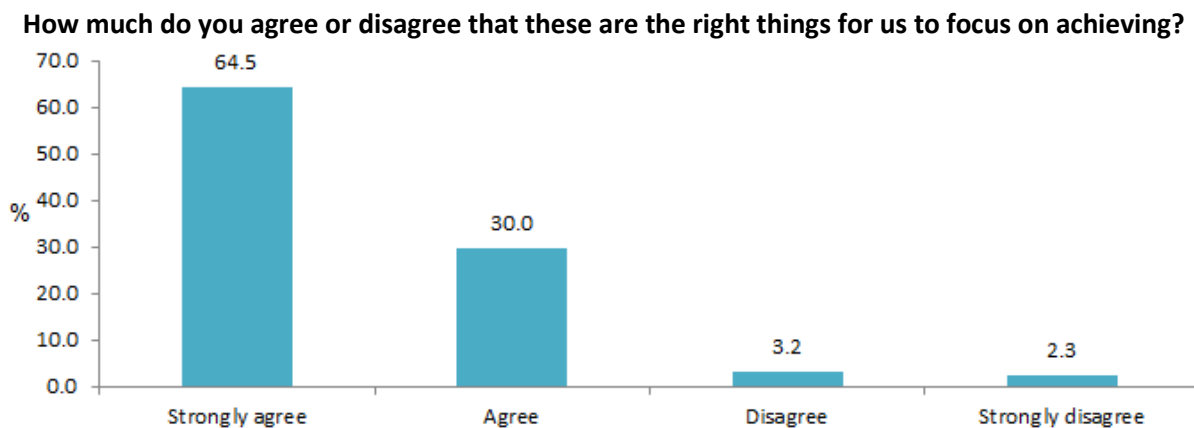
## Healthy and active residents theme

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



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

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



### 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

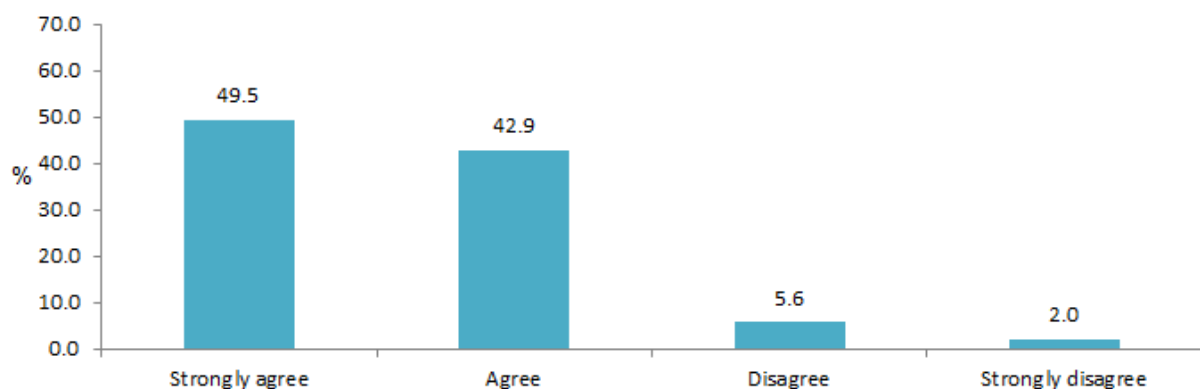
- Our local economy will grow and thrive, with a strong emphasis on creative technology, digital business and gaming. The area will continue to attract top-notch aerospace and global business, as well as support smaller and medium sized companies
- Companies that develop ‘green’ and environmentally-friendly 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% (605 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 10 - If there is anything you would like to add, remove or change, please tell us in the box below.**

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

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

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

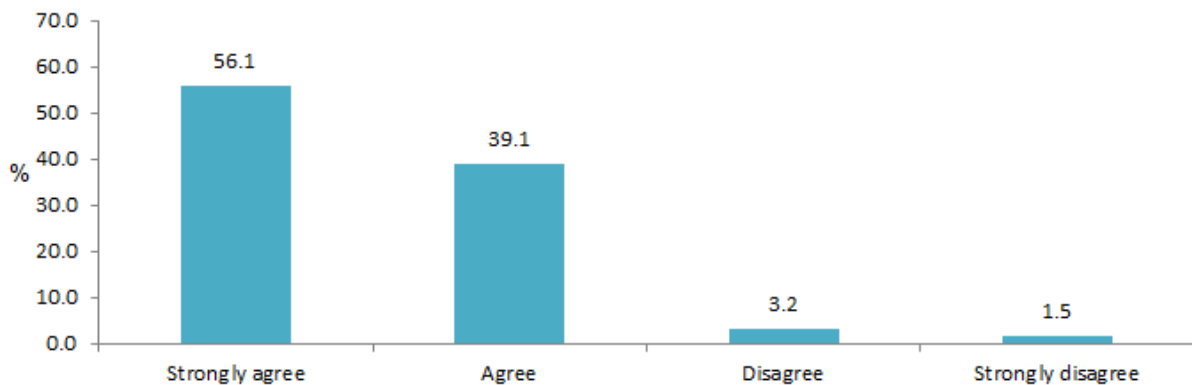
- Our children and young people will have the best start in life and be helped to achieve their potential
- All our schools and colleges will offer a high quality education
- There will strong links between schools, colleges and employers to inspire young people for the future
- Our residents will have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



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

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

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



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

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

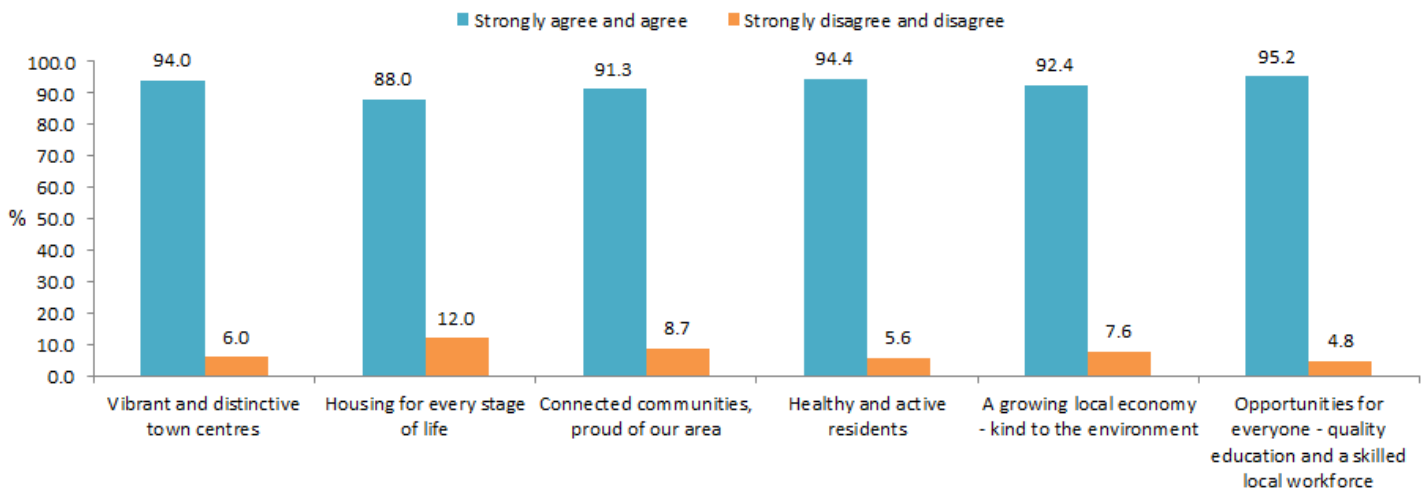
- There were 38 comments around schools needing improvement and excellent schools are needed
- There were 23 comments around issues with secondary schools
- There were 15 comments around agreement but how/when/how pay for it and doubt it will be delivered
- There were 12 comment around schools needing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

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

## Summary of themes

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

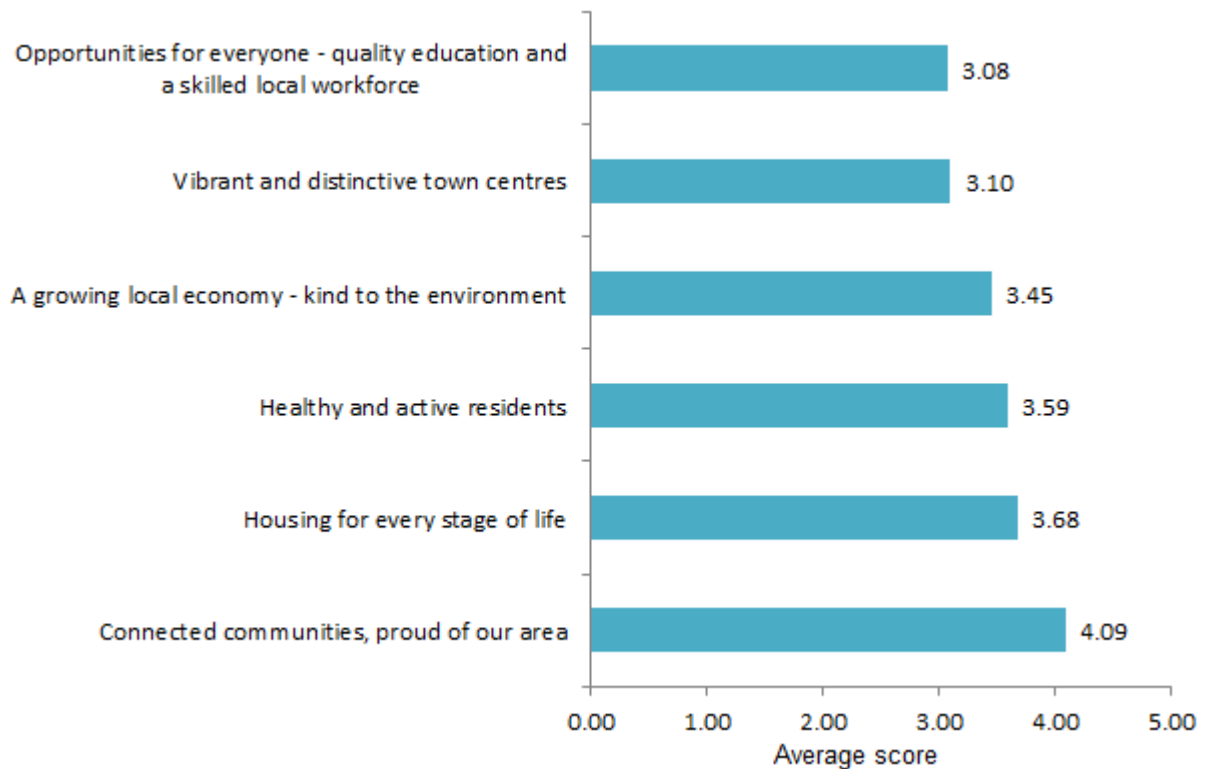
**Percentage of those who agree and disagree with the six themes**



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

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

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



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

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

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

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



# Your future, your place

## Aldershot and Farnborough 2030 – Short survey results

### Responses

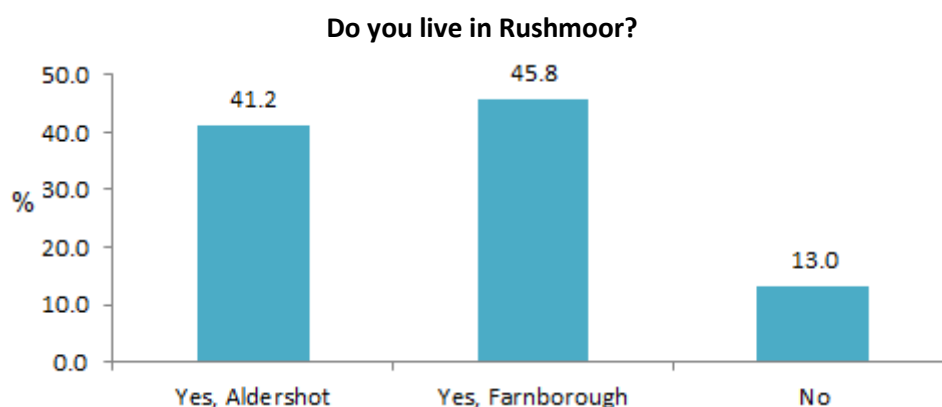
In total 206 people completed the survey from the following consultation events

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

### Characteristics of respondents

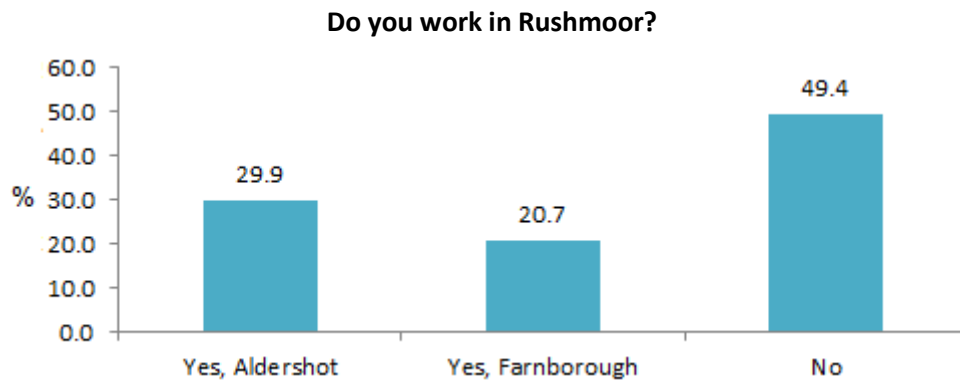
#### Do you live in Rushmoor?

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



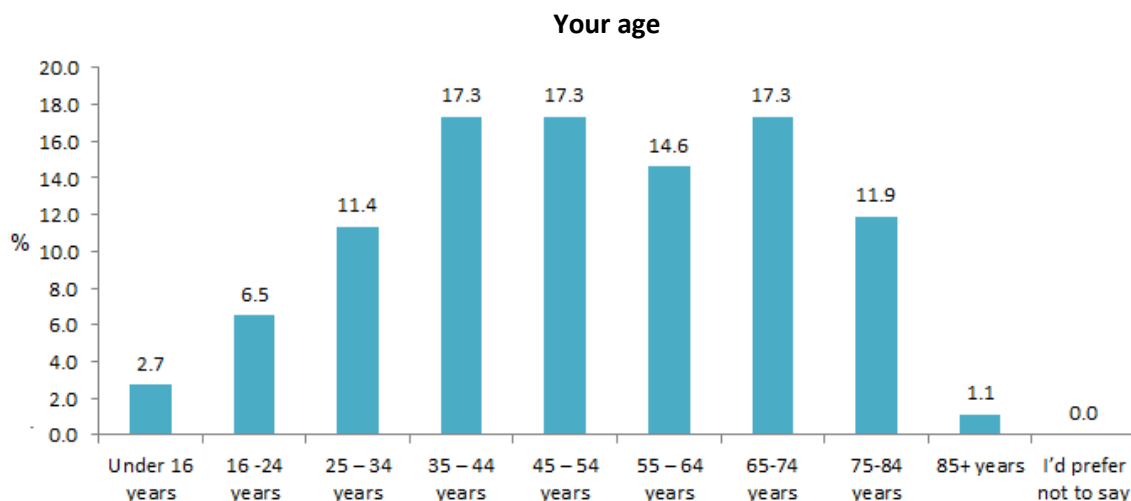
**Do you work in Rushmoor?**

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



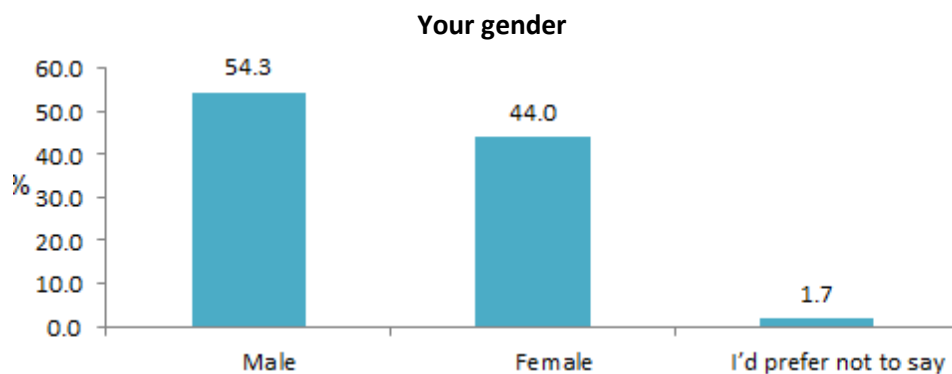
**Your age**

In total 185 respondents completed this question.



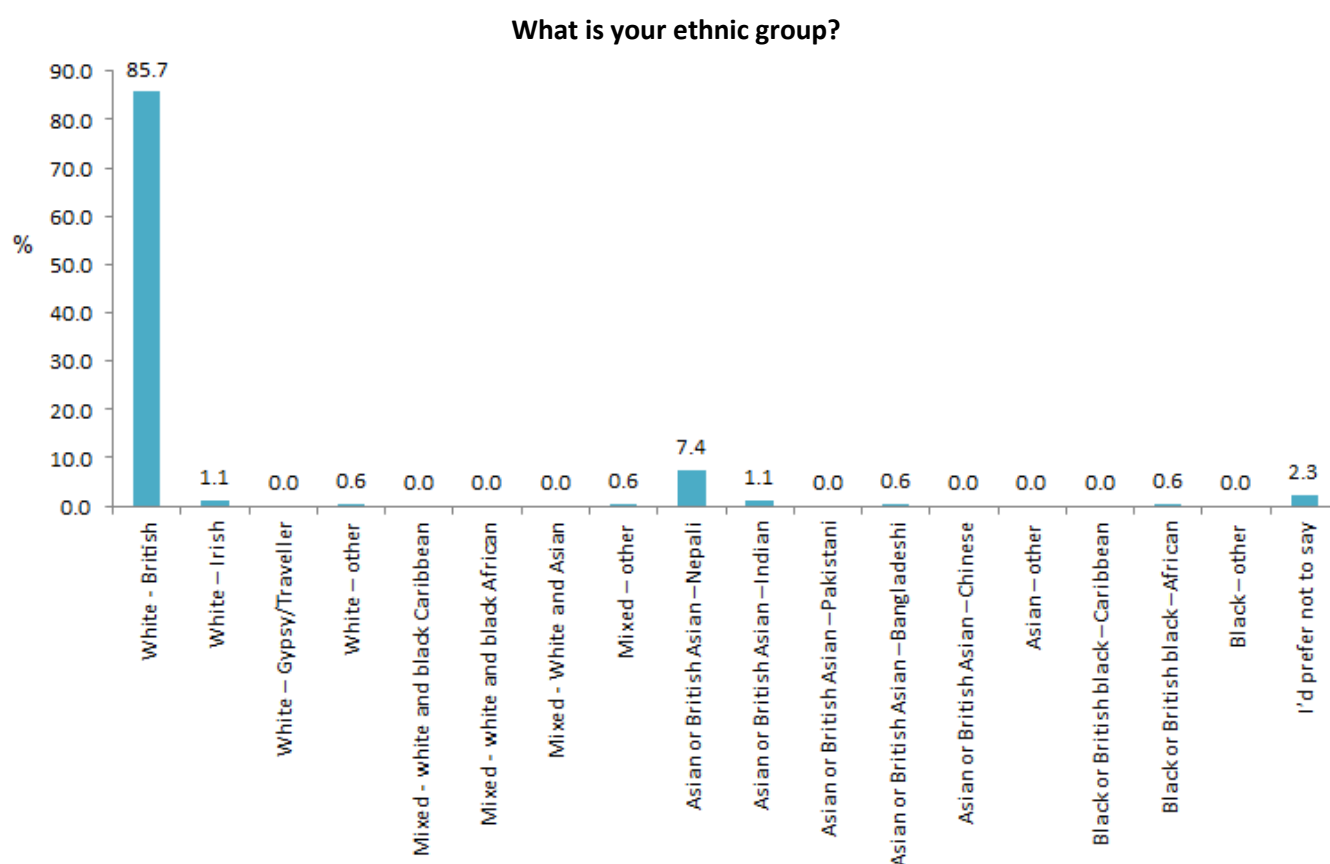
**Your gender**

In total 175 respondents completed this question.



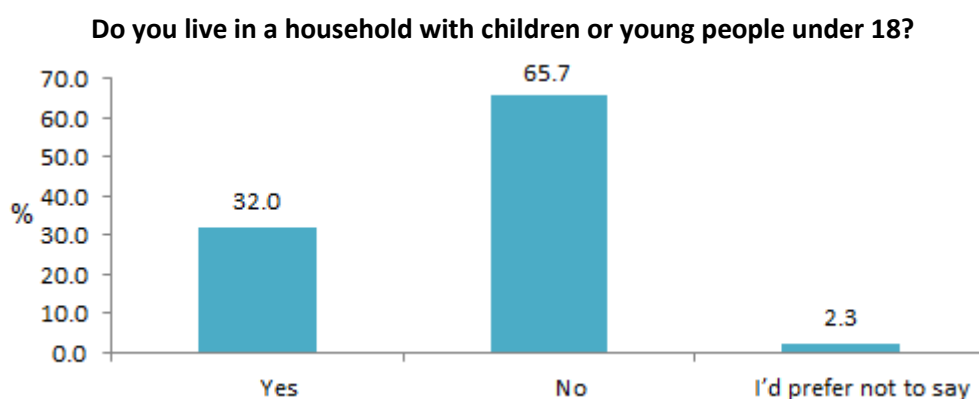
### What is your ethnic group?

In total 175 respondents completed this question



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

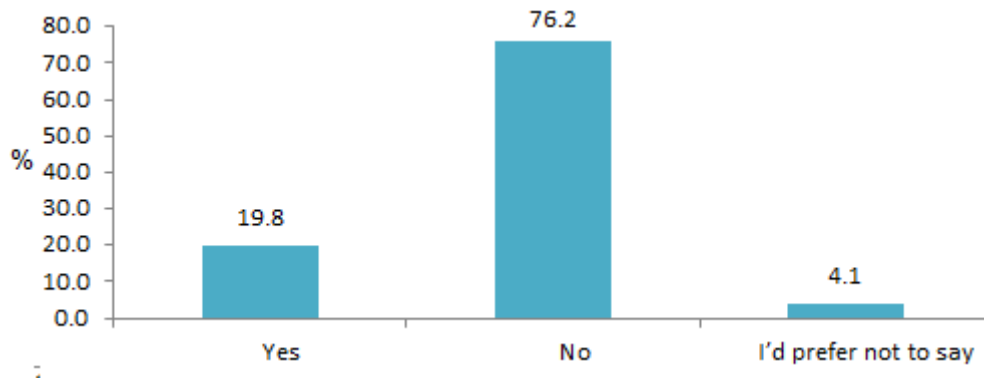
In total 172 respondents completed this question.



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

In total 172 respondents completed this question.

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

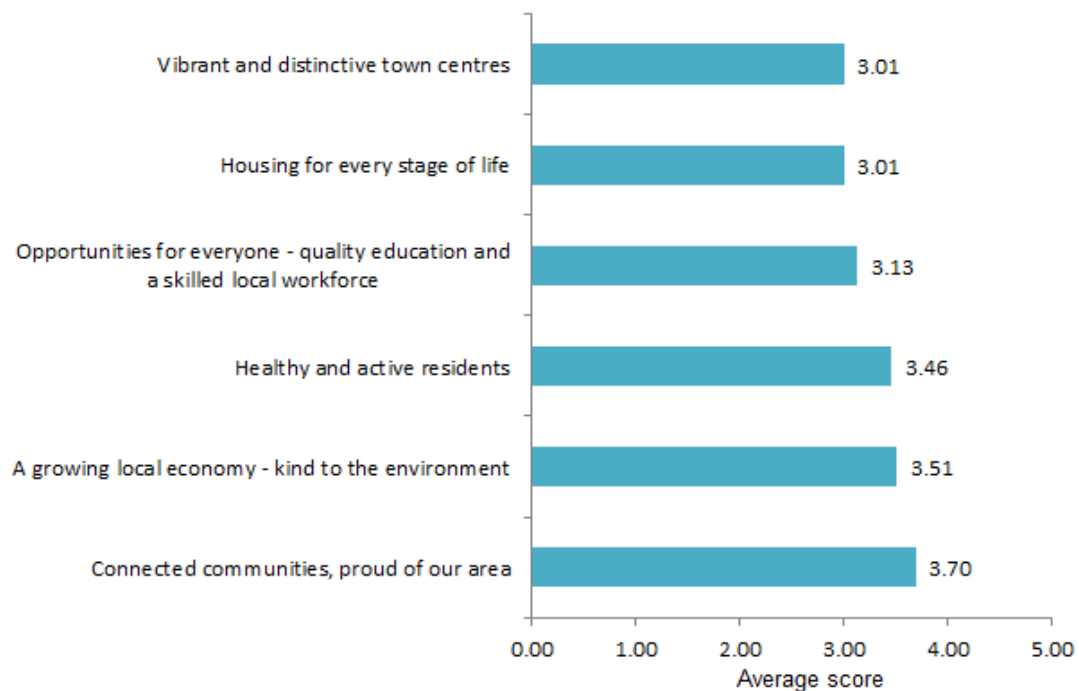


**Results**

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

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

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



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

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

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



## 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”





**HEALTHY AND ACTIVE RESIDENTS**

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

**Health facilities**

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

**Mental health support**

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

**Parks and open spaces**

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

**Leisure facilities**

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

**Cycle Routes**

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



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

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

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

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

"More flexible appointment times at GP's surgeries to allow working people to attend. Evenings and weekend please"



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

"Control number of fast food premises"

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

"Have free fitness events and classes in the parks"

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

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

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

**Road networks**

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

**Public transport networks**

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

**Emphasis on specific industries**

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

**Local business**

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

**Environmentally Friendly – not just businesses**

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

**Corporate Social responsibility**

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



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

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

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

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

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



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

“Why can’t we have a science festival”

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

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

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



**Responses from young people**

**Analysis of Feedback Comments - Key Messages**

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

**Community facilities**

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

**Safe public spaces and places**

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

**Environment – what is important?**

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

**The Future**

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



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

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

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

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

"Shops with teen friendly products."



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

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

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

"Big screen in public spaces with information."

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



## Instagram Story Polling

### 1. Introduction

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



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

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

## 2. Stories Advertising

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

## 3. Instagram Stories Poll Results

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

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

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

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

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

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

#### **6. Conclusions**

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





# Your future, your place

A vision for Aldershot  
and Farnborough 2030



# Welcome to **Your Future, Your Place**

This document sets out our future ambitions for Aldershot and Farnborough to 2030.

It was created following a programme of events, workshops and engagement with residents, elected members, partners and community organisations to come up with a shared vision for the borough of Rushmoor.

This is a fantastic place to live and **Your Future, Your Place** sets out our aspirations for Aldershot and Farnborough over the next ten years to ensure that our residents can make the most of our family-friendly regenerated town centres, distinct in character.

Our communities will be able to access quality housing for all stages of life, feel proud and connected to their towns and able to enjoy easy access to parks, green spaces and leisure activities that help them to lead an active life.

We will help our economy to grow, working with partners and industry to increase productivity and prosperity, access funding opportunities and attract investment.

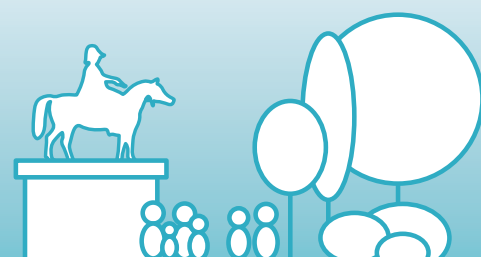
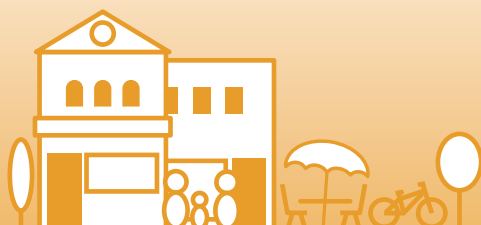
And finally, we want future generations to have the best start in life, receive a quality education and achieve their full potential, living and working in a borough where we all respect and protect our environment.

## **David Clifford**

Leader  
Rushmoor Borough Council

## **Paul Shackley**

Chief Executive  
Rushmoor Borough Council



## Building the vision

Using information from our 2018 residents' survey, an ambition workshop with members of our Cabinet and a partners' network event, six key themes emerged as those thought to be the most important for Rushmoor and for its residents, businesses and partners.

We asked residents for their views in February and March 2019. Around 1,100 people took part in our consultation, which included an online survey, a range of public drop-in sessions and engagement with local community groups, both face-to-face and using social media.

A key message from our residents, was they want us to **focus on issues that matter to them**, with the improvement of our town centres, enabling opportunities for high quality education and skilled local jobs top of the list.

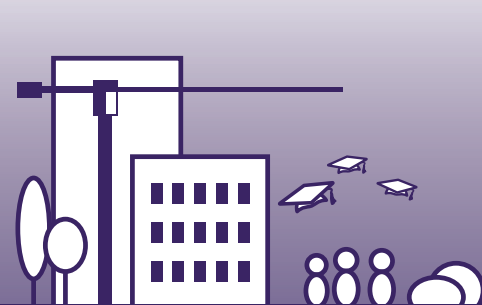
Residents liked the ambitious nature of the vision and were keen for us to also include additional areas such as community safety, communications with the community, and the importance of green and environmentally-friendly living for residents.

Residents want our towns to be well-connected, with an emphasis on safer routes for those that want to walk and cycle. They wanted to know more about what we have planned for community spaces and to ensure that green spaces are designed as part of new housing developments.

These were the areas our residents wanted the vision to focus on:

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

Above all, we were pleased to hear from a very engaged community, interested in their local area, keen to find out more and to be part of its future.



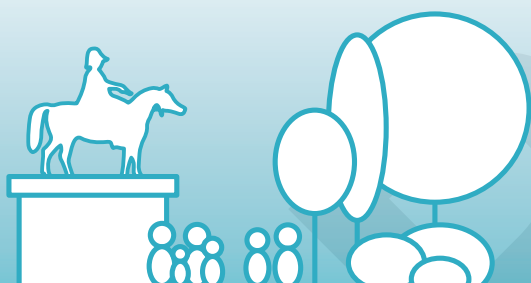
# Vision at a glance



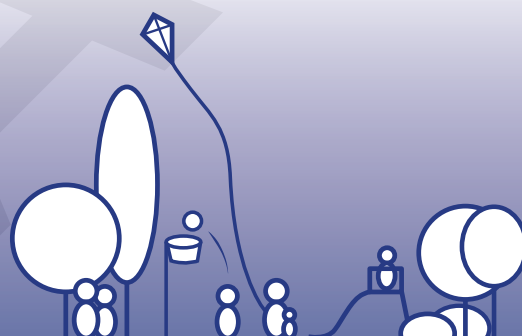
**Vibrant and distinctive town centres**



**Housing for every stage of life**



**Strong communities, proud of our area**



**Healthy and green lifestyles**



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



**Opportunities for everyone – quality education and a skilled local workforce**

## Vibrant and distinctive town centres

Farnborough and Aldershot town centres will be regenerated with a wide mix of uses. These will include a good shopping offer, leisure, arts and social spaces that attract people into the town, as well as businesses and town centre living. New town centre homes will be of good quality and sit well alongside existing historic buildings.

Our towns will be family-friendly, safe, vibrant and thriving places where people want to spend their time and money, from daytime through to the evening.

Each town will have its own distinct character that respects its unique heritage. Aldershot will benefit from the legacy of its Victorian and military history and Farnborough, from its proud aviation and aeronautical reputation.

Our towns will also be well connected and more people will choose to walk and cycle. Public transport will be reliable, accessible and affordable. Where people use their cars, they will enjoy good access into, and around, the town centres; with access to decent parking and electric charging points.



## Housing for every stage of life

There will be a good mix of homes of sizes and types to meet our residents' needs throughout their lives. There will be more homes to rent and buy, including a good supply of truly affordable homes to help ensure we attract and retain young talent locally and provide housing for key workers.

New homes will be attractive, greener, and fit in with their surroundings. The selection and quality of homes available will encourage people to move here and stay, working locally, supporting the local economy and reducing the need to commute.

Residents will be helped to adapt their homes to take advantage of green technologies to be kinder to the environment and reduce their energy costs.

When new homes are built, there will be the facilities and infrastructure in place to cater for a growing population, including roads, health facilities, schools and green spaces for children to play.



## Strong communities, proud of our area

People and businesses will feel proud to be part of our towns and will enjoy a strong sense of community and belonging.

Everyone will feel able to get involved in helping out in their local area - through volunteering, community projects and groups.

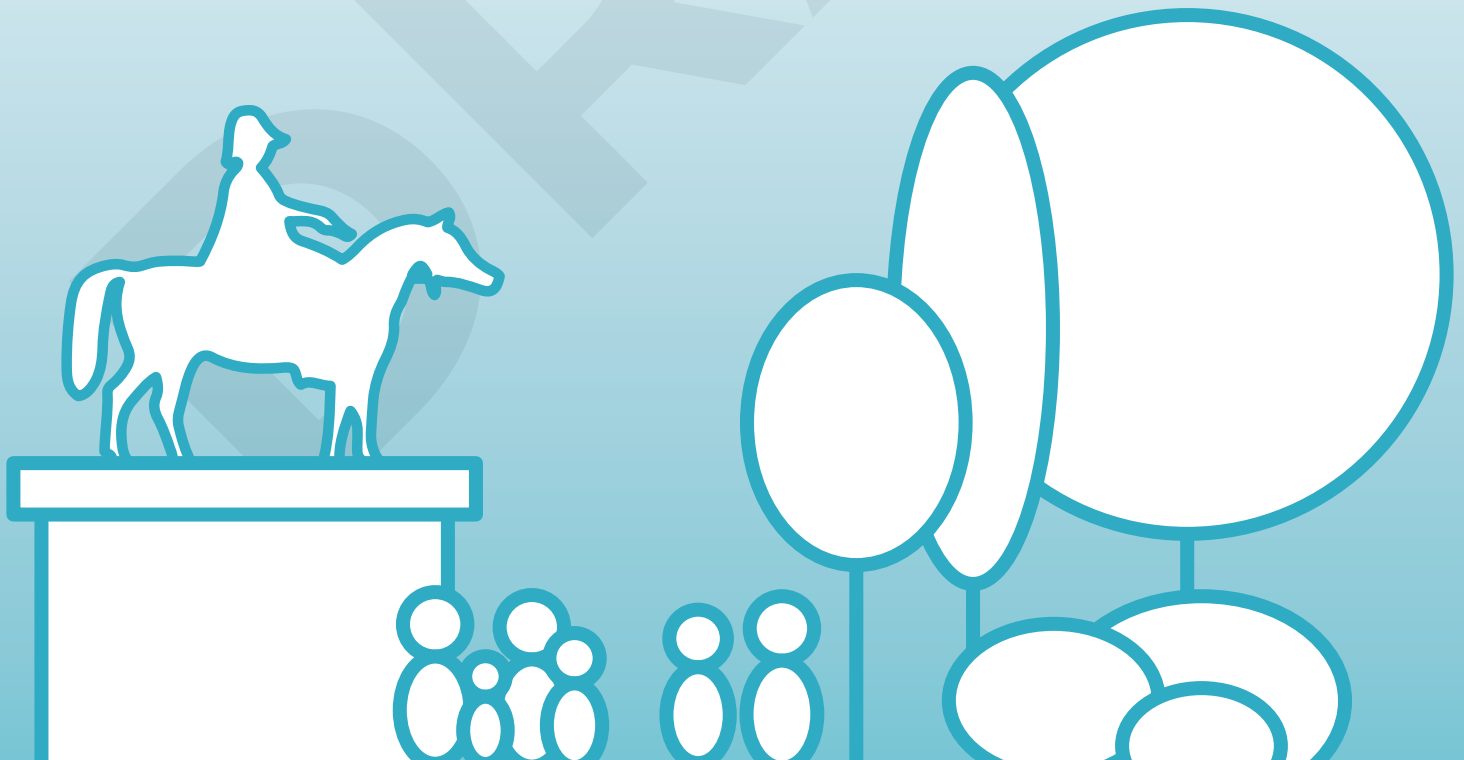
There will be great public spaces and places, where people can meet for a wide range of affordable leisure, cultural and community activities, classes and events.

There will be thriving and supportive local networks and online communities.

In our neighbourhoods, residents will look out for each other, so that everyone feels safe and cared for.

People will feel well informed about what's happening in their area and about the facilities, activities and services available locally.

As well as being ambitious for the future and excited by what the area has to offer, we will continue to value and celebrate the contribution of Aldershot and Farnborough's military and aviation heritages to the unique character of our borough.



## Healthy and green lifestyles

Everyone will have access to parks and green spaces, and to affordable facilities so they can lead active and healthy lifestyles.

There will be a network of safe and well-signed cycle routes across the borough, helping people to keep fit and supporting green travel.

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 and advice services available – where, and when, people need them. Health services will cater well for local need and people will find it easy to get help at an accessible location.

Residents will be able to enjoy environmentally-friendly lifestyles, with greater support available to make it easy for them reduce, reuse and recycle.





## 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 to support smaller and medium sized companies. Aldershot and Farnborough will be towns that actively encourage entrepreneurs and business start-ups.

Companies that develop 'green' and environmentally-friendly technologies will be helped to set up and grow in the borough.

All businesses will be encouraged to protect the environment and benefit from opportunities to become more energy efficient.

Good road networks, better public transport and great digital connections will support business growth 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 be 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, increase their prosperity and meet the needs of local businesses. They will also have opportunities for life-long learning to keep mentally-active and engaged.

All residents and businesses will have the skills to benefit from the opportunities offered by digital technologies.



## Bringing the vision to life

Now that we have our shared vision for Aldershot and Farnborough to 2030, we will be using it with our partners to guide future decisions that will help us all to shape Rushmoor's future.

At the council, the vision will link back to everything we do and be part of day-to-day business.

The document will work alongside and be reflected in, our council business plan, so that key decisions and priority work all links back to achieving our vision.

For an online version of this document go to [www.rushmoor.gov.uk/vision2030](http://www.rushmoor.gov.uk/vision2030)

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**To keep up-to-date with the latest news from Rushmoor Borough Council and progress with our vision, please look for us on social media.**



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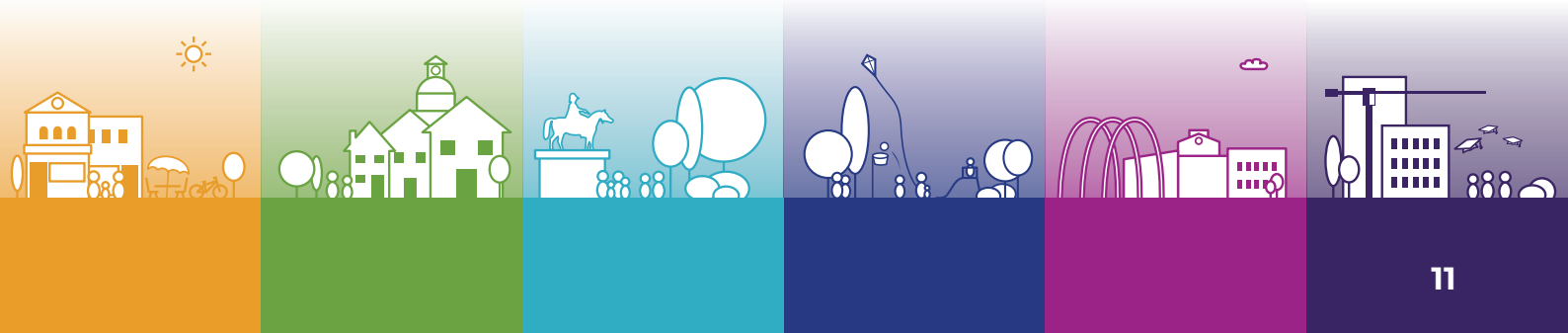


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You can also sign up to receive regular email news from us and be invited to receive information about future consultations at [www.rushmoor.gov.uk/news](http://www.rushmoor.gov.uk/news)



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