

Living in Rushmoor – Tell us what you think

2024 Residents Survey

August 2024

Consultation report by Risk, Performance and Procurement

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Executive summary

The 2024 residents survey received a good response. However, there are concerns that it was not fully representative of the Rushmoor community and further work will be needed in future to engage with hard-to-reach groups.

Overall, satisfaction with Rushmoor as a place to live has fallen in recent years.

Road and pavement repairs and town centres/shopping facilities continue to be high on the list of factors that residents highlight as needing to be improved. Also, Farnborough respondents think sports and leisure facilities need improving, whilst Aldershot residents think the level of crime needs addressing. Clean streets and health services are also factors high on the list that need to be improved in the views of residents.

Overall, the 'sense of belonging' to the local area respondents report is very similar to that in the 2022 survey. However, there are some clear differences in the results of the two surveys in the ward level data.

Engagement with arts and cultural events activities varies, and those in Farnborough are generally less engaged in events than Aldershot respondents. This may be due to more events taking place in Aldershot. Females were more likely to have spent time engaging in arts and cultural activities than males.

Although there was some positive responses to the questions relating to improvements due to UKSPF projects, many of the projects have not been completed yet so it is important to include these questions again in next year's residents survey.

Feelings of safety have reduced overall, but those in Farnborough generally felt safer than those in Aldershot. Drug related activities was the largest concern of respondents.

Introduction

It is important for a council to regularly engage with residents to help them develop priorities and inform services delivery. Each year Rushmoor Borough Council carries out a resident survey. Last year the survey was based around council services, this year the survey is based around what is like to live in Rushmoor (Aldershot and Farnborough), and whether people feel part of their community. Some of the survey questions were based on questions previously asked in Rushmoor residents surveys, so changes in views can be identified.

In addition, over the past year the Council used external funding to improve the town centres, including more local and cultural events. The survey included questions to understand what events and activities residents have been involved in and what they think of them.

Methodology

The survey was carried out online, with paper copies available if requested (appendix A). The survey was advertised in the summer edition of Arena (appendix B) and via the Council's social media. The paper version of the survey was taken to Victoria Day and the Cove Brook Fun Day. A postcard (appendix C) with links to the survey were available at the events and in the Council Offices reception. The details of the survey were also sent to over 6,000 people who have signed up via email to receive news or information about consultations from the Council.

During the consultation period it became clear that the length of the survey may be a concern, with language that may not be that easy to understand if English is the respondents second language. As a result, a simplified shorter survey was shared with our hard-to-reach groups (our Nepali population and younger people), to encourage completion. We received two responses using this method and the respondents' answers have been included in the main survey results where applicable. For future residents' surveys, we will take learning from the feedback received and devise a better way to engage with harder to reach groups.

The survey ran from Monday 3 June 2024 until Friday 12 July 2024.

Responses

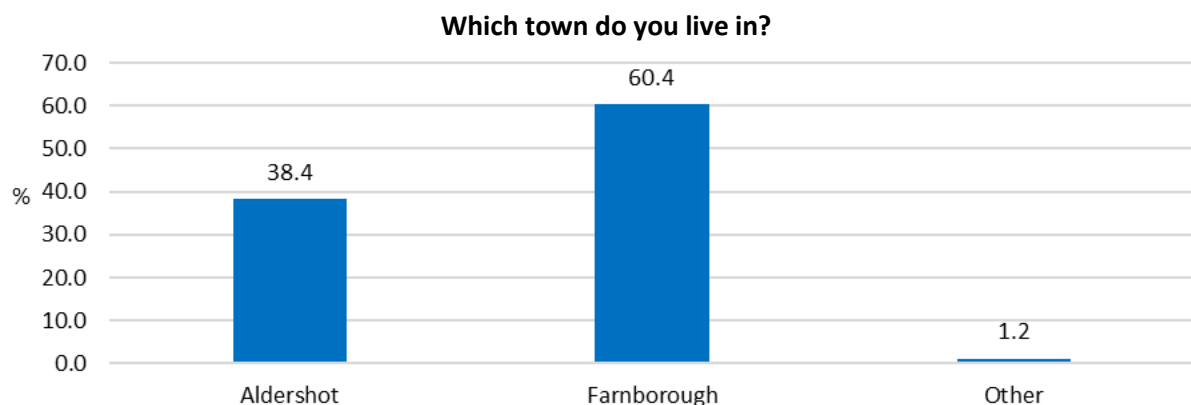
In total, there were 1,686 surveys returned (1,662 online and 24 paper surveys). For reference purposes, the table below shows the number of surveys returned for past resident surveys.

2021	2022	2023	2024
1,518	1,058	1,509	1,686

Characteristics of respondents

Which town do you live in?

All 1,686 respondents completed this question. According to the 2021 Census, 59.9% of Rushmoor residents lived in Farnborough and 40.2% lived in Aldershot. 60.4% (1,018) of respondents indicated that they were Farnborough residents and 38.4% (648) of respondents indicated that they were Aldershot residents. The survey is close to being representative of the populations of towns.



Of the 20 respondents (1.2%) that ticked other, the main themes of the answers were:

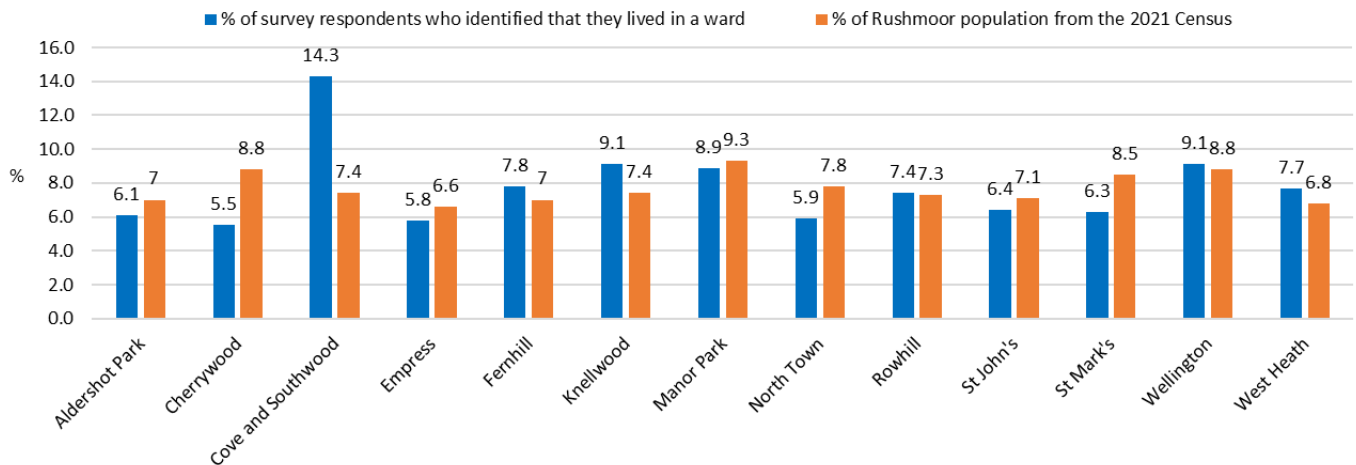
- 4 respondents indicated they lived in Fleet.
- 3 respondents indicated that they lived in Ash / Ash Vale
- 2 respondents indicated that they lived in North Camp
- 2 respondents indicated they lived in Cove.

Ward responses rate

In total 1,668 respondents indicated which ward they lived in, 58 respondents didn't know which ward they lived in, 18 respondents preferred not to say, and 9 respondents indicated that they didn't live in a Rushmoor ward. The number of respondents varied between wards with the highest being Cove and Southwood ward (226 respondents) and the lowest being Cherrywood ward with 87 respondents.

The following chart is the percentage of respondents per ward compared to percentage of Rushmoor's population in each ward. The chart shows that Cove and Southwood wards is the most over-represented in the survey and Cherrywood ward is the most under-represented.

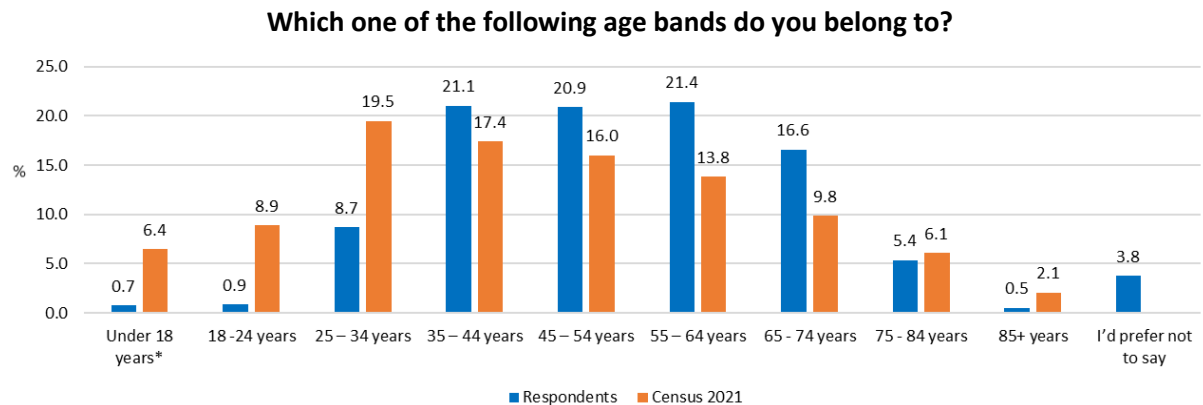
Percentage of respondents per ward compared to percentage of Rushmoor's population in each ward



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

Which one of the following age bands do you belong to?

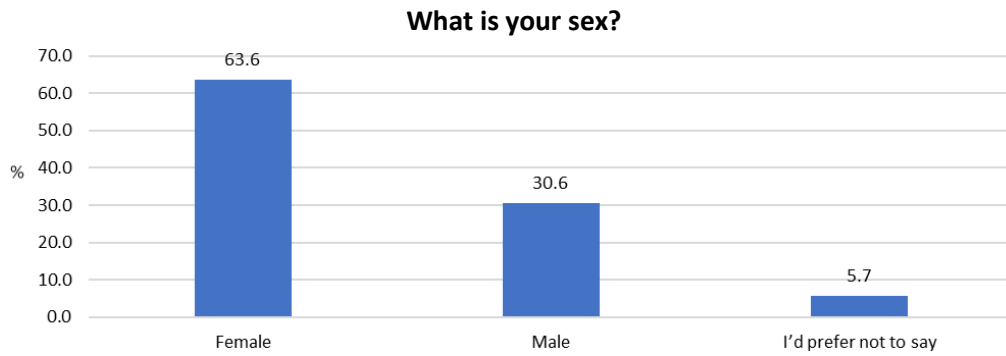
In total 1,344 respondents completed this question. Those under 34 years of age are under-represented and those over 35 to 74 years of age are over-represented.



* As the survey was advertised by social media the 2021 Census age percentage for under 18 years is from 13 years of age, which the minimum age for most social media platforms.

Your sex

In total 1,342 respondents completed this question. 63.6% (854) of respondents indicated that they were female and 30.6% (411) of respondents indicated that they were male. Females are over-represented in the survey as 49.9% of the population of Rushmoor are female according to the 2021 Census.



What is your ethnic group?

In total 1,347 respondents completed this question. When compared to the data from the 2021 Census, those who identified as white are over-represented and those who identified in the groups other than white are under-represented. The Nepali population is very under-represented, 1.5% of respondents identified as Nepali (20 respondents), compared to the 10.6% of the population who identified as Nepali in the 2021 Census. However, this is an improvement from 2023 where 7 Nepali respondents completed the survey.

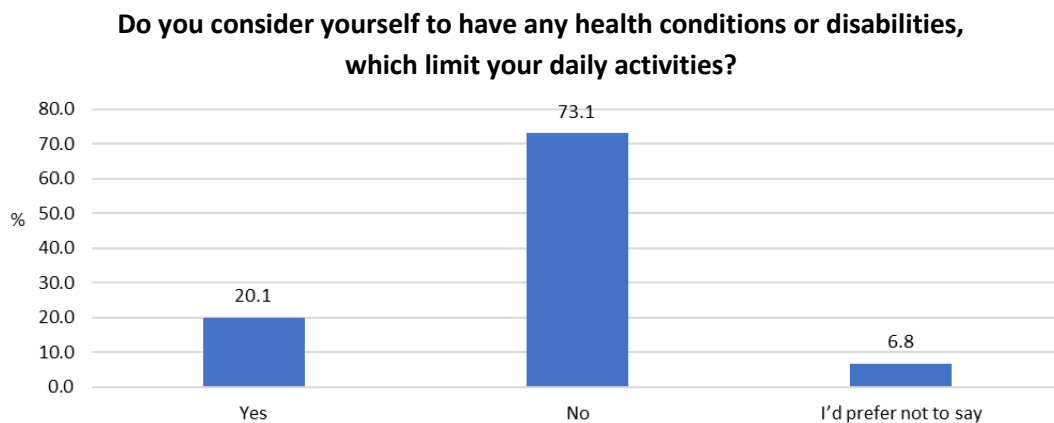
Note: two respondent that completed the other background box also identified as Nepali, this would make the number 22 and 1.6%.

Ethnic group	Number	%	Census 2021
White - British	1121	83.2	71.1
White – Irish	12	0.9	0.7
White – Gypsy/Traveller	2	0.1	0.2
White – other	50	3.7	5.4
Mixed - white and black Caribbean	2	0.1	0.7
Mixed - white and black African	4	0.3	0.4
Mixed - White and Asian	9	0.7	0.8
Mixed – other	2	0.1	0.6
Asian or British Asian – Nepali	20	1.5	10.6
Asian or British Asian – Indian	13	1.0	2.1
Asian or British Asian – Pakistani	6	0.4	1.2
Asian or British Asian – Bangladeshi	1	0.1	0.3
Asian or British Asian – Chinese	3	0.2	0.5
Asian – other	10	0.7	1.6
Black or British black – Caribbean	2	0.1	0.7
Black or British black – African	6	0.4	1.5
Black – other	1	0.1	0.4
Arab	0	0.0	0.2
Any other background	15	1.1	1.0
I'd prefer not to say	68	5.0	-
Total identified as white	1185	88.0	77.4
Total identified as other ethnic groups	79	5.9	22.6

Of the 15 respondents that identified as any other ethnic group the main theme of responses was white English and English (mentioned in 8 comments).

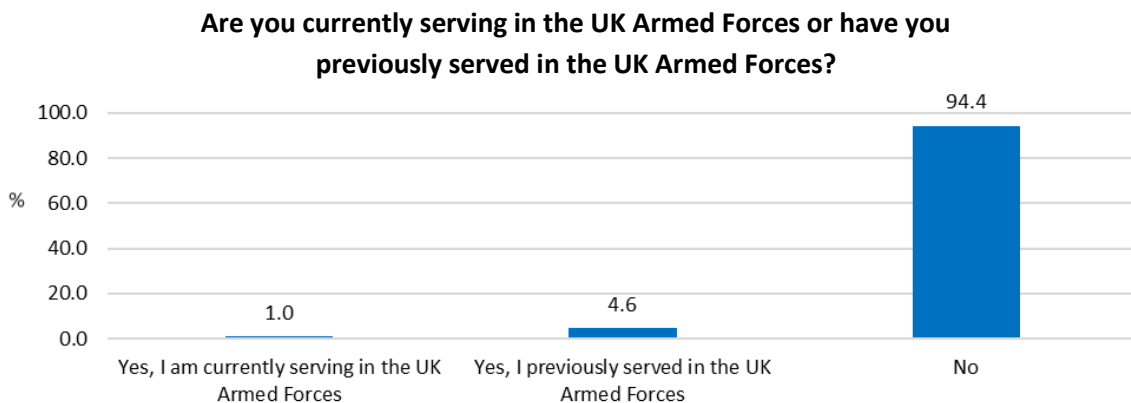
Do you consider yourself to have any health conditions or disabilities, which limit your daily activities?

In total 1,346 respondents completed this question. 73.1% (985) of respondents indicated that they didn't have any health conditions or disabilities, which limited their daily activities. 20.1% (271) of respondents indicated that they did have health conditions or disabilities, which limited their daily activities. For reference purposes, 14.3% of residents in the 2021 Census indicated that had a long-term health problem or disability that limited their day-to-day activities a little or a lot. This suggests those with a health conditions or disabilities, which limit their daily activities could be slightly overrepresented.



Are you currently serving in the UK Armed Forces or have you previously served in the UK Armed Forces?

In total 1,346 respondents completed this question. 94.3% of respondent (1,268) are not and have not served in the armed forces. 14 respondents (1.0%) indicated that they were currently serving, and 64 respondents (4.6%) indicated that they previously served in the armed forces. For reference purposes, the 2021 Census indicated that 6.7% of Rushmoor adults have previously served in UK armed forces as a regular and/or reserve. This suggests those who have previously served in the armed forces are slightly underrepresented. This is the first time this question was asked in the residents' survey.



Summary of Results

The survey was designed to understand what residents think of living in Aldershot and Farnborough. It included a number of questions that had been asked in previous surveys in order that comparisons can be made. The survey also included questions about arts, culture, and events in the Borough. The survey got over 1,600 responses.

However, younger people (under 24 years of age) and our Nepali community were very underrepresented and there is a need to engage better with these residents in future surveys. Feedback suggests that this can be achieved by visiting schools / colleges and simplifying the language for those who have English as a second language.

Local area

The average rating for Rushmoor (Aldershot and Farnborough) as a place to live was 5.50 (where 1 is being very dissatisfied and 10 is being very satisfied). Respondents from Farnborough are slightly more satisfied with Rushmoor as place to live than those from Aldershot but difference between the two towns is small. Since the question was first asked in 2018 residents survey, respondents are now less satisfied with Rushmoor as place to live.

Those living in St. Mark's ward are the most satisfied (5.96), while those living in Manor Park ward are the least satisfied (5.07). Although there is a small sample size, those who identified as other ethnic groups (other than white) appear to be more satisfied with Rushmoor as place to live (6.04). Those with health conditions or disabilities, which limit daily activities are the least satisfied (5.39).

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

- Health services
- The level of crime
- Clean streets
- Roads and pavement repairs
- Shopping facilities

Since the 2022 residents survey, roads and pavement repairs have increased as an important factor to making somewhere good to live (from 7th most important factor in 2022 to the 4th most important factor in 2024). Since the 2018 residents survey sports and leisure facilities has increase as an important factor (from the 11th factor in 2018, to the 9th factor in 2022, to the 6th factor in 2024).

Both Aldershot and Farnborough have health services, clean streets, roads and pavement repairs and the level of crime in their top five factors in making somewhere good to live but

in a slightly different order. Aldershot has the shopping facilities as one of the top five factors while Farnborough has sports and leisure facilities.

The five factors identified as most needing improvement are:

- Road and pavement repairs
- Shopping facilities
- Clean streets
- The level of crime
- Health services.

These were the same five factors in the 2022 residents survey. Since the 2022 residents survey, the percentage of respondents that thought road and pavement repairs needed improving increased by 8%.

Four of the same top five factors that need improving the most were identified by those respondents who lived in Aldershot and Farnborough, these were road and pavement repairs, clean streets, health services and shopping facilities. Aldershot respondents' list also included the level of crime. Whereas Farnborough respondents' list also included sports and leisure facilities.

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

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

Pride in place

51.9% of respondents felt that they very strongly or fairly strongly belonged to their local area, this is a similar percentage to when the question was asked in 2022 residents survey (51.3%).

From the 2022 residents survey to 2024 resident's survey, there was a minor increase in respondents from Aldershot that felt they belonged to their local area very strongly or fairly strongly, and a small decrease in respondents from Farnborough.

Those living in St. Mark's ward felt the most strongly to their local area (64.6%), while those living in North Town ward felt the least (41.5%). Although there is a small sample size, those who identified as other ethnic groups (other than white) felt the most strongly to their local area (60.5%), while those with health conditions or disabilities, which limit daily activities felt the least (45.8%).

After nothing, the main themes to why respondents felt proud to live in their local area was good facilities (which includes access to green open spaces and parks and woodlands / nature), followed by sense of community / the community/ the people / friendly people.

26.7% respondents agreed (definitely agree and tend to agree) that that people in their local area pull together to improve the local area. A higher percentage of Aldershot respondents agreed that that people in their local area pull together to improve the local area, than Farnborough respondents.

Those living in St. Mark's ward felt the most that people in their local area pull together to improve the local area (35.4%), while those living in St John's ward felt the least (15.5%). Although there is a small sample size, those who identified as other ethnic groups (other than white) felt the most that people in their local area pull together to improve the local area (39.7%), while those with health conditions or disabilities, which limit daily activities felt the least (21.9%).

Arts, culture, and events

50.1% of respondents had attended community events, activities or markets in their local area or town in the past year. 35.1% had not attended an activity and 11.9% were not aware of any community events, activities or market in their local area or town. This was a higher percentage that attended events and activities than last year (40.2%). However, the question wording was changed to include markets for the 2024 survey, and this was reflected in the open question with markets being the event most attended by respondents.

A higher percentage of respondents from Aldershot had attended community events and activities in the past year than those from Farnborough. Wards nearer the town centres had higher level of attendance to community events, activities, and markets in the past year.

The activity attended the most was 'Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity,' 48.5% indicated that they had done this in the past 12 months. The activity attended the least was 'Dance,' 13.8% indicated that they had done this in the past 12 months.

There were differences between groups of respondents:

- Respondents under the age of 44 are more likely to have spent time doing a creative, artistic, theatrical or music activity or a craft.
- Female respondents are more likely to have attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity.
- Respondents that identified as other ethnic groups (other than white) are more likely to have used a public library service (small sample size)

- Those that are serving or previously served in the armed force are more likely to have attended a museum or gallery (small sample size)
- Female respondents are more likely to have attended 'Dance.'

Females were more likely to have spent time doing arts and cultural activities than males.

Community Safety

Overall, 71.9% of respondents felt very and fairly safe outside during the day and 13.3% felt very and fairly unsafe. Feelings of safety during the day have dropped from previous surveys. Farnborough respondents felt safer during the day outside in their local area than Aldershot respondents.

Those living in St. Mark's ward felt the safest during the day (82.3% very or fairly safe), while those living in Manor Park ward felt the most unsafe (20.0% very or fairly unsafe). Those over the age of 65 felt the safest (77.2% very or fairly safe), while those with health conditions or disabilities, which limit daily activities felt the most unsafe (21.0% very or fairly unsafe).

Overall, 31.1% of respondents felt very and fairly safe outside after dark and 48.3% felt very and fairly unsafe. Feelings of safety after dark have dropped from previous surveys. Farnborough respondents felt safer during the day outside in their local area than Aldershot respondents.

Those living in St. Mark's ward felt the safest after dark (50.0 very or fairly safe), while those living in North Town ward felt the most unsafe (65.1% very or fairly unsafe). Males felt the safest (54.1% very or fairly safe), while those with health conditions or disabilities, which limit daily activities felt the most unsafe (59.0% very or fairly unsafe).

Drugs was the largest theme to why people felt unsafe, followed by the streetlights being too dim and going off at night.

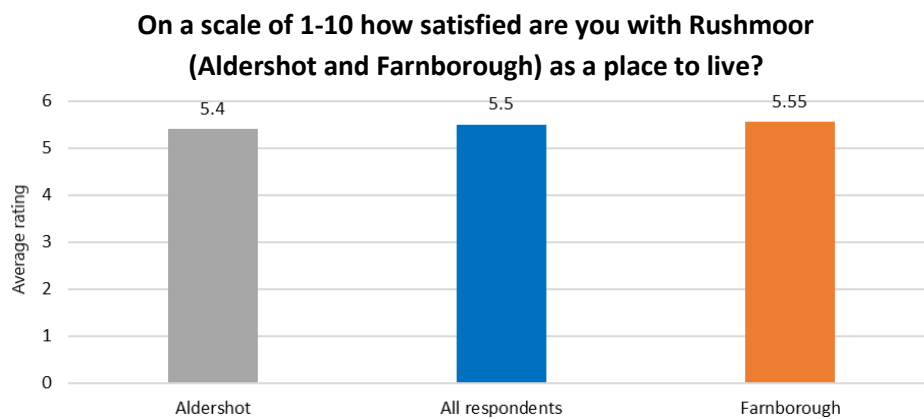
Full survey results

Note: Question 1 was the town question and question 2 was the ward question.

Section one: Local area

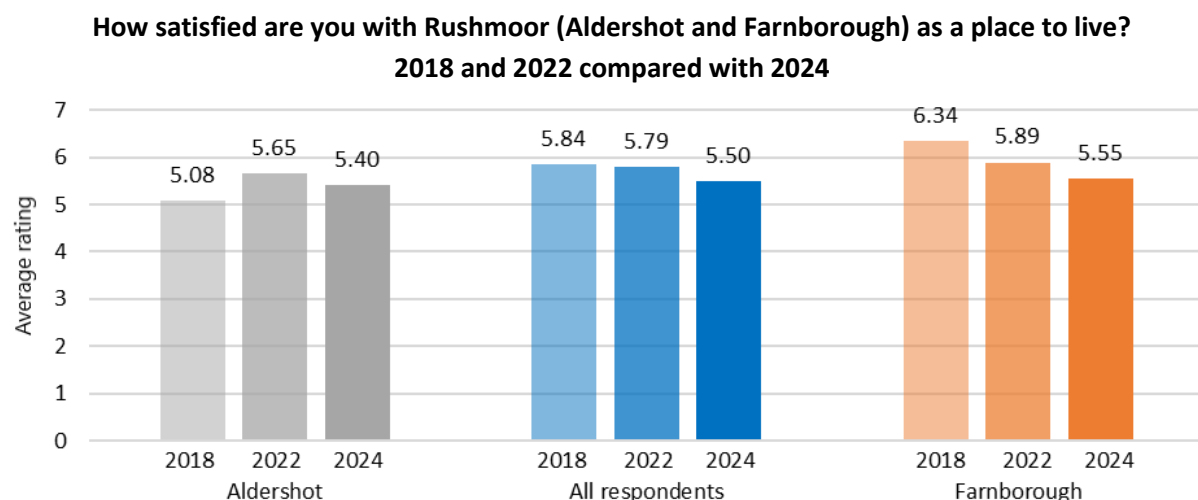
Question 3 - On a scale of 1-10 (with 1 being very dissatisfied and 10 being very satisfied) how satisfied are you with Rushmoor (Aldershot and Farnborough) as a place to live?

In total, 1,398 respondents filled in this question. Overall, the average rating for all respondents was 5.50 as a place to live. Respondents from Farnborough (5.55) were more satisfied with Rushmoor as a place to live than those from Aldershot (5.40). Although Farnborough respondents are slightly more satisfied than Aldershot respondents, the difference between the two towns is small.



In comparison to the past resident surveys

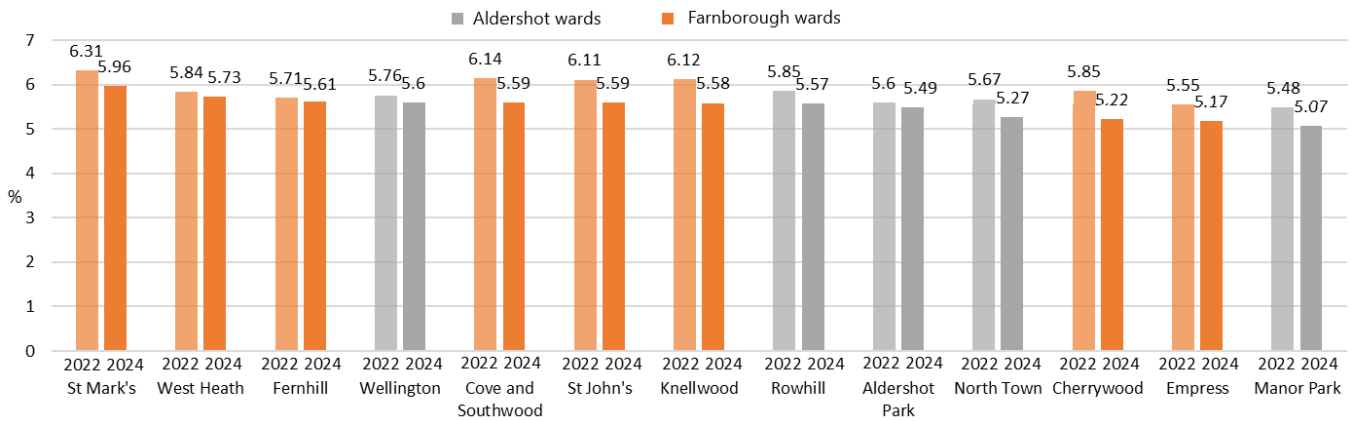
In 2018 residents survey the average rating for all respondents was 5.84, and in 2022 it dropped to 5.79, this dropped again to 5.50 in 2024. It dropped for both Aldershot and Farnborough respondents from 2022 to 2024.



Difference between wards

Although not all the wards have a representative number of responses, respondents living in Farnborough wards tend to be more satisfied living in Rushmoor than those in Aldershot wards. Satisfaction in all wards dropped from 2022 to 2024.

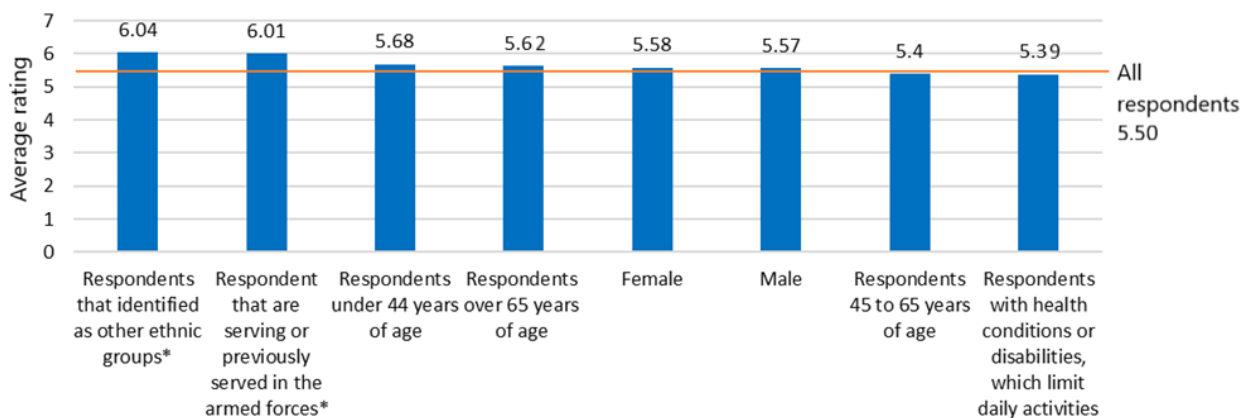
Satisfaction with Rushmoor as a place to live by wards



Difference between groups

Although there is a small sample size, those who identified as other ethnic groups (other than white), and those that are serving or previously served in the armed forces, appear to be more satisfied with Rushmoor as place to live. Those with health conditions or disabilities, which limit daily activities, are the least satisfied.

Average rating for different groups



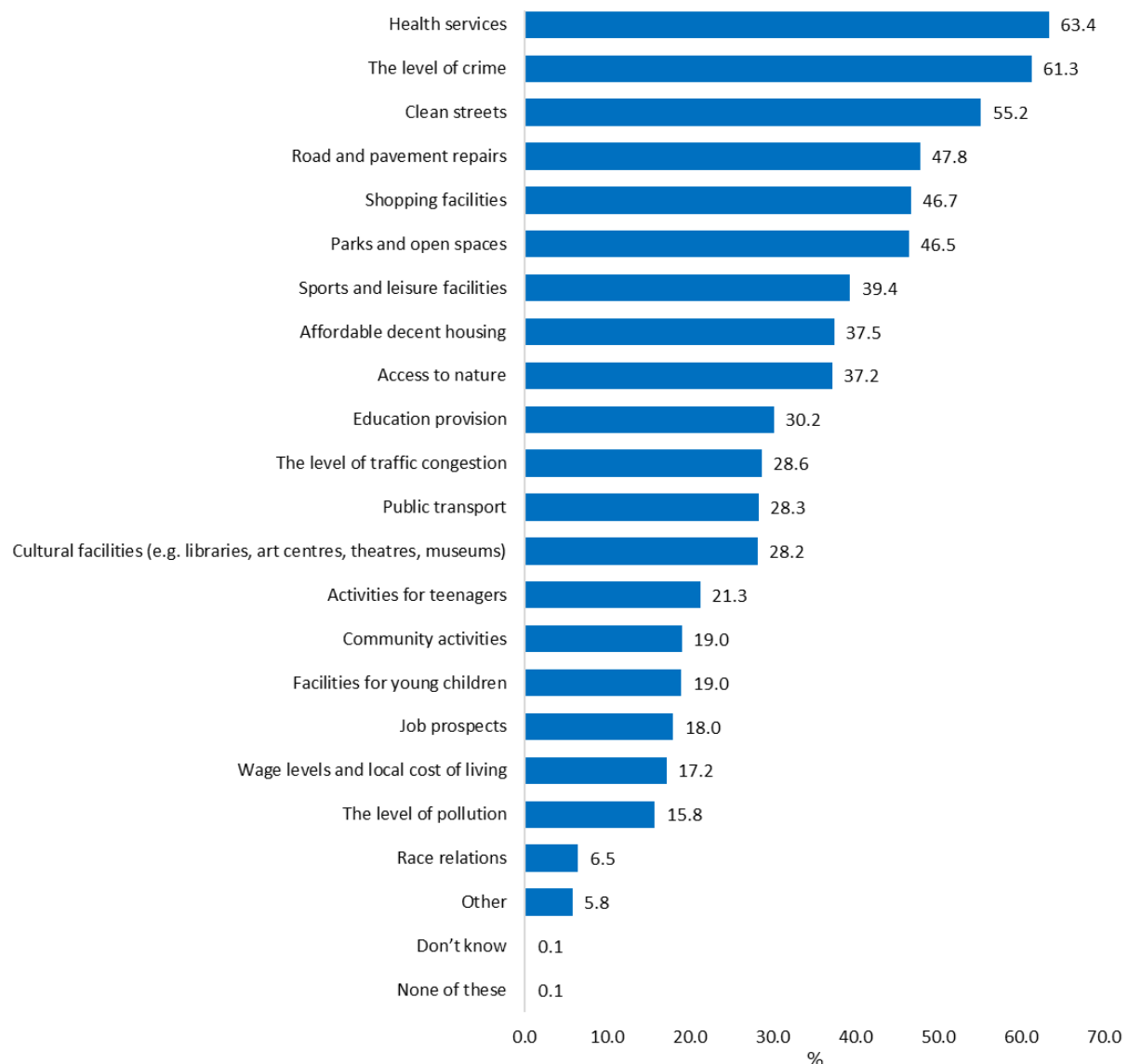
*small sample size

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

In total 1,428 respondents completed in this question and respondents could choose five factors. The top five most important factors to making somewhere good to live were health services (63.4% – 905 respondents), the level of crime (61.3% - 875 respondents), clean

streets (55.2% - 788 respondents), roads and pavement repairs (47.8% - 683 respondents), and shopping facilities (46.7% - 667 respondents). This does not mean these factors are most in need of change, a later question asks about what needs improving most.

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



Note: there was a slight change in the wording of cultural facilities between the 2022 and 2024 survey, with art centres and theatres being added to the information in the brackets.

The question had an “Other please specify” box and 83 respondents completed this part of the question. The main theme for the responses (mentioned more than five times) were:

- All are important /can't choose only 5 (mentioned in around 12 comments)
- Police/safety dealing with antisocial behaviour (mentioned in around 11 comments)
- Grass cutting / grounds maintenance (mentioned in around 8 comments)

- Comments around the need for more things to do (mentioned in around 7 comments)
- Parking issues / enforcement (mentioned in around 7 comments)
- Issues with immigration (mentioned in around 5 comments)

In comparison to the 2018 and 2022 residents survey

The same four factors are in the top list of items which make somewhere good to live in 2018, 2022 and 2024. In 2024 health services moved to the top of the list above the level of crime. Parks and open spaces increased in importance from 2018 to 2022 but decreased in importance in 2024. In 2024 road and pavement repairs made it into the top 5 factors (parks and opens spaces moved to 6th).

All responses	2018 Residents Survey	2022 Residents Survey	2024 Residents Survey
1 st	The level of crime (60.9%)	The level of crime (63.8%)	Health services (63.4%)
2 nd	Health services (56.5%)	Health services (65.6%)	The level of crime (61.3%)
3 rd	Clean streets (51.1%)	Parks and open spaces (54.5%)	Clean streets (55.2%)
4 th	Shopping facilities (50.2%)	Shopping facilities (52.8%)	Road and Pavement repairs (47.8%)
5 th	Parks and open spaces (48.1%)	Clean streets (51.5%)	Shopping facilities (46.7%)

Aldershot and Farnborough

544 respondents identified as living in Aldershot and 866 respondents identified as living in Farnborough completed this question. The four of the top five factors were identified by those who lived in Aldershot and Farnborough but in a slightly different order. In Aldershot, the most important factor was the level of crime and in Farnborough the most important factor was health services. Aldershot has shopping facilities in the top five list and Farnborough had sports and leisure facilities.

Aldershot	Most important	Farnborough
The level of crime	1 st	Health services
Clean streets	2 nd	The level of crime
Health services	3 rd	Clean streets
Shopping facilities	4 th	Road and pavement repairs and sports and leisure facilities
Road and pavement repairs	5 th	-

Town comparison to the 2018 and 2022 residents surveys

Aldershot had parks and open spaces in the top five factors 2018 and 2022 but not in 2024. In 2024 road and pavement repairs entered the top five list.

All responses Aldershot	2018 Resident Survey	2022 Resident Survey	2024 Resident Survey
1 st	Shopping facilities	The level of crime	The level of crime
2 nd	The level of crime	Shopping facilities	Clean streets
3 rd	Clean streets	Health services	Health services
4 th	Health services	Parks and open spaces	Shopping facilities
5 th	Parks and open spaces	Clean streets	Road and pavement repairs

For Farnborough in 2024 shopping facilities and parks and open spaces drop out of the top five factors, with road and pavement repairs and sports and leisure facilities entering the top five list.

All responses Farnborough	2018 Resident Survey	2022 Resident Survey	2024 Resident Survey
1 st	The level of crime	Health services and the level of crime	Health services
2 nd	Health services	-	The level of crime
3 rd	Clean streets	Parks and open spaces	Clean streets
4 th	Parks and open spaces	Clean streets	Road and pavement repairs and sports and leisure facilities
5 th	Shopping facilities	Shopping facilities	-

Ward comparison

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

The most important factor in making somewhere good to live in Aldershot is the level of crime; this was the top of the list for Aldershot Park, North Town and Wellington ward. Manor Park ward had clean streets at the top of the list and Rowhill ward had health services at the top of the list.

Aldershot wards	Most important 2024
Aldershot Park	The level of crime
Manor Park	Clean Streets
North Town	The level of crime
Rowhill	Health services
Wellington	The level of crime

In Farnborough, the most important factor in making somewhere good to live was the health services; five wards had this at the top of the list. St. Johns and St. Marks ward had

the level of crime at the top of the list and Cherrywood ward had clean streets at the top of the list.

Farnborough wards	Most important 2024
Cherrywood	Clean Streets
Cove and Southwood	Health services
Empress	Health services
Fernhill	Health services
Knellwood	Health services
St. Johns	The level of crime
St. Marks	The level of crime
West Heath	Health services

Difference between groups

For all groups, either health services or the level of crime was the most important factor to making somewhere good to live.

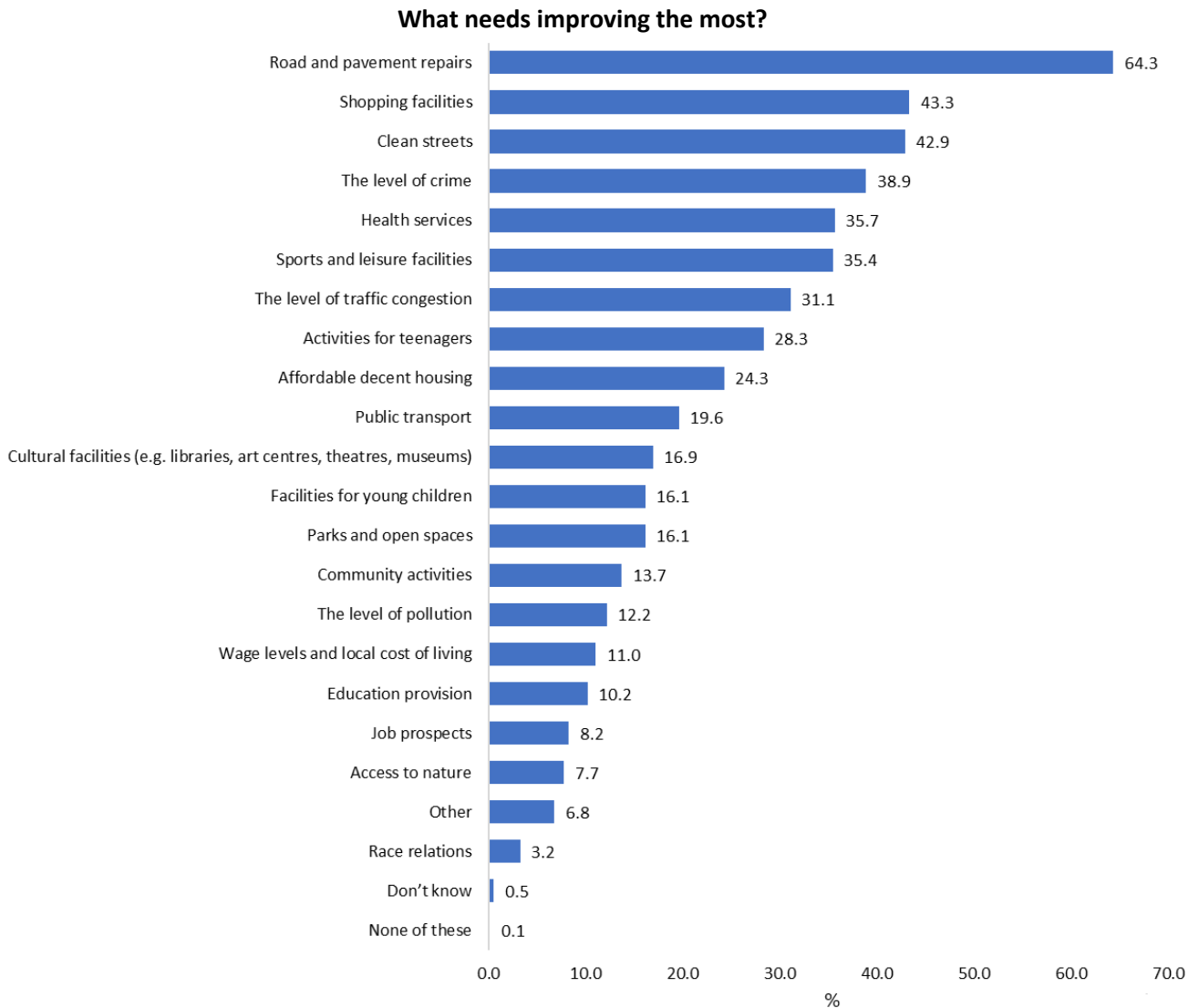
Group	Most important 2024
All respondents	Health services
Female	Health services
Male	The level of crime
Respondents under 44 years of age	The level of crime
Respondents 45 to 64 years of age	Health services
Respondents over 65 years of age	Health services
Respondents that identified as other ethnic groups*	The level of crime
Respondents with health conditions or disabilities, which limit daily activities	Health services
Respondent that are serving or previously served in the armed forces*	The level of crime

*small sample size

Question 5 - Thinking about your local area, which of the things below, if any, do you think needs improving?

In total 1,422 respondents completed in this question and respondents could choose five factors. The five factors most needing improvement are road and pavement repairs (64.3% - 915 respondents), shopping facilities (43.3% – 616 respondents), clean streets (42.9% - 610 respondents), the level of crime (38.9% - 553 respondents) and health services (35.7% – 507 respondents).

Fifth place was close, 507 respondents choose health facilities, 504 respondents choose sports and leisure facilities.



Note: there was a slight change in the wording of cultural facilities between the 2022 and 2024 survey, with art centres and theatres being added to the information in the brackets.

The question had an “Other please specify” box and 96 respondents filled in this part of the question. The main theme for the responses (mentioned more than five times) were:

- Deal with hedges and weeds / grass cutting / maintenance (mentioned in around 17 comments)
- Parking / parking enforcement (mentioned in around 14 comments)
- Speeding / antisocial driving (mentioned in around 6 comments)
- Drugs users and dealers (mentioned in around 6 comments)
 - Other antisocial activities also mentioned in around 6 comments.
- Dog waste and control (mentioned in around 5 comments)
- Town centres and shops (mentioned in around 5 comments)
- Potholes and the state of the roads (mentioned in around 5 comments)

Comparison with 2018 and 2022 residents’ surveys

From 2018 to 2022 the level of traffic congestion has dropped off the top five list of factors in need of improving, and health services had entered the top five list. Since the 2022 residents survey, the percentage of respondents that thought road and pavement repairs needed improving increased by 8 percentage points.

All responses	2018 Residents Survey	2022 Residents Survey	2024 Residents Survey
1 st	Road and pavement repairs (56.7%)	Road and pavement repairs (56.3%)	Road and pavement repairs (64.3%)
2 nd	Shopping facilities (51.7%)	Shopping facilities (51.8%)	Shopping facilities (43.3%)
3 rd	The level of traffic congestion (37.4%)	Clean streets (37.3%)	Clean streets (42.9%)
4 th	Clean streets (35.1%)	The level of crime (36.9%)	The level of crime (38.9%)
5 th	The level of crime (32.2%)	Health services (32.1%)	Health services (35.7%)

Aldershot and Farnborough

539 respondents identified as living in Aldershot and 886 respondents identified as living in Farnborough completed this question.

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

In addition, Aldershot respondents' list included the level of crime. Whereas Farnborough respondents' list included sports and leisure facilities

Aldershot	Need improving	Farnborough
Road and pavement repairs	1 st	Road and pavement repairs
The level of crime	2 nd	Sports and leisure facilities
Shopping facilities	3 rd	Clean streets
Clean streets	4 th	Shopping facilities
Health services	5 th	Health services

Town comparison with the 2018 and 2022 residents survey

In Aldershot, shopping facilities dropped down to third place in 2024, below road and pavement repairs and the level of crime, after being at the top of the list of factors in 2018 and 2022. The level of crime has been moving up the list of factors that need improving the most from 2018, to 2022, to 2024.

Aldershot	2018	2022	2024
1 st	Shopping facilities	Shopping facilities	Road and pavement repairs
2 nd	Road and pavement repairs	Road and pavement repairs	The level of crime
3 rd	Clean streets	The level of crime	Shopping facilities
4 th	The level of crime	Clean streets	Clean streets
5 th	Affordable decent housing	Activities for teenagers	Health services

In Farnborough, sports and leisure facilities increased in importance to respondents in 2024 compared to 2022. Also, between 2022 and 2024, clean streets entered the top five list of factors and the level traffic congestion dropped of the top five factors that needed improving the most.

Farnborough	2018	2022	2024
1 st	Road and pavement repairs	Road and pavement repairs	Road and pavement repairs
2 nd	The level of traffic congestion	Shopping facilities	Sports and leisure facilities
3 rd	Shopping facilities	Sports and leisure facilities	Clean streets
4 th	Clean streets	Health services	Shopping facilities
5 th	Activities for teenagers	The level of traffic congestion	Health services

Ward comparison

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

The factor that needs improving most in Aldershot is road and pavement repairs. All the Aldershot wards had this at the top of the list, except for Wellington ward which had the level of crime at the top of the list.

Aldershot wards	Most needs improving 2024
Aldershot Park	Road and pavement repairs
Manor Park	Road and pavement repairs
North Town	Road and pavement repairs
Rowhill	Road and pavement repairs
Wellington	The level of crime

In Farnborough, the area that needed improving the most was identified as road and pavement repairs, six of the wards had this at the top of their list. Cherrywood ward had clean streets at the top of the list, Empress ward had sports, and leisure facilities at the top of the list.

Farnborough wards	Most needs improving 2024
Cherrywood	Clean streets
Cove and Southwood	Road and pavement repairs
Empress	Sports and Leisure facilities
Fernhill	Road and pavement repairs
Knellwood	Road and pavement repairs
St. Johns	Road and pavement repairs
St. Marks	Road and pavement repairs
West Heath	Road and pavement repairs

Difference between groups

For all groups except those who identified as other ethnic groups (other than white), road and pavement repairs was the factor that needed improving the most. For who identified as other ethnic groups, shopping facilities was the factor that needed improving the most.

Group	Most important 2024
All respondents	Road and pavement repairs
Female	Road and pavement repairs
Male	Road and pavement repairs
Respondents under 44 years of age	Road and pavement repairs
Respondents 45 to 64 years of age	Road and pavement repairs
Respondents over 65 years of age	Road and pavement repairs
Respondents that identified as other ethnic groups*	Shopping facilities
Respondents with health conditions or disabilities, which limit daily activities	Road and pavement repairs
Respondent that are serving or previously served in the armed forces*	Road and pavement repairs

*small sample size

Importance vs improvement

The same five factors are at the top of the importance list and the top of the needing improving lists.

Factors important to making somewhere good to live	Rank	Factors needing improving
Health services (64.3%)	1 st	Road and pavement repairs (64.3%)
The level of crime (61.3%)	2 nd	Shopping facilities (43.3%)
Clean streets (55.2%)	3 rd	Clean streets (42.9%)
Road and pavement repairs (47.8%)	4 th	The level of crime (38.9%)
Shopping facilities (46.7%)	5 th	Health services (35.7%)
Parks and open spaces (46.5%)	6 th	Sports and leisure facilities (35.4%)
Sports and leisure facilities (39.4%)	7 th	The level of traffic congestion (31.1%)
Affordable decent housing (37.5%)	8 th	Activities for teenagers (28.3%)
Access to nature (37.2%)	9 th	Affordable decent housing (24.3%)
Education provision (30.2%)	10 th	Public transport (19.6%)
The level of traffic congestion (28.6%)	11 th	Cultural facilities (e.g. libraries, art centres, theatres, museums) (16.9%)

Public transport (28.3%)	12 th	Parks and open spaces (16.1%)
Cultural facilities (e.g. libraries, art centres, theatres, museums) (28.2%)	13 th	Facilities for young children (16.1%)
Activities for teenagers (21.3%)	14 th	Community activities (13.7%)
Community activities (19.0%)	15 th	The level of pollution (12.2%)
Facilities for young children (19.0%)	16 th	Wage levels and local cost of living (11.0%)
Job prospects (18.0%)	17 th	Education provision (10.2%)
Wage levels and local cost of living (17.2%)	18 th	Job prospects (8.2%)
The level of pollution (15.8%)	19 th	Access to nature (7.7%)
Race relations (6.5%)	20 th	Other (6.8%)
Other (5.8%)	21 st	Race relations (3.2%)
None of these (0.1%)	22 nd	Don't know (0.5%)
Don't know (0.1%)	23 rd	None of these (0.1%)

In the 2022 residents survey, 4 of the same factors were at the top of the importance list and the top of the needing improving lists (shopping facilities, clean streets, the level of crime and health services). Road and pavement repairs were top of the improvement list in 2022, but only 7th in the important list.

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

In total 1,076 respondents completed this question. The main theme from the responses was around the town centres needing improving (mentioned in around 300 comments). Connected to this was the need for shops (mentioned in around 200 of these comments) and the need for more / better restaurants (mentioned in around 25 of these comments).

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

- The state of the roads and pavements need improving, especially potholes (mentioned in around 230 comments)
- The need for sports and leisure facilities (affordable), including comments about the demolition of the Farnborough Leisure centre (mentioned in around 210 comments)
- The need to deal antisocial behaviour/ crime (mentioned in around 180 comments)
 - With drugs/druggies/ addicts/ dealers mentioned in around 70 of these comments
 - With alcohol/drunks/drinkers mentioned in around 25 of these comments
 - With more police / police presence mentioned in around 25 of these comments
- Comments around rubbish, litter, and cleanliness (mentioned in around 100 comments)
 - Litter was mentioned in around 25 of these comments.
 - Fly tipping was mentioned in around 5 of these comments.
 - Graffiti was mentioned in around 5 of these comments.

- Comments about the cutting of grass and verges / maintenance of trees and bushes (mentioned in around 75 comments)
- Parking issues were mentioned in around 60 comments (the main issues were around residents parking)
- Traffic congestion / road works (mentioned in around 50 comments)
- Access to health services (mentioned in around 40 comments)
- Activities for children and young people (mentioned in around 40 comments)
- Dealing with the homeless / vagrants / beggars (mentioned in around 40 comments)
- Better public transport / integrated public transport / bus stations at the train station (mentioned in around 40 comments)
- Affordable / social housing (mentioned in around 40 comments)
- There were about 30 negative comments about immigration and/or local people should be put first.
- More things /activities for everyone to do (mentioned in around 30 comments)
- More trees/green space and open spaces / improve parks (mentioned in around 25 comments)
- Bins were mentioned in around 25 comments – either about litter bins not being emptied, the need to bring back weekly collections, more bins needed or better recycling options.
- Noise and/or air pollution (mentioned in around 25 comments)
 - In addition, there were 7 comments that mentioned the planes/airport.
- Speeding needs to be delt with (mentioned in around 20 comments)
- All of it needs improving (mentioned in around 15 comments)
- Schools need improving (mentioned in around 15 comments)
- The need for more culture / cultural actives /places (mentioned in around 15 comments)
- Comments around flats not being needed and no more flats (mentioned in around 15 comments)
- Infrastructure (mentioned in around 10 comments)
- The need for more community centres/ places (mentioned in around 10 comments)
- Jobs opportunities / well paid jobs (mentioned in around 10 comments)
- The need for play areas to be improved (mentioned in around 10 comments)
- The need for more community pride / spirit (mentioned in around 10 comments)

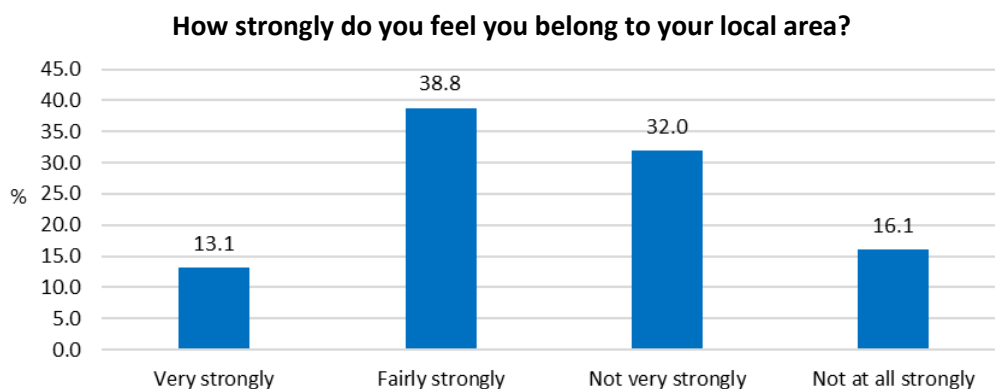
Word cloud of themes mentioned over 20 times.



Section two: Pride in place

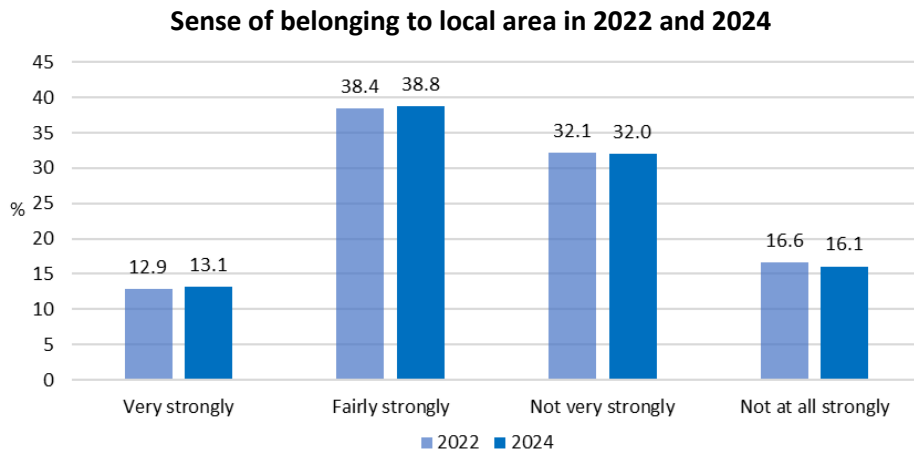
Question 7: How strongly do you feel you belong to your local area?

In total there were 1,369 valid responses to this question (excluding the 34 “don’t know” responses). Overall, 51.9% (771) respondents felt they very strongly or fairly strongly belonged to their local area, 48.1% (658) respondents felt not very or not at all strongly.



In comparison to the 2022 residents survey and other surveys

The result of the two residents’ surveys are similar. In 2024, 51.9% of respondents felt that they very strongly or fairly strongly belonged to their local area, compared to 51.3% in 2022.

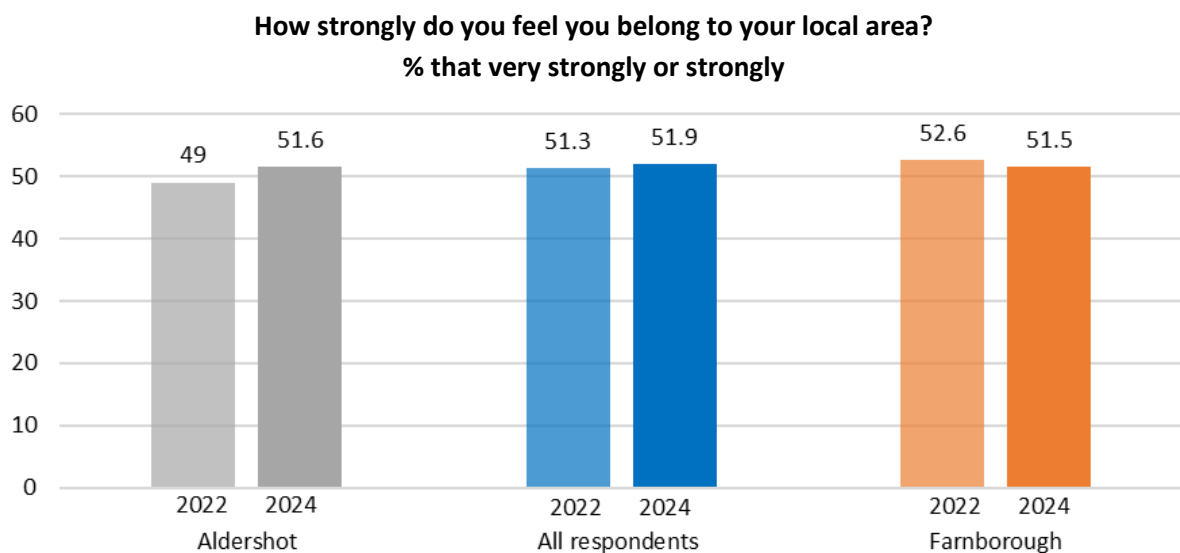


The question is asked in the Community Life Survey by the Department for Culture, Media, and Sport*. The surveys are not directly comparable due to method and slight differences in the wording (local area vs neighbourhood). The survey estimates that 61% of people aged 16 and over in England said they felt strongly or fairly strongly that they belonged to their neighbourhood. The result from the 2024 Residents Survey is lower than the average for England in the December 2023 Community Life Survey, quarterly statistics.

*[Community Life Survey - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

Difference between towns

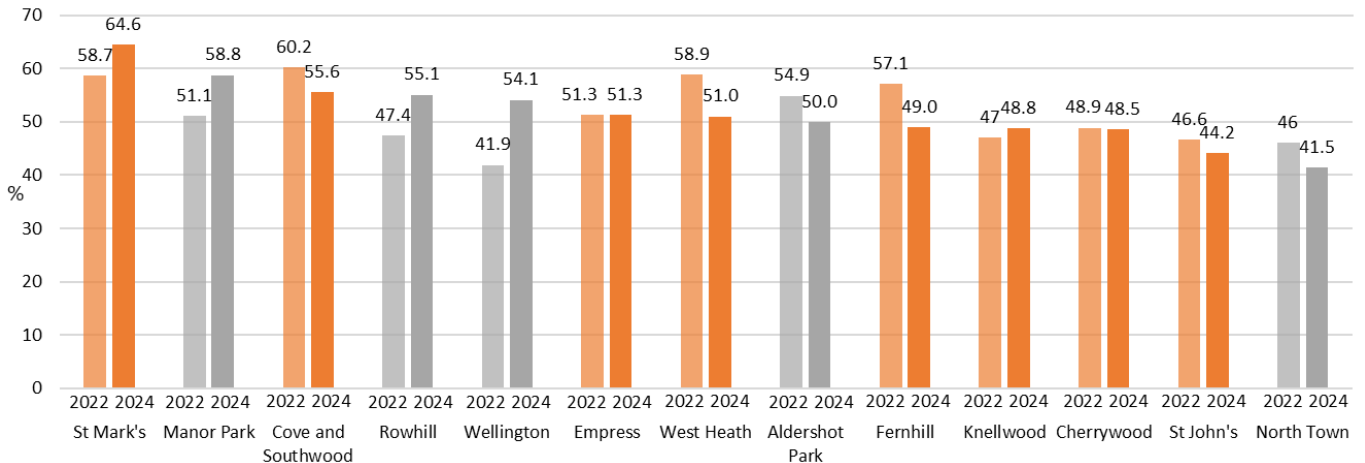
In total 835 respondents from Farnborough and 524 respondents from Aldershot completed this question (excluding any who answered “I don’t know”). From 2022 to 2024, there was a minor increase in respondents from Aldershot that felt they belonged to their local area very strongly or fairly strongly, and a small decrease in respondents from Farnborough.



Difference between wards

Although not all the wards have a representative number of responses, St Mark's ward has highest sense of belonging with over 60% feeling that they very strongly or fairly strongly belonged to their local area. North Town ward had the lowest sense of belonging with 41.5% feeling that they very strongly or fairly strongly belonged to their local area.

**How strongly do you feel you belong to your local area?
% that very strongly or fairly strongly**



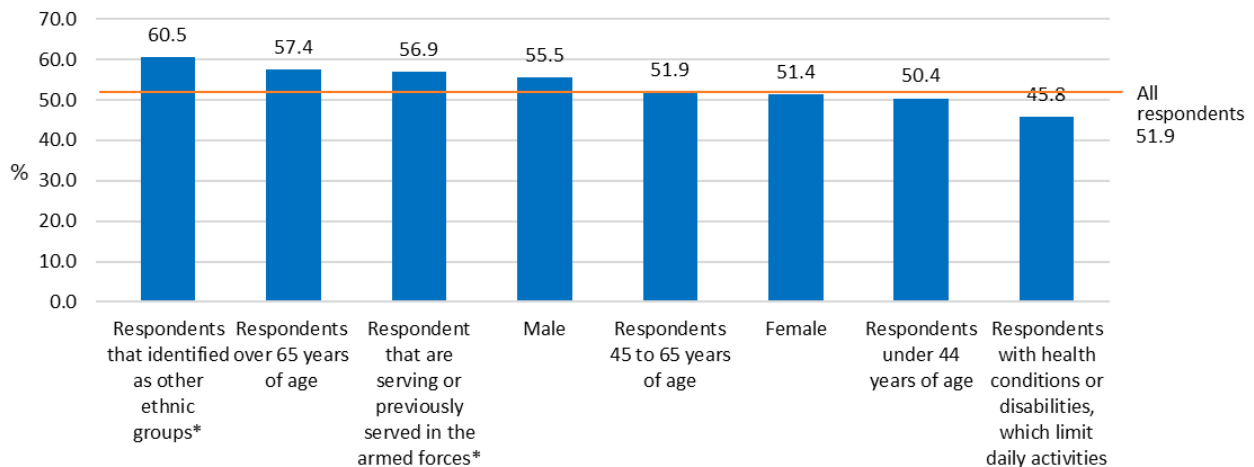
Between 2022 and 2024 the largest percentage growth in the feeling of belonging was in Wellington ward (an increase in percentage of over 12%), this may be due to the new community forming on the Wellesley Estate. The largest percentage decline in the feeling of belonging was Fernhill ward (a decrease in percentage of over 8%).

Difference between groups

Although there is a small sample size, those who identified as other ethnic groups (other than white) and those over 65 years of age, have a greater sense of belong to their local area. Those with health conditions or disabilities, which limit daily activities and those under 44 years of age have a lesser sense of belong to their local area.

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

% that very strongly or fairly strongly



*small sample size

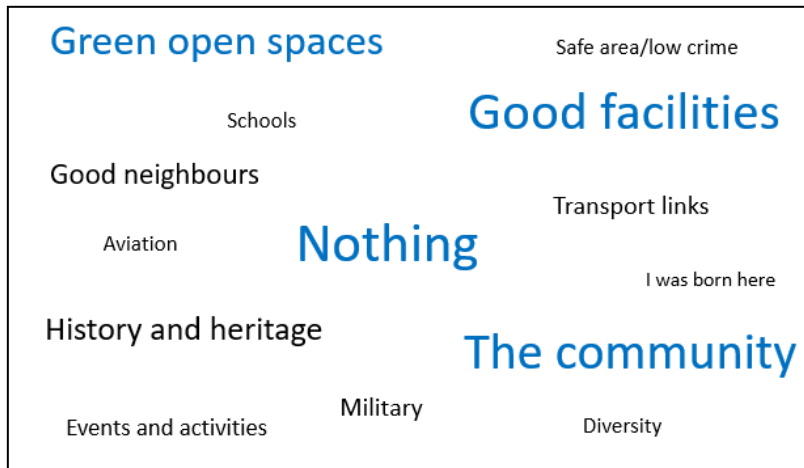
Question 8: What, if anything, makes you proud to live in your local area?

In total 802 respondents completed this question the main themes of the responses were (all those mentioned over 10 times):

- Nothing/not anymore/not a lot (mentioned in around 205 comments). Some of the additional comments alongside nothing, were:
 - Embarrassed to live here.
 - Want to move.
 - Area has gone downhill.
 - The area is dirty/rundown.
- Good facilities (mentioned in around 185 comments) including:
 - Access to green open spaces and parks and woodlands / nature (mentioned in around 135 comments)
 - Schools (mentioned in around 20 comments)
 - Health services (mentioned in around 10 comments)
- Sense of community / the community/ the people / friendly people (mentioned in around 180 comments). Including:
 - Good neighbours (mentioned in around 55 comments)
- History and heritage (mentioned in around 90 comments). Including:
 - Military / home of the British army (mentioned in around 35 comments)
 - Aviation / RAE (mentioned in around 20 comments)
- Good transport links to other places / location (mentioned in around 40 comments)
- Events and activities (mentioned in around 30 comments)
- Safe area / low crime (mentioned in around 20 comments)
- The diversity of the area / culture (mentioned in around 20 comments)
- It's my home/ it's where I live / I was born here (mentioned in around 20 comments)

- Its clean (mentioned in around 15 comments)
- My local councillor (mentioned in around 15 comments)
- It's quiet (mentioned in around 15 comments)
- The Airshow / airport (mentioned in around 10 comments)
- The respondent can afford to live here (mentioned in around 10 comments)
- Friends and family (mentioned in around 10 comments)

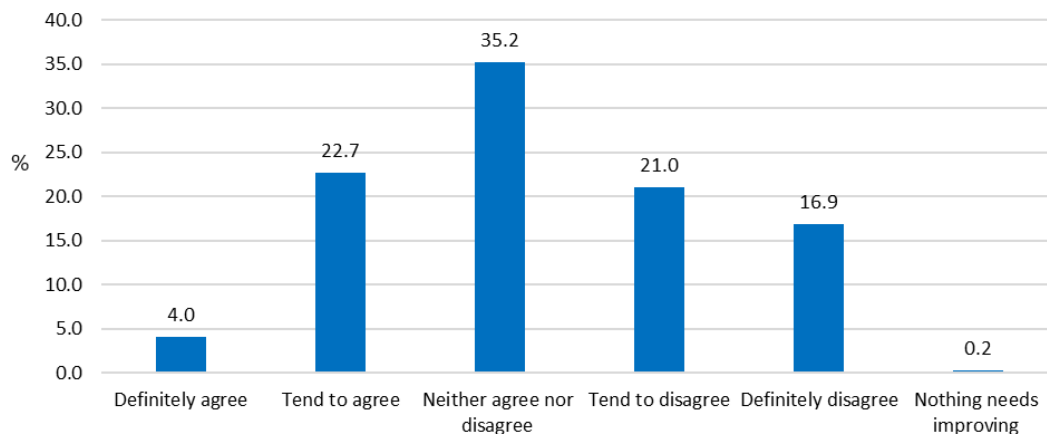
Word cloud of themes mentioned over 20 times.



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

In total there were 1,352 valid responses to this question (excluding the 48 who answered “don’t know”). Overall, 26.7% (361) respondents agreed (definitely agree or tend to agree) that that people in their local area pull together to improve the local area. 37.9% (512) respondents disagreed (definitely disagree or tend to disagree) that that people in their local area pull together to improve the local area.

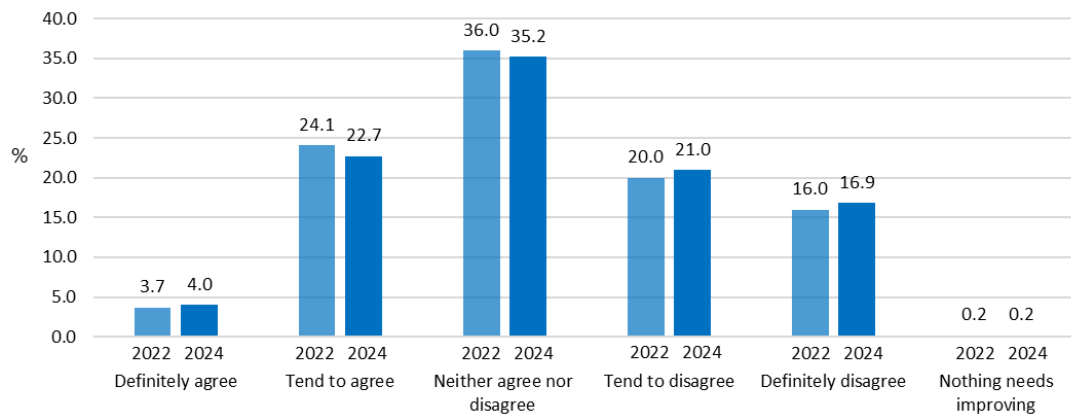
To what extent would you agree or disagree that people in this local area pull together to improve the local area?



In comparison to the 2022 resident survey other surveys

The results of the two surveys are similar. However, there is a small percentage move towards respondents disagreeing that people in this local area pull together to improve the local area. In 2022, 36.0% disagreed and in 2024 37.9% disagreed.

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

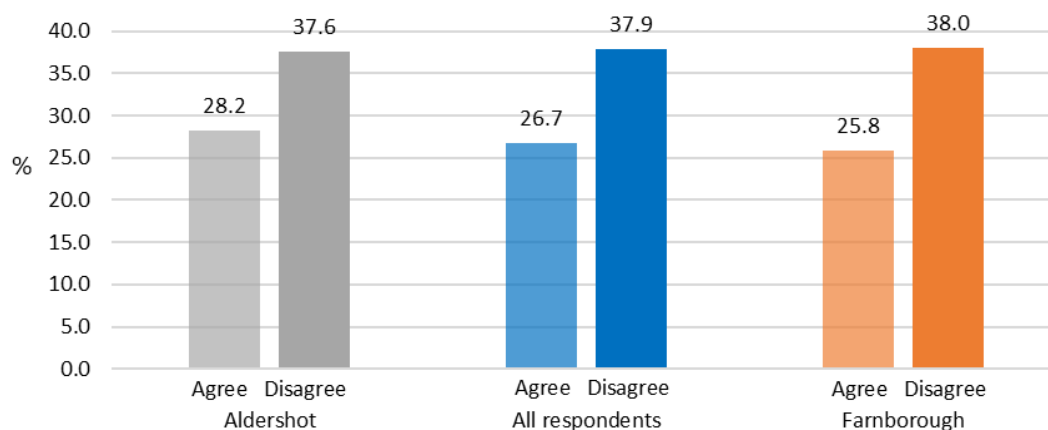


The question is included in the Community Life Survey 2020/21. However, the question is worded differently and doesn't have a neither agree nor disagree option. To enable benchmarking in future the question could be changed to reflect the Community Life Survey.

Difference between towns

In total 828 respondents from Farnborough and 511 from Aldershot completed this question (excluding the "don't know" responses). Overall, a slightly higher percentage of Aldershot respondents (28.2%) agree (definitely agree or tend to agree) that that people in their local area pull together to improve the local area, than Farnborough respondents (25.8%).

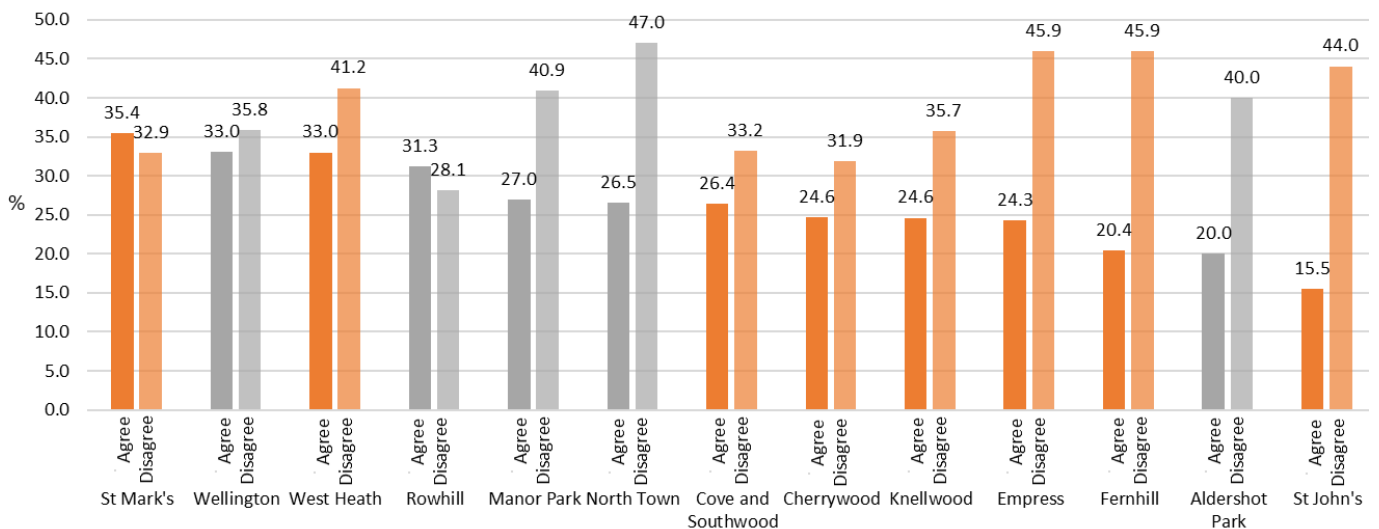
To what extent would you agree or disagree that people in this local area pull together to improve the local area?



Difference between wards

Although not all the wards have a representative number of responses, St Mark’s ward had highest percentage of agreement (definitely agree or tend to agree) that people in their local area pull together to improve the local area (35.4%). North Town ward had highest percentage of disagreement (definitely disagree or tend to disagree) that that people in their local area pull together to improve the local area (47.0%). Only Rowhill ward and St Mark’s ward had more people agree than disagree.

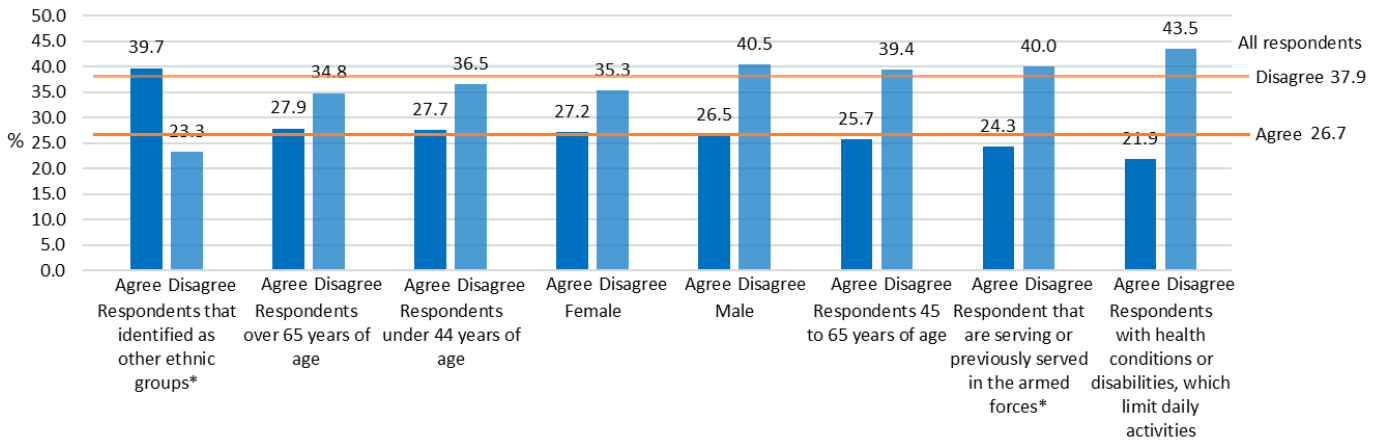
To what extent would you agree or disagree that people in this local area pull together to improve the local area? In order of agreement - highest to lowest



Difference between groups

Although there is a small sample size, those who identified as other ethnic groups (other than white) agreed the most that people in their local area pull together to improve the local area. Those with health conditions or disabilities, which limit daily activities) disagreed the most that people in their local area pull together to improve the local area.

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



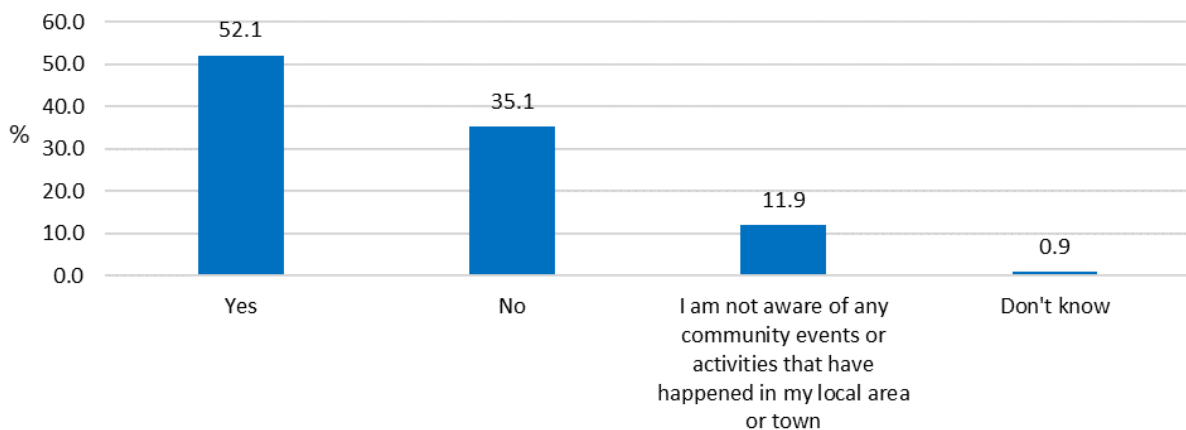
*small sample size

Section three: Arts, culture, and events

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

In total 1,366 respondents completed this question. 52.1% (712 respondents) had attended community events or activities in their local area or town in the past year, 35.1% (480 respondents) hadn't, 162 respondents (11.9%) were not aware of any community events or activities in their local area or town and 15 respondents (0.9%) didn't know.

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



The question asked what event the respondents have attended, in total 492 respondents completed this part of the question. Below are all the events mentioned over 5 times:

- 165 respondents attended markets.
- 105 respondents attended Victoria Day
- 75 respondents attended craft fairs.

- 58 respondents attended Christmas events/frost fayre/Christmas cracker/winter festival.
- 49 respondents attended the Donkey Darby
- 30 respondents attended pop n picnic/music in the park/proms in the park.
- 18 respondents attended school or church events.
- 18 respondents attended Armed Forces Day / Airborne forces parade / D Day/ military events
- 18 respondents attended the car show.
- 15 respondents said they attended town centre events.
- 13 respondents attended events at the West End Centre
- 12 respondents attended the Cove Brook Greenway Fun Day
- 12 respondents attended car boot sales.
- 12 respondents attended library events.
- 11 respondents attended Easter events/activities.
- 7 respondents mentioned attending events in Princes Gardens
- 7 respondents attended litter picks.
- 5 respondents attended carol services.

Word cloud of events mentioned over 18 times.

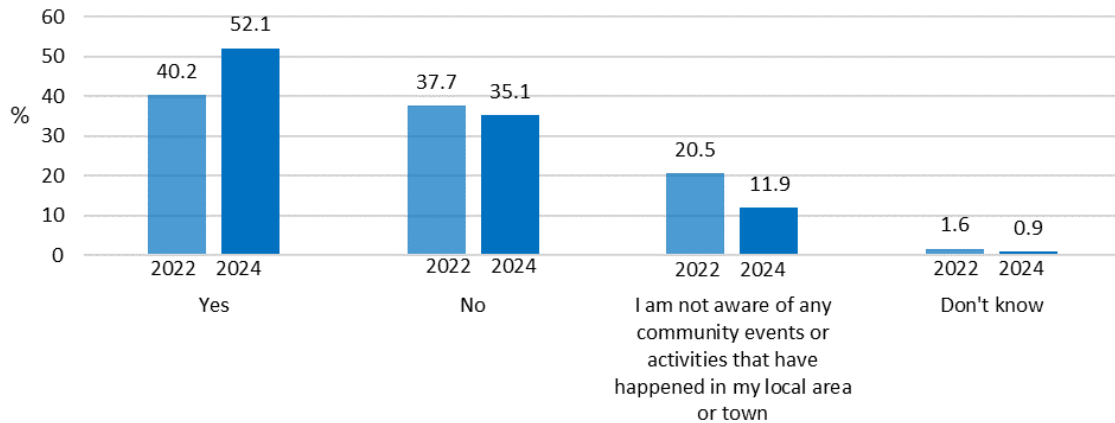


In comparison to the 2022 resident survey

Although this question is asked in the 2022 resident survey, the question was changed from “Have you attended any community events or activities in your local area or town in the past year?”. To “Have you attended any community events, activities or markets in your local area or town in the past year?”

This change is most likely the reason why the % of those who answered yes from 40.2% in 2022, to 52.1% in 2024.

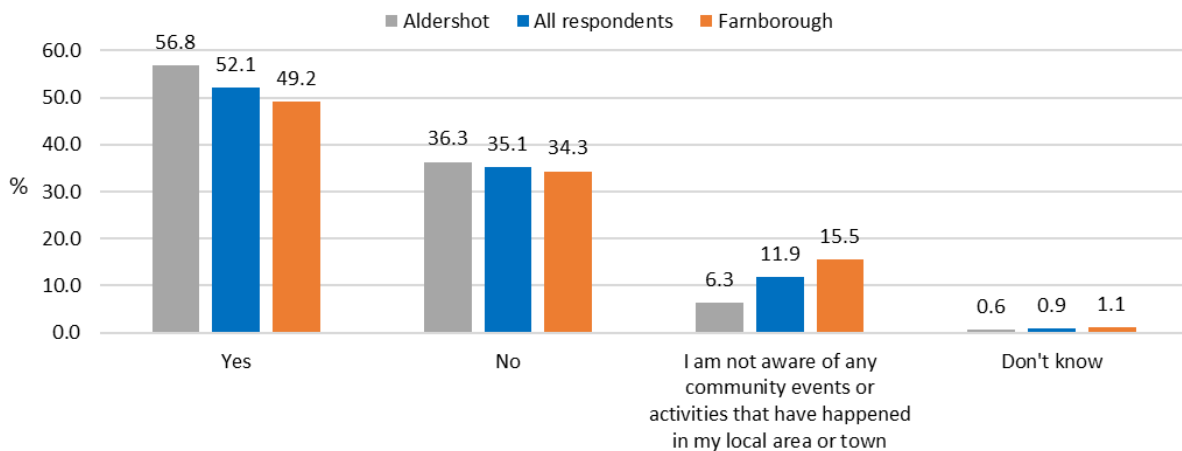
Have you attended any community events, activities, or markets in your local area or town in the past year?



Difference between towns

In total 828 Farnborough respondents and 523 Aldershot respondents completed this question. Overall, a higher percentage of Aldershot respondents (56.8%) had attended community events and activities in the past year than Farnborough respondents (49.2%). This was also the case in the 2022 residents survey.

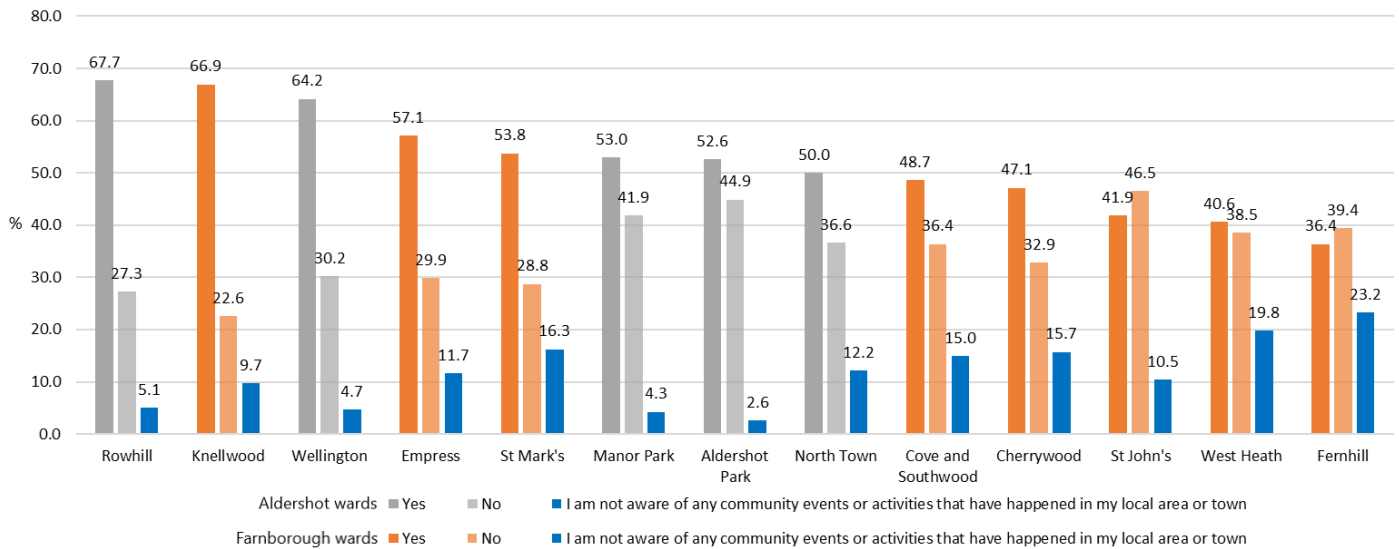
Have you attended any community events, activities, or markets in your local area or town in the past year?



Difference between wards

Although not all the wards have a representative number of responses. The wards nearer the town centres had higher level of attendance to community events, activities, and markets in the past year. Rowhill ward had the highest percentage of those indicated yes, they have attended (67.7%). St John’s ward highest percentage of those indicated no, they have not attended (46.5%). Fernhill ward had the highest percentage of those who were unaware of community events, activities and markets in their local area or town (23.2%).

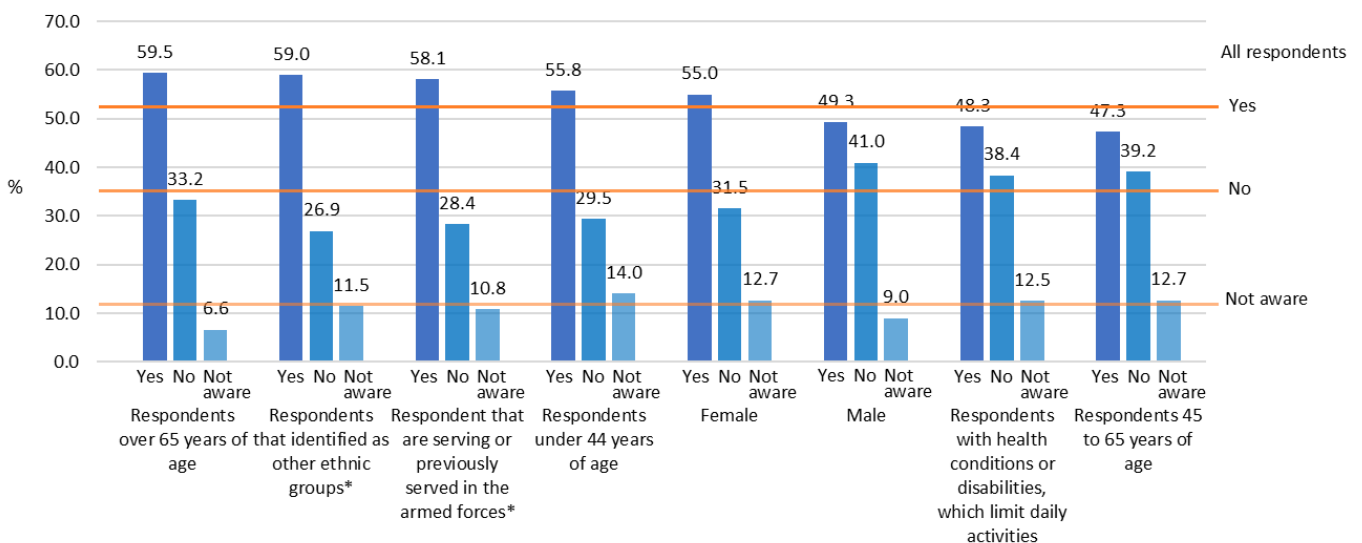
Have you attended any community events, activities or markets in your local area or town in the past year? In order of highest level of attendance



Difference between groups

Although there is a small sample size, those who were over 65 years of age, those identified as other ethnic groups (other than white) and those are serving or previously served in the armed forces were more likely to have attended a community events, activities and markets in the past year. Males had the highest percentage of those indicated no, they have not attended (41.0%). Respondents under the age of 44 had the highest percentage of those who were unaware of community events, activities and markets in their local area or town (23.2%).

Have you attended any community events, activities, or markets in your local area or town in the past year? In order of highest level of attendance

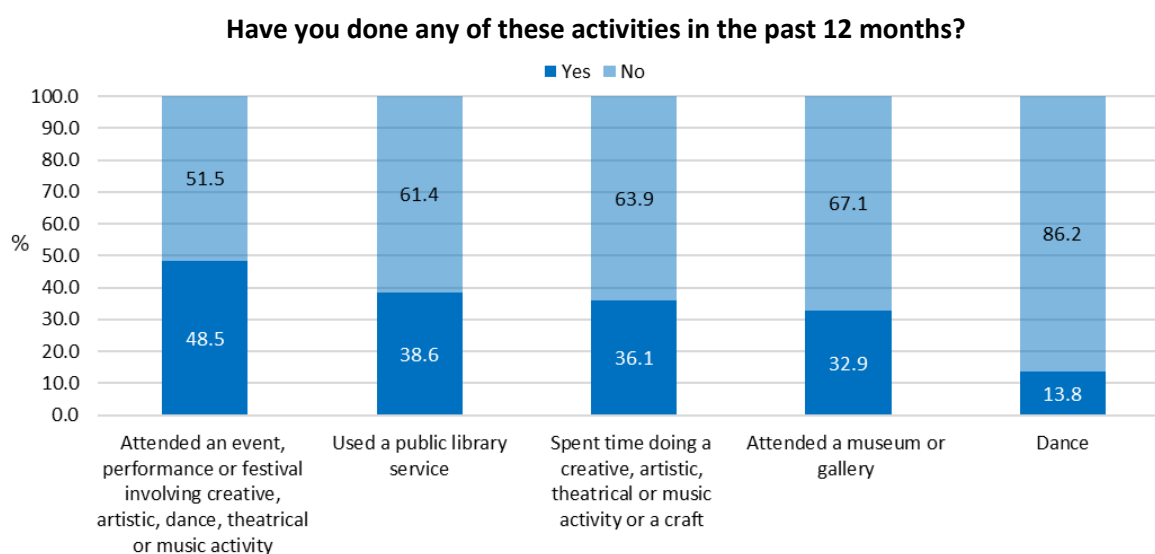


*small sample size

Question 11: Have you done any of these activities in the past 12 months?

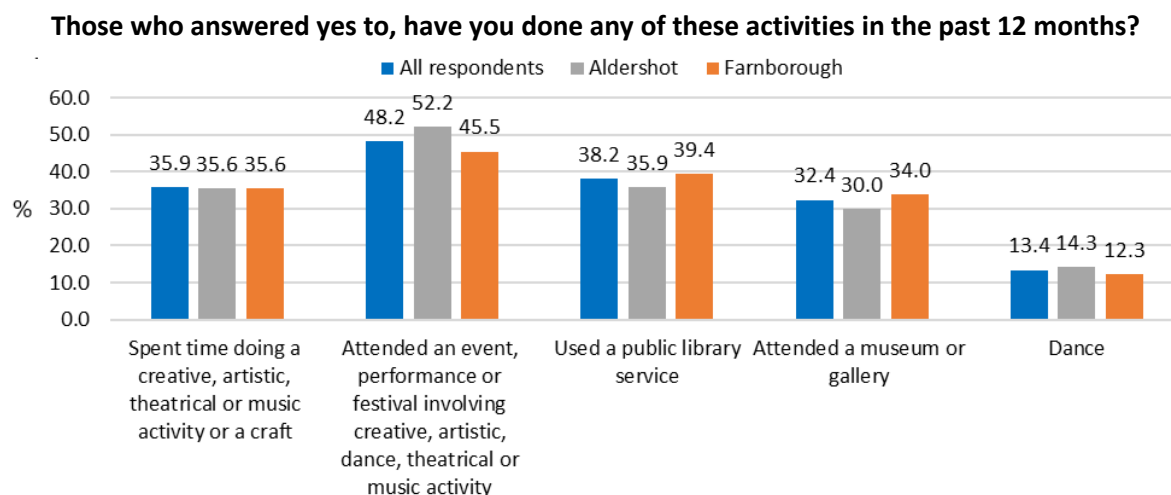
Note: there may have been some confusion to whether these activities needed to be attended in Rushmoor or anywhere. It should be made clearer in future surveys.

In total 1,364 respondents complete this question. The activity attended the most was 'Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity,' 658 respondents (48.5%) indicated that they had done this in the past 12 months. The activity attended the least was 'Dance,' 183 respondents (13.8%) indicated that they had done this in the past 12 months.



Difference between towns

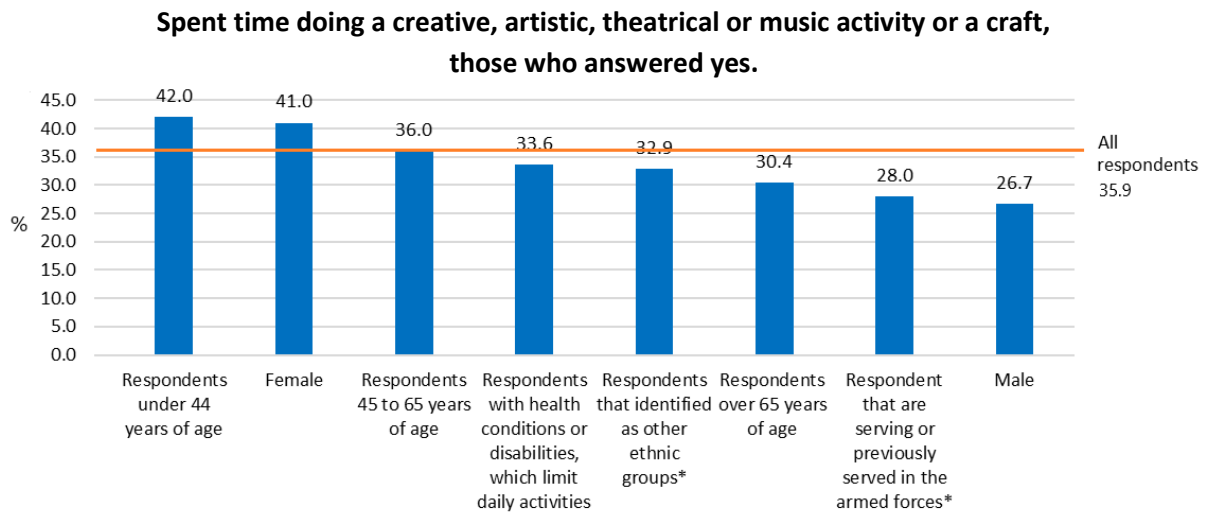
In total 827 Farnborough respondents and 523 Aldershot respondents completed this question. Those who live in Aldershot were more likely to have attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity. Those living in Farnborough were more likely to have used a public library and attended a museum or gallery.



Difference between groups

Spent time doing a creative, artistic, theatrical or music activity or a craft

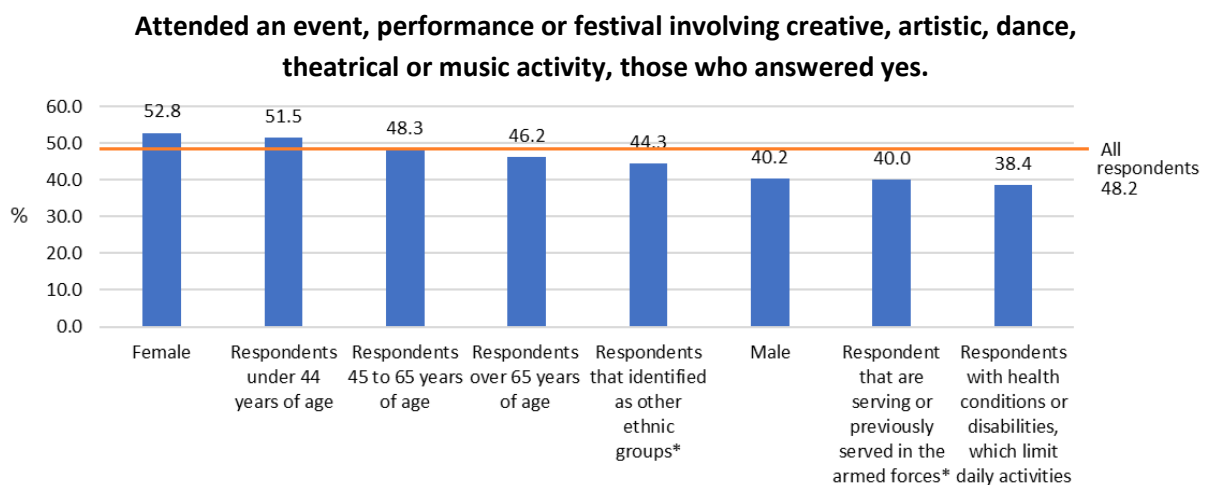
Those under 44 years of age and females were more likely to have spent time doing a creative, artistic, theatrical or music activity or a craft. Males and those that are serving or previously served in the armed force are least likely.



*small sample size

Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity

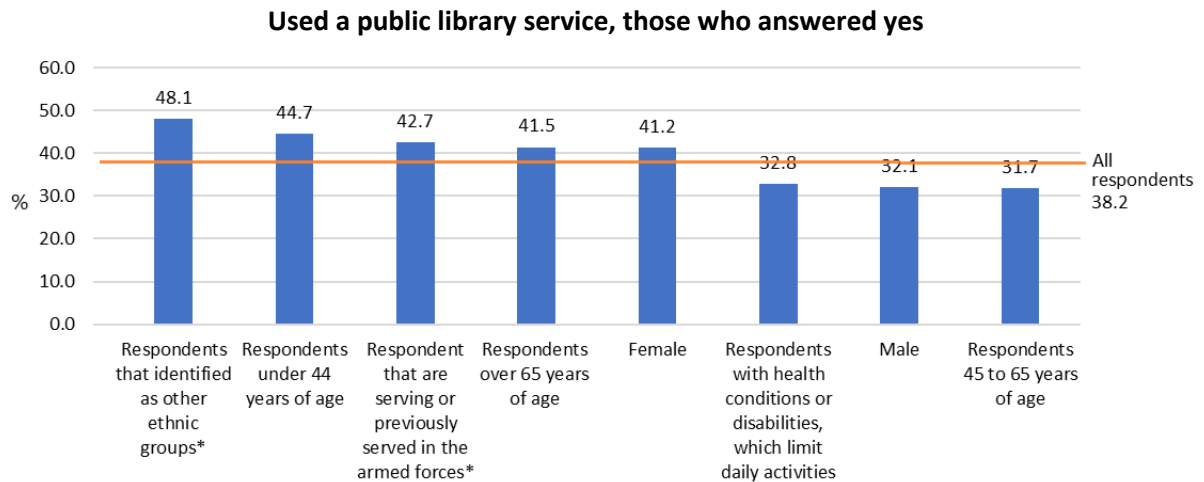
Females and those under 44 years of age were more likely to have attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity, in the past 12 months. Those with a health condition which limits daily activities, those that are serving or previously served in the armed force and males are least likely.



*small sample size

Used a public library service

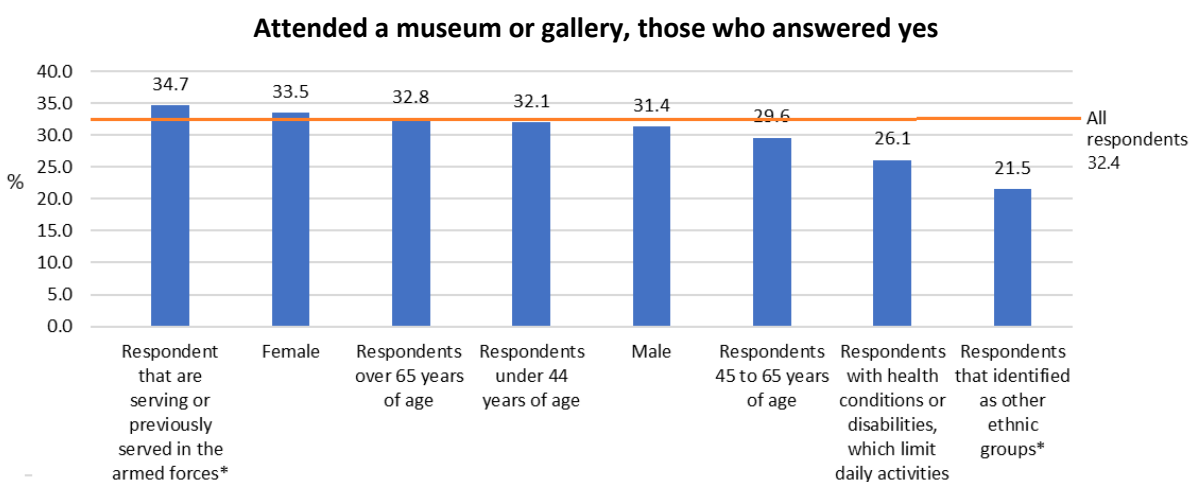
Respondents that identified as other ethnic groups (other than white) and those under 44 years of age were more likely to have used a public library service, in the past 12 months. Response ages 45 to 65 years of age, males and those with a health condition which limits daily activities are least likely.



*small sample size

Attended a museum or gallery

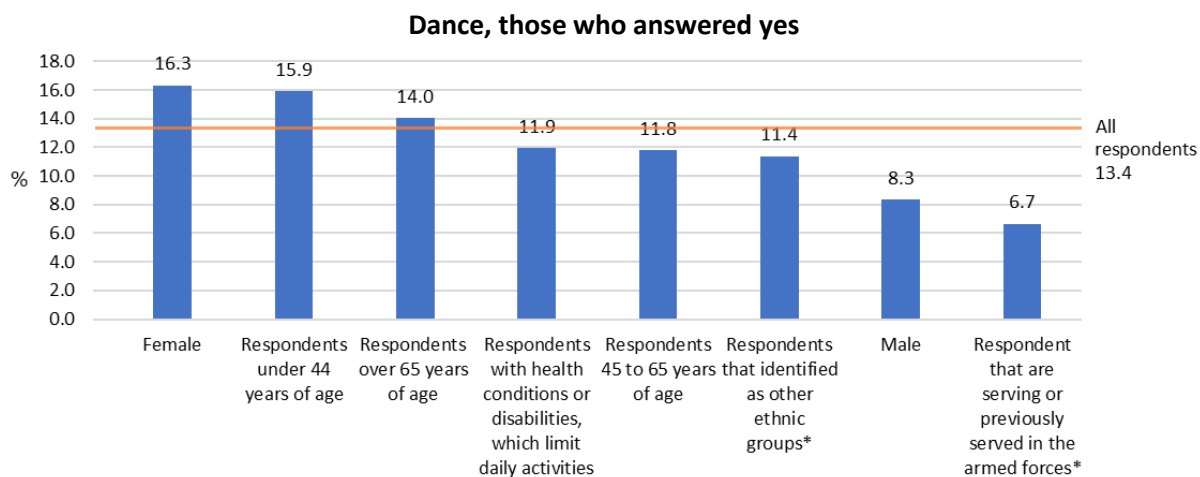
Those that are serving or previously served in the armed force and females are more likely to have attended a museum or gallery, in the past 12 months. Respondents that identified as other ethnic groups (other than white) and those with a health condition which limits daily activities are least likely.



*small sample size

Dance

Females and those under 44 years of age were more likely to have danced, in the past 12 months. Those that are serving or previously served in the armed force and males, are least likely.



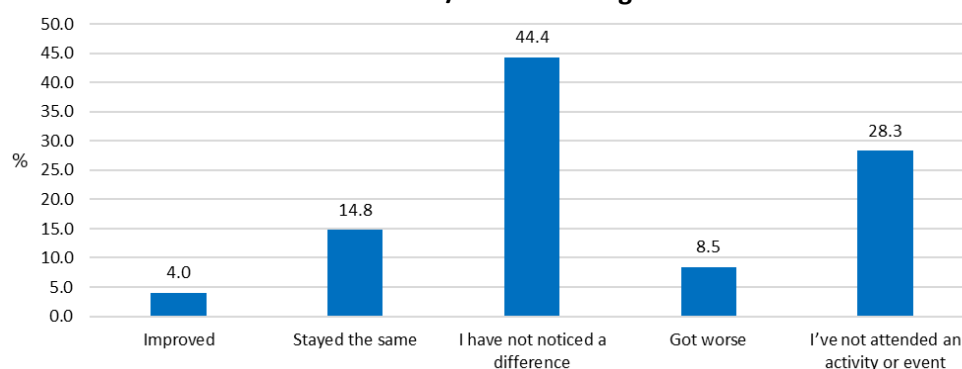
*small sample size

Note: The following questions are for the outcome indicators for the UKSPF. The number who said 'improved' will be reported. It should also be noted that the option 'got worse' was added to the question during the first week of consultation due to respondent feedback. Also, it should be noted that some of the UKSPF money was used to run events that have been run before, so the number of those that didn't notice a difference or thought events had stayed the same, should be view positivity.

Question 12: Over the last 12 months, do you think that arts and culture-based activities and events in Aldershot and/or Farnborough have:

In total 1,359 respondents completed this question. Only 55 respondents (4.0%) indicated that they thought arts and culture-based activities and events had improved in the past 12 months.

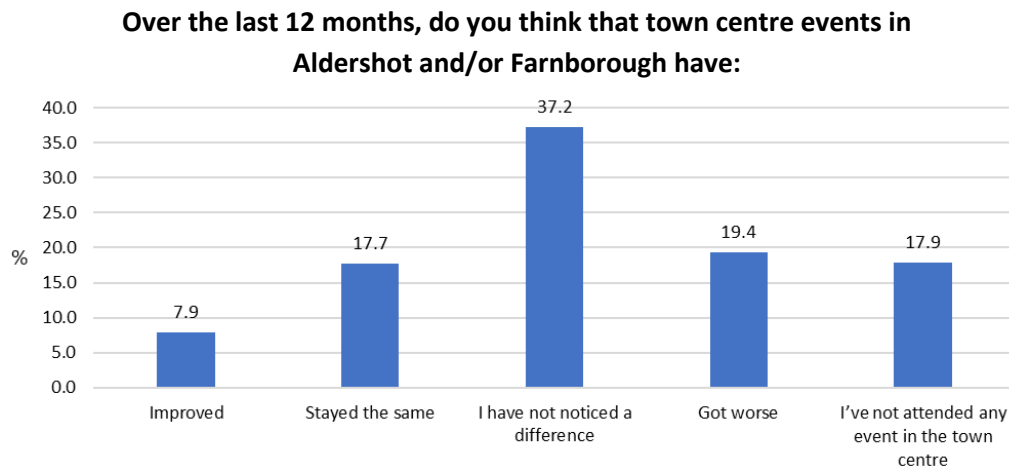
Over the last 12 months, do you think that arts and culture-based activities and events in Aldershot and/or Farnborough have:



Of the 55 respondents who thought that arts and culture-based activities and events in Aldershot and/or Farnborough have improved over the past 12 months, 25 were from Aldershot and 27 from Farnborough.

Question 13: Over the last 12 months, do you think that town centre events in Aldershot and/or Farnborough have:

In total 1,359 respondents completed this question. 107 respondents (7.9%) indicated that they thought town centre events they have improved in the past 12 months.

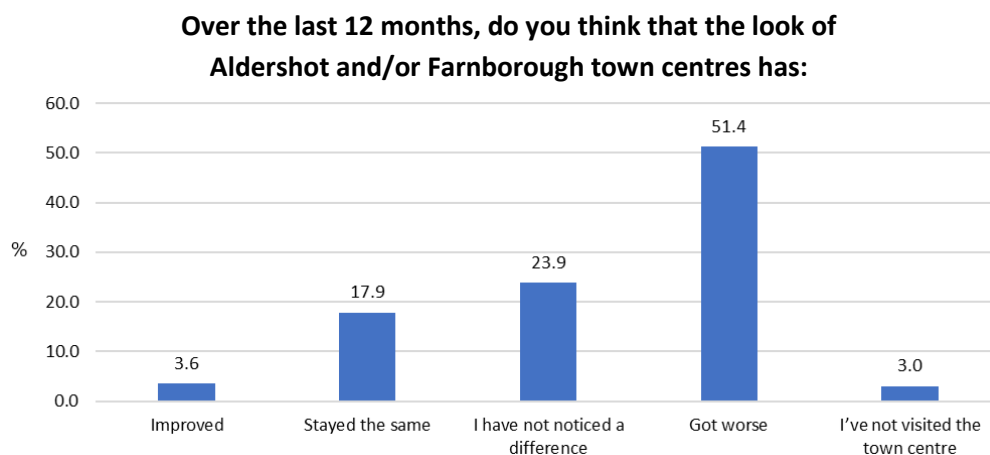


Of the 107 respondents who thought town centre events have improved over the past 12 months, 61 were from Aldershot and 45 from Farnborough.

Question 14: Over the last 12 months, do you think that the look of Aldershot and/or Farnborough town centres has:

Note: some of the place physical improvement using UKSPF funds have not been carried out yet. It would be worth asking this question next year.

In total 1,359 respondents completed this question. Only 49 respondents (3.6%) indicated that they thought that the look of Aldershot and/or Farnborough town has improved in the past 12 months.

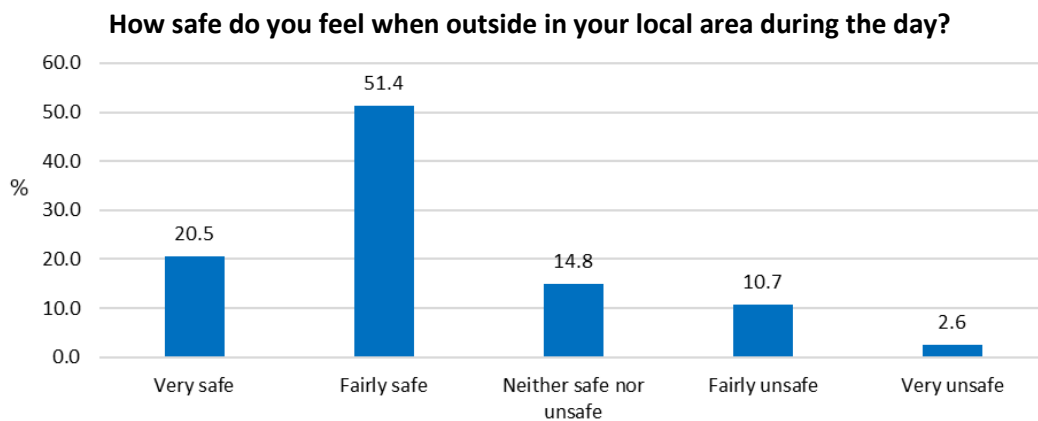


Of the 49 respondents who thought town centre events have improved over the past 12 months, 36 were from Aldershot and 11 from Farnborough.

Section four: Community safety

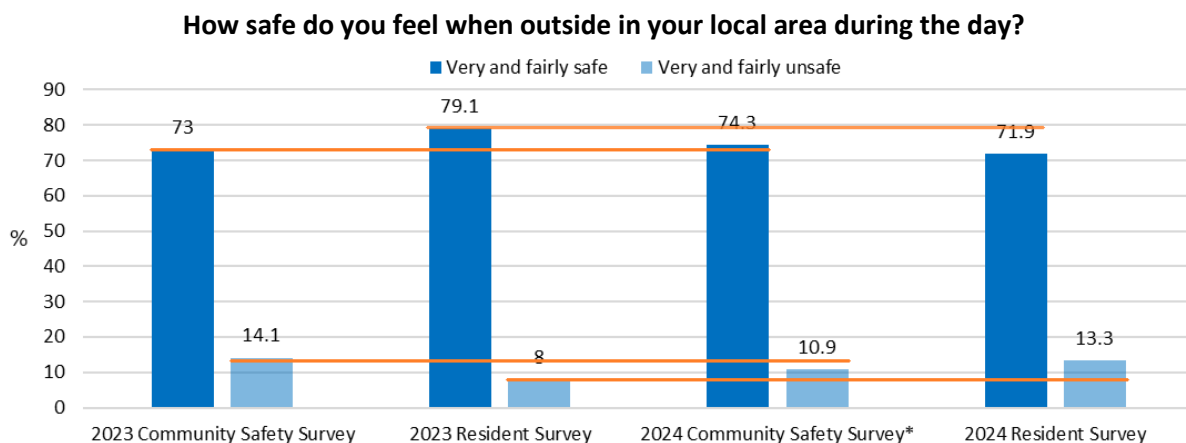
Question 15: How safe do you feel when outside in your local area during the day?

In total 1,361 respondents completed this question. Overall, 71.9% of respondents felt very and fairly safe outside during the day and 13.3% felt very and fairly unsafe.



Comparison to other surveys

The Community Safety Survey is carried out in February and the Residents Surveys are carried out in early summer. It is better to draw comparisons between the surveys, so compare the results of the Community Safety Surveys and compare the result form Residents Surveys. The results from the 2023 and 2024 Residents Surveys indicate a 7% reduction in the feelings of safety and a 5% increase in the feelings of unsafeness.



*the 2024 Community Safety Survey had a much younger demographic than the other three surveys

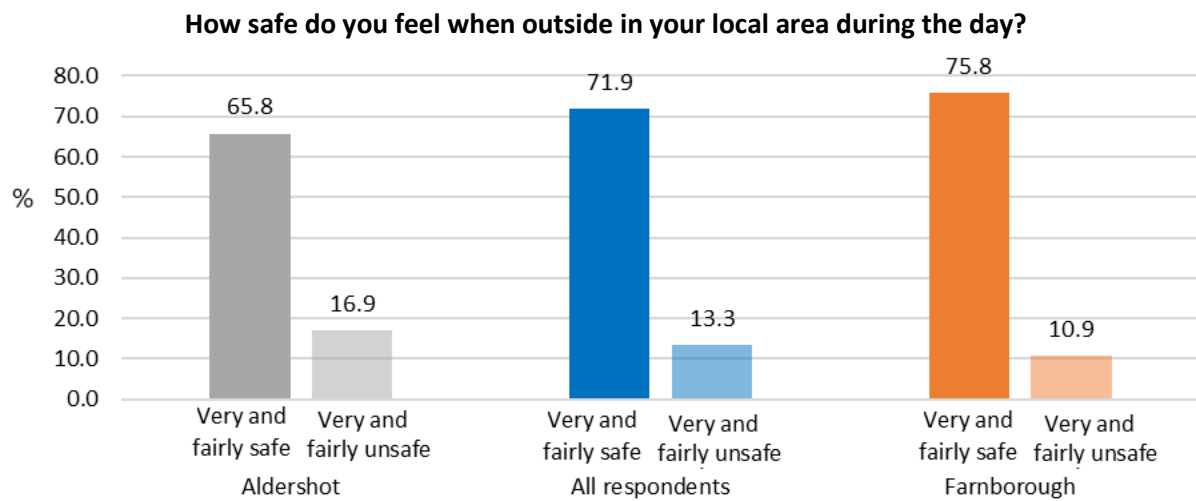
The Local Government Association (LGA) carry out a regular resident’s satisfaction survey, this was last carried out in February 2024. This survey is based on a random sample of

around 1,000 adults and is carried out via telephone, the survey also includes an 'I don't know' option. The surveys are not directly comparable, but the survey results showed that around 92% felt safe (very and fairly safe) during the day and around 4% felt unsafe (very and fairly unsafe).

(Source: [Polling on resident satisfaction with councils: Round 37 | Local Government Association](#))

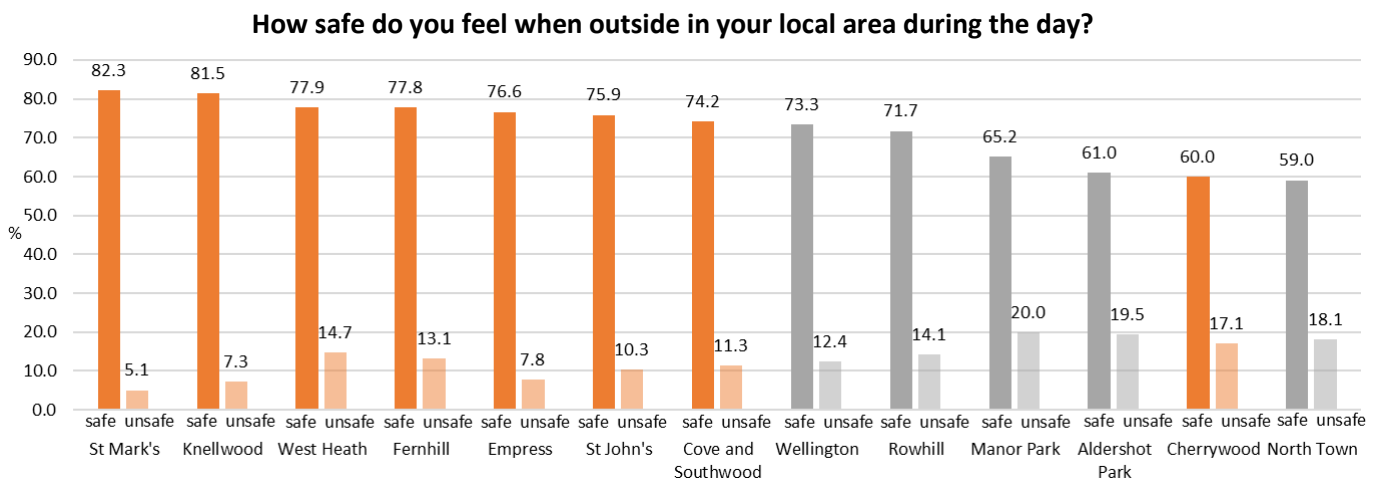
Difference between towns

In total 826 Farnborough respondents and 520 Aldershot respondents completed this question. Respondents that live in Farnborough feel safer than those that live in Aldershot.



Difference between wards

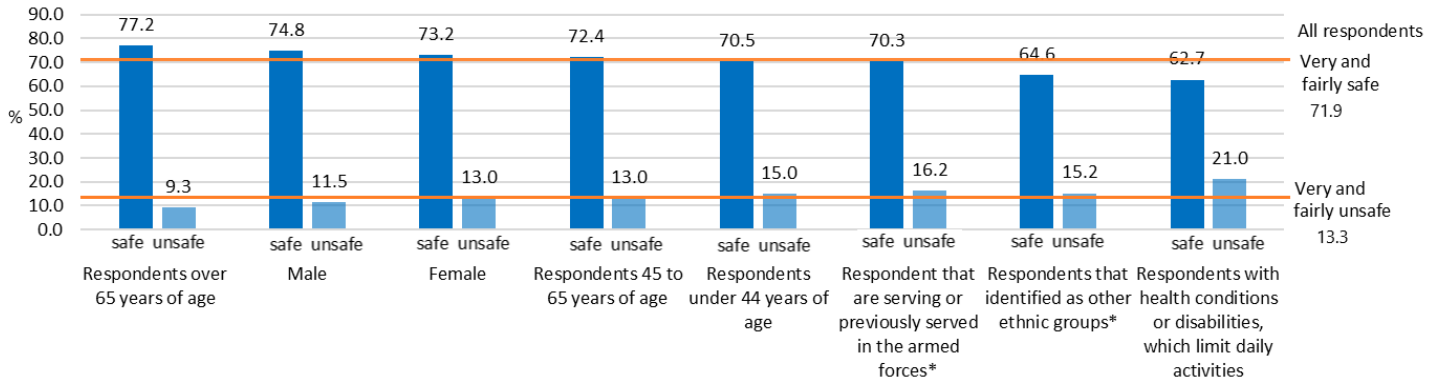
The ward data reflects the town data, with those in Farnborough wards feeling safer than those in Aldershot wards. Those in St Mark's feel the safest (82.3% very or fairly safe), those in Manor Park feel the most unsafe (20.0% very or fairly unsafe)



Difference between groups

Those over 65 years of age felt the safest outside during the day (77.2% very or fairly safe), those with health conditions or disabilities, which limit daily activities felt the most unsafe (21.0% very or fairly unsafe).

How safe do you feel when outside in your local area during the day?

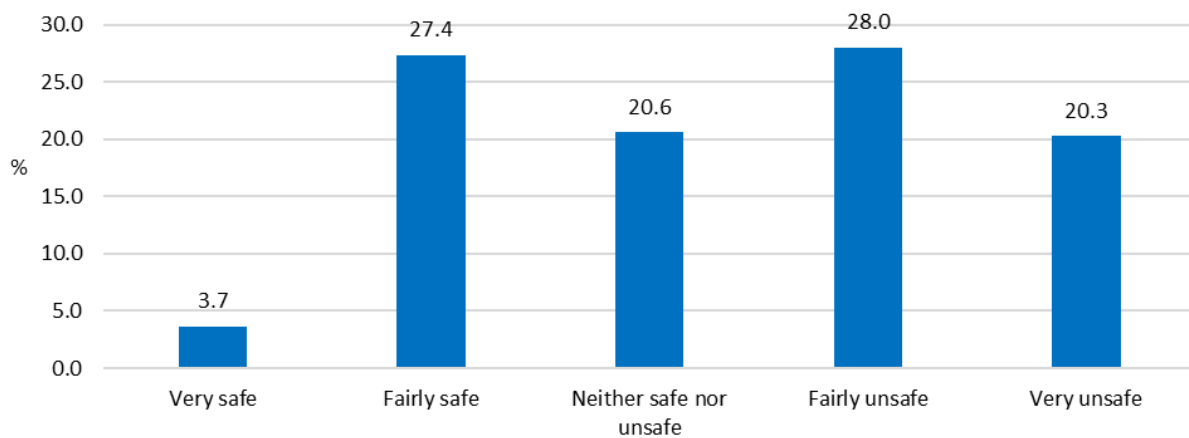


*small sample size

Question 16: How safe do you feel when outside in your local area after dark?

In total 1,359 respondents completed this question. Overall, 31.1% of respondents felt very and fairly safe outside after dark and 48.3% felt very and fairly unsafe.

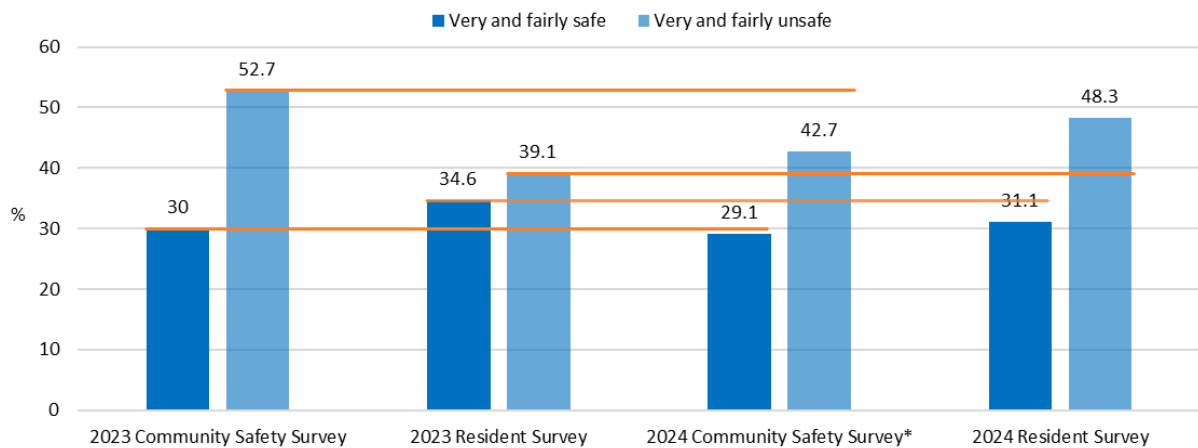
How safe do you feel when outside in your local area after dark?



Comparison to other surveys

The Community Safety Survey is carried out in February and the Residents Surveys are carried out in early summer. It is better to draw comparisons between the surveys, so compare the results of the Community Safety Surveys and compare the result form Residents Surveys. The results from the 2023 and 2024 Residents Surveys indicate a 3% reduction in the feelings of safety and a 9 percentage point increase in the feelings of unsafeness.

How safe do you feel when outside in your local area after dark?



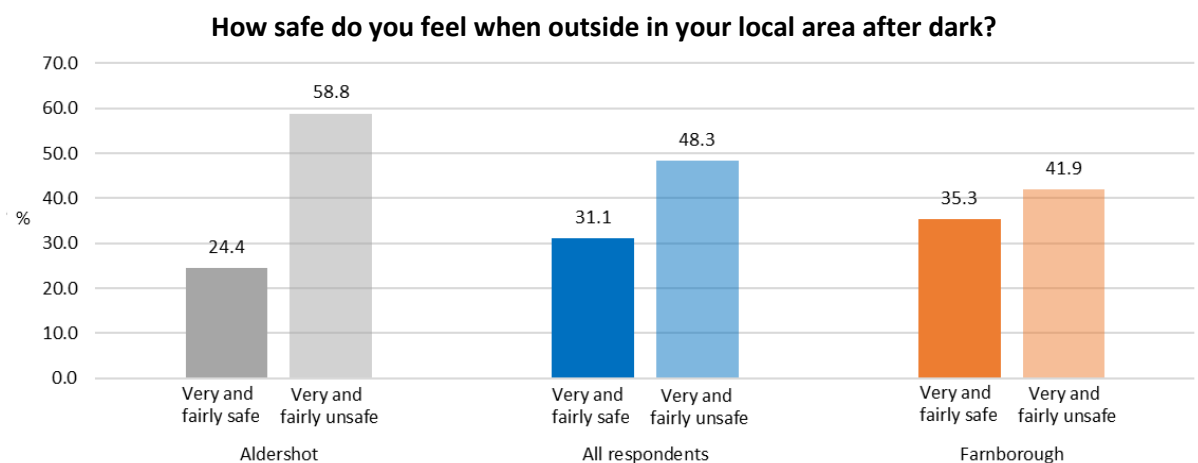
*the 2024 Community Safety Survey had a much younger demographic than the other three surveys

The Local Government Association (LGA) carry out a regular resident’s satisfaction survey, this was last carried out in February 2024. This survey is based on a random sample of around 1,000 adults and is carried out via telephone, the survey also includes an ‘I don’t know’ option. The surveys are not directly comparable, but the survey results showed that around 70% felt safe (very and fairly safe) after dark and around 17% felt unsafe (very and fairly unsafe).

(Source: [Polling on resident satisfaction with councils: Round 37 | Local Government Association](#))

Difference between towns

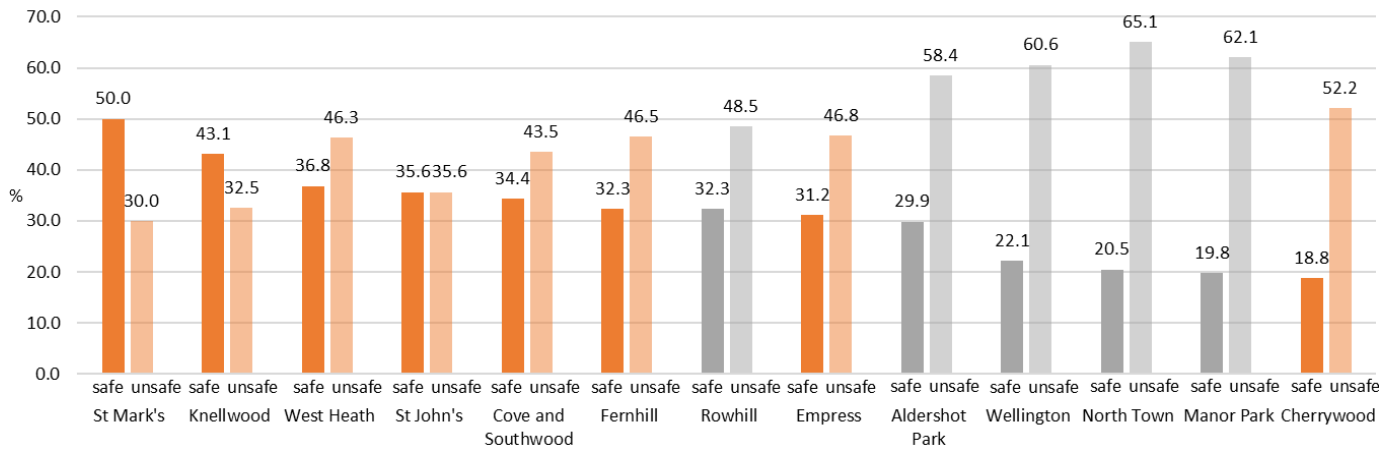
In total 825 Farnborough respondents and 520 Aldershot respondents completed this question. As with the results from the during the day question, respondents that live in Farnborough feel safer than those that live in Aldershot after dark.



Difference between wards

The ward data reflects the town data, with those in Farnborough wards feeling safer than those in Aldershot wards. Those in St Mark’s feel the safest (50.0% very or fairly safe), those in North Town feel the most unsafe (65.1% very or fairly unsafe)

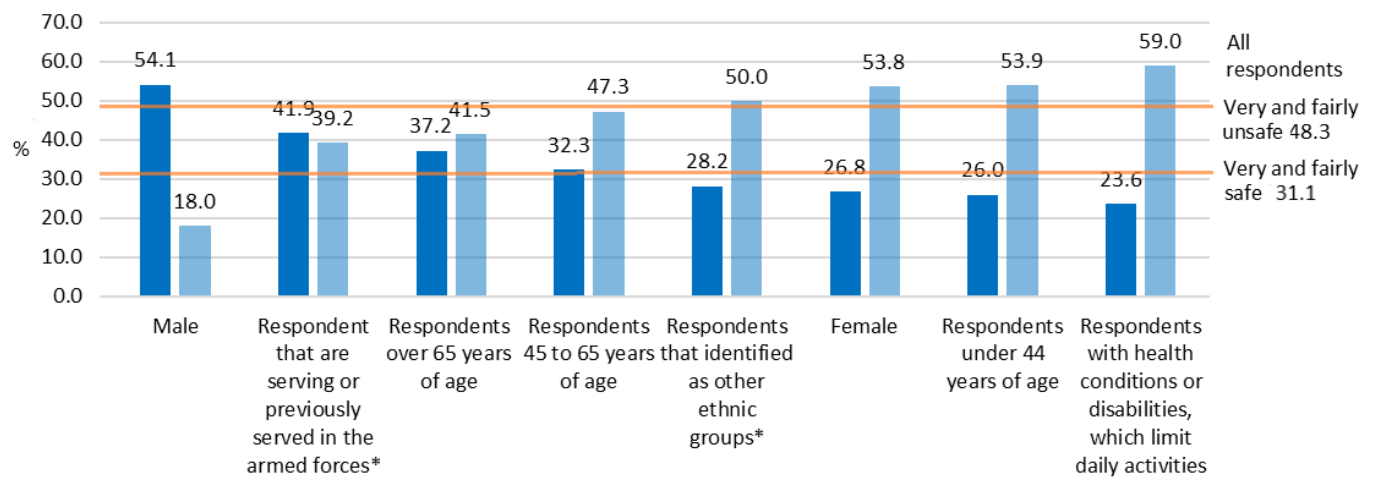
How safe do you feel when outside in your local area after dark?



Difference between groups

Males and those that are serving or previously served in the armed force felt the safest outside after dark, those with health conditions or disabilities, which limit daily activities felt the most unsafe (59.0% very or fairly unsafe).

How safe do you feel when outside in your local area after dark?



*small sample size

Question 17: If you feel unsafe in your local area, please can you tell us why.

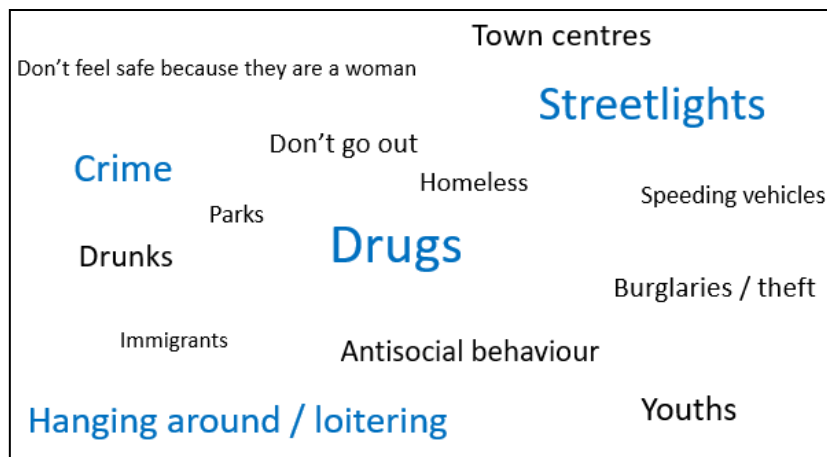
In total 679 respondents completed this question the main themes (all those mentioned over 10 times) of the responses were:

- Drugs / drug addicts / dealers (mentioned in around 190 comments)
- Streetlights too dim/turned off (mentioned in around 155 comments)
- Lack of police / police action (mentioned in around 125 comments)
- Crime / amount of crime (mentioned in around 110 comments) including:
 - Burglaries / theft (especially theft from cars) (mentioned in around 50 comments)
 - Shoplifting (mentioned in around 10 comments)
 - Stabbings / knife crime (mentioned in around 10 comments)
- Strange people / people/groups hanging around/loitering /wandering (mentioned in around 100 comments). A lot of comments mentioned that these were men /males.
- Youths / teenagers (mentioned in around 80 comments)
- Drunks / drinkers / alcohol / issuers with pubs (mentioned in around 70 comments)
- Antisocial behaviour (mentioned in around 60 comments)
- Don't go out / don't feel safe after dak/alone (mentioned in around 50 comments)
- Homeless (mentioned in around 35 comments)
- Speeding vehicles (mentioned in around 30 comments)
- Don't feel safe because they are a woman / female (mentioned in around 20 comments)
- Foreign people/ immigrants/refugees/illegals (mentioned in around 20 comments)
- Begging /beggars (mentioned in around 10 comments)
- Antisocial bike/scooter/motorcycle riding / riding on pavements (mentioned in around 10 comments)
- Overgrown bushes and trees (mentioned in around 10 comments)
- Don't feel safe because they are older/elderly and/or disabled (mentioned in around 10 comments)

Where respondents don't feel safe:

- Town centre (mentioned in around 65 comments)
- Parks (mentioned in around 30 comments)
- Car parks (mentioned in around 10 comments)

Word cloud of themes mentioned over 20 times:



Further comments

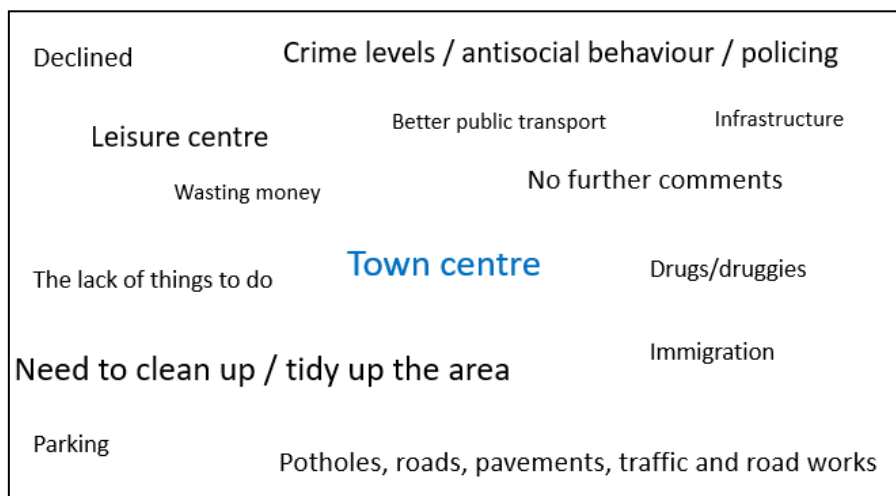
Question 18: Do you have any further comments?

In total 587 respondents completed this question the main themes (all those mentioned over 10 times) of the responses were:

- Improve the town / town centre / more shops (mentioned in around 95 comments)
- Need to clean up / tidy up the area / cut the grass / maintenance (mentioned in around 75 comments)
- The need for the leisure centre (mentioned in around 55 comments)
- Comments about crime levels / anti-social behaviour / policing (mentioned in around 55 comments)
- Issues with potholes, roads, pavements, traffic, and road works (mentioned in around 50 comments)
- None / no further comments (mentioned in around 50 comments)
- Comments about how the area has declined (mentioned in around 45 comments)
- The lack of things to do (mentioned in around 30 comments)
- Issues with drugs/druggies (mentioned in around 25 comments)
- Issues with immigration (mentioned in around 25 comments)
- Residential parking / parking costs (mentioned in around 25 comments)
- Infrastructure (mentioned in around 20 comments)
 - With health services being mentioned in around 15 of these comments
 - And schools/education being mentioned in around 10 of these comments.
- Better public transport needed (mentioned in around 20 comments), including some comments about the bus station.
- More community pride/spirit/cohesion needed (mentioned in around 20 comments)
- Comments about wasting money (mentioned in around 20 comments)

- Some of these comments were related to Lynchford Road and the Wellesley cycle route (mentioned in around 10 comments)
- Concern / not happy with flats being built (mentioned in around 15 comments)
- Comments about the cost of housing / need for social housing (mentioned in around 15 comments)
- Positive about the council and its services /or area (mentioned in around 15 comments)
- More activities for youths/children (mentioned in around 15 comments)
- Speed up / take action (mentioned in around 15 comments)
- Comments about needing 'got worse' option for some of the questions (mentioned in around 15 comments). This was added in the first week of the survey being live.
- The council needs to listen to residents (mentioned in around 10 comments)
- Issues with the Airport (mentioned in around 10 comments)
- Comments about the homeless / rough sleepers (mentioned in around 10 comments)
- Comments about which town is favoured, Aldershot vs Farnborough (mentioned in around 10 comments)

Word cloud of themes mentioned over 20 times.



Appendix A. Copy of the survey

Living in Rushmoor Tell us what you think

Introduction

Welcome to our residents' survey for Rushmoor.

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

Our survey should take around 7 minutes to complete. Thank you for taking the time to give us your views. The closing date is Friday 12 July.

To view our consultation survey privacy notice, please visit www.rushmoor.gov.uk/consultationprivacynotice

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

- Aldershot
- Farnborough
- Other (please tell us where)

2. So we can tell if there any differences between areas, please tell us what ward you live in.

- | | |
|---|---|
| <input type="checkbox"/> Aldershot Park | <input type="checkbox"/> Rowhill |
| <input type="checkbox"/> Cherrywood | <input type="checkbox"/> St John's |
| <input type="checkbox"/> Cove and Southwood | <input type="checkbox"/> St Mark's |
| <input type="checkbox"/> Empress | <input type="checkbox"/> Wellington |
| <input type="checkbox"/> Fernhill | <input type="checkbox"/> West Heath |
| <input type="checkbox"/> Knellwood | <input type="checkbox"/> I don't know what ward I live in* |
| <input type="checkbox"/> Manor Park | <input type="checkbox"/> I'd prefer not to say |
| <input type="checkbox"/> North Town | <input type="checkbox"/> I don't live in a ward in Rushmoor |

*You can check what ward you live in using the address look-up feature on our website www.rushmoor.gov.uk/wards

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Local area

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

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

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

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

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

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

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

Pride in place

To answer these questions please consider your local area within walking distance from your home.

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

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

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

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

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

Arts, culture and events

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

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

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

11. Have you done any of these activities in the past 12 months?

	Yes	No
Spent time doing a creative, artistic, theatrical or music activity or a craft - This includes any activities connected with painting, artistic photography, sculpture, digital or electronic art/music, crafts, music, literature, drama and the theatre, carnivals, circus and festivals. These could be professional, amateur and faith based activities in your local area or elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>
Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity - This includes indoor or outdoor events, performances or festivals connected with painting, sculpture, crafts, craft fayres, music, heritage, storytelling and literature, street theatre dance, drama and the theatre, carnivals, circus and photography exhibitions. It includes live cinema screenings of an arts or creative event or performance, but not attending to watch a film. These could be professional, amateur and faith based events in your local area or elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>
Used a public library service - This includes public library services used in your local area or elsewhere during visits to library buildings or mobile libraries, or accessing library services online. These services include book borrowing, e-book borrowing, accessing information, or attending meetings, events, courses, or clubs.	<input type="checkbox"/>	<input type="checkbox"/>
Attended a museum or gallery - This includes museums and galleries attended in your local area or elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>
Dance - This include all forms of dance including artistic dance, dance for fitness and dancing socially, but excludes teaching or choreographing others.	<input type="checkbox"/>	<input type="checkbox"/>

12. Over the last 12 months, do you think that arts and culture-based activities and events in Aldershot and/or Farnborough have: (please tick one)

- Improved
- Stayed the same
- I have not noticed a difference
- Got worse
- I've not attended any event in the town centre

13. Over the last 12 months, do you think that town centre events in Aldershot and/or Farnborough have: (please tick one)

- Improved
- Stayed the same
- I have not noticed a difference
- Got worse
- I've not attended any event in the town centre

14. Over the last 12 months, do you think that the look of Aldershot and/or Farnborough town centres has: (please tick one)

- Improved
- Stayed the same
- I have not noticed a difference
- Got worse
- I've not visited the town centre

Community safety

To answer these questions please consider your local area within walking distance from your home.

15. How safe do you feel when outside in your local area during the day? (please tick one)

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe

16. How safe do you feel when outside in your local area after dark? (please tick one)

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe

17. If you feel unsafe in your local area, please can you tell us why. (please write in the box below)

Further comments

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

About you

As part of the Equality Act 2010, we must make sure our services are open and accessible to everyone, that we treat people fairly and appropriately and in consultations, we hear all views.

The following questions will help us to check that we are doing this and will also help us to understand better the answers we receive. We will treat this information as anonymous and confidential and will not identify individuals.

You do not have to answer these questions if you would prefer not to.

19. Which one of the following age bands do you belong to?

- Under 18 years
- 18 -24 years
- 25 – 34 years
- 35 – 44 years
- 45 – 54 years
- 55 – 64 years
- 65 - 74 years
- 75 - 84 years
- 85+ years
- I'd prefer not to say

20. What is your sex?

- Male
- Female
- I'd prefer not to say

21. What is your ethnic group?

- | | |
|---|--|
| <input type="checkbox"/> White – British | <input type="checkbox"/> Asian or British Asian – Bangladeshi |
| <input type="checkbox"/> White – Irish | <input type="checkbox"/> Asian or British Asian – Chinese |
| <input type="checkbox"/> White – Gypsy/Traveller | <input type="checkbox"/> Asian – other |
| <input type="checkbox"/> White – other | <input type="checkbox"/> Black or British black – Caribbean |
| <input type="checkbox"/> Mixed – white and black Caribbean | <input type="checkbox"/> Black or British black – African |
| <input type="checkbox"/> Mixed – white and black African | <input type="checkbox"/> Black – other |
| <input type="checkbox"/> Mixed – White and Asian | <input type="checkbox"/> Arab |
| <input type="checkbox"/> Mixed – other | <input type="checkbox"/> I'd prefer not to say |
| <input type="checkbox"/> Asian or British Asian – Nepali | <input type="checkbox"/> Any other background (Please specify) |
| <input type="checkbox"/> Asian or British Asian – Indian | |
| <input type="checkbox"/> Asian or British Asian – Pakistani | |

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

- Yes
- No
- I'd prefer not to say

23. Are you currently serving in the UK Armed Forces or have you previously served in the UK Armed Forces?

- Yes, I am currently serving in the UK Armed Forces
- Yes, I previously served in the UK Armed Forces
- No

Thank you for completing our survey

We would like to keep you up-to-date with the latest council news and information about events and activities taking place in Aldershot and Farnborough.

You can also sign up to take part in council consultations.

To sign up please visit www.rushmoor.gov.uk/councilnewssignup

Council Offices,
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X @rushmoorcouncil
Rushmoor Borough Council
June 2024

Appendix B. Copy of the article in Arena

Tell us what you think about where you live!

Do you enjoy living in Aldershot or Farnborough? What's important to you about where you live, and would you like to see anything improved?



These are just some of the questions in our latest residents' survey.

We want to hear from you about what it's like to live where you do and if you feel part of your community.

Over the last year, we've been busy with activities to improve our town centres, including organising more local events and boosting our markets and craft fairs using external funding.



We'd like to know if you've taken part in these activities and if you think they're making a difference to our towns.



It is important for us to know what you think to help us develop the council's priorities and inform how

we deliver our services.

Our survey runs until 12 July and is available on our website at www.rushmoor.gov.uk/currentconsultations. You can also call us on **01252 398 399** for a paper copy of the survey.

In August, we are running another survey to get your views on our local open spaces and recreation facilities so we can get a better understanding of how you are using them. This is part of the work we are doing to prepare a new Open Space, Sport and Recreation Study, replacing our 2014 one. We'll promote the survey and how you can take part nearer the time on our social media channels.

Appendix C- copy of artwork used for postcards



Give us your views



www.rushmoor.gov.uk/currentconsultations

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

Although not all wards have a representative number of responses to the questions, to give an idea about what is important to respondents in the wards, here are the top things that are important in making somewhere good to live and need improving. Highlighted in orange are factors which are not on the top five list for all respondents.

Aldershot Park ward

80 respondents completed these questions

Important in making somewhere good	Top five	Need improving
The level of crime	1 st	Road and pavement repairs
Health services	2 nd	Clean streets
Shopping facilities	3 rd	Health services
Road and pavement repairs	4 th	Shopping facilities
Parks and open spaces	5 th	The level of crime

Cherrywood ward

71 respondents completed these questions

Important in making somewhere good	Top five	Need improving
Clean streets	1 st	Clean streets
Health services	2 nd	Road and pavement repairs
The level of crime	3 rd	The level of crime
Road and pavement repairs	4 th	Health services
Affordable decent housing	5 th	The level of traffic congestion

Cove and Southwood ward

196 respondents completed these questions

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

Empress ward

79 respondents completed these questions

Important in making somewhere good	Top five	Need improving
Health services	1 st	Sports and leisure facilities
The level of crime	2 nd	Road and pavement repairs
Shopping facilities	3 rd	Shopping facilities
Sports and leisure facilities	4 th	Health services
Parks and open spaces	5 th	Cultural facilities (e.g. libraries, art centres, theatres, museums)

Fernhill ward

106 respondents completed these questions

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

Knellwood ward

127 respondents completed these questions

Important in making somewhere good	Top five	Need improving
Health services	1 st	Road and pavement repairs
Sports and leisure facilities	2 nd	Sports and leisure facilities
The level of crime	3 rd	Shopping facilities
Shopping facilities	4 th	Clean streets
Parks and open spaces	5 th	Cultural facilities (e.g. libraries, art centres, theatres, museums) and health services

Manor Park ward

120 respondents completed these questions

Important in making somewhere good	Top five	Need improving
Clean streets	1 st	Road and pavement repairs
The level of crime	2 nd	The level of crime
Health services	3 rd	Clean streets
Road and pavement repairs	4 th	Shopping facilities
Parks and open spaces	5 th	Health services

North Town ward

86 respondents completed these questions

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

Rowhill ward

100 respondents completed these questions

Important in making somewhere good	Top five	Need improving
Health services	1 st	Road and pavement repairs
The level of crime	2 nd	Clean streets and shopping facilities
Clean streets	3 rd	-
Shopping facilities/ parks and open spaces	4 th	The level of crime
-	5 th	Health services

St John's ward

91 respondents completed these questions

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

St Mark's ward

84 respondents completed these questions

Important in making somewhere good	Top five	Need improving
The level of crime	1 st	Road and pavement repairs
Health services	2 nd	Sports and leisure facilities
Road and pavement repairs	3 rd	Clean streets
Clean streets	4 th	Activities for teenagers
Access to nature	5 th	The level of traffic congestion

Wellington ward

115 respondents completed these questions

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

West Heath ward

103 respondents completed these questions

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