

# Cherrywood ward information

Last updated: May 2024

Produced by: Risk, Performance & Procurement

Contact: [performance@rushmoor.gov.uk](mailto:performance@rushmoor.gov.uk)

Contents	Page
Local democracy	1
Map of Cherrywood	2
Resident survey results	3
Ward population and makeup 2021	4
Deprivation breakdown	7

## Local democracy

### Rushmoor Borough Council ward councillors for Cherrywood:

Member	Party	Year elected
Councillor Bill O'Donovan	Labour	2024
Councillor Christine Guinness	Labour	2023
Councillor Clive Grattan	Labour	2022

### Member(s) of the County Council for Cherrywood ward:

Member	Party	Year elected
County Councillor Roz Chadd	Conservative	2021

### Member of Parliament for Aldershot Constituency:

Member of Parliament	Party	Year elected
Leo Docherty	Conservative	2019

### Election Turnout

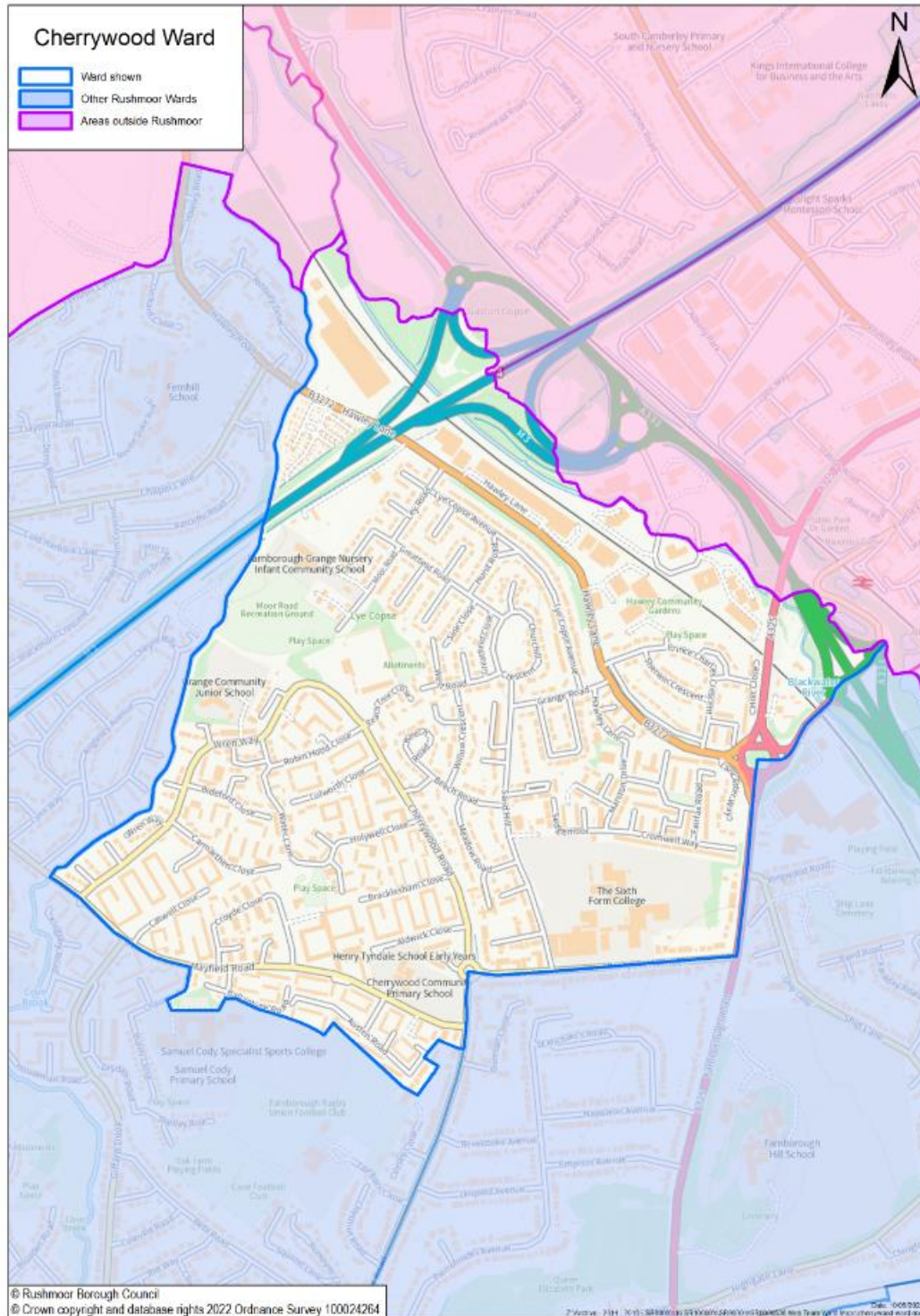
Date	Type	Election Turnout for Cherrywood ward
2 May 2024	Local elections	31%

More information can be found on Rushmoor's web site at

<https://www.rushmoor.gov.uk/your-council/elections-and-voting/polling-stations-and-wards/cherrywood-ward/>

## Map of Cherrywood

Cherrywood covers the north eastern area of Farnborough including Hawley Lane and the Prospect Estate.



## Resident survey results

The last Rushmoor Borough Council residents' survey where result can be produced at a ward level, was carried out in 2022. The survey was an online survey and 1,021 surveys were returned, in total 54 residents in Cherrywood ward completed the survey. Although not all wards had a representative number of responses the results can give an indication to what respondents in a ward think.

Below is a summary of the results for Cherrywood ward.

### Top five factors that are important in making somewhere good to live and need improving by ward

Here are the top things that are important in making somewhere good to live and need improving. If something is in the top five list for importance and need improving, it is in bold.

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

### Satisfaction with Rushmoor (Aldershot and Farnborough) as a place to live (with 1 being very dissatisfied and 10 being very satisfied)

	All responses	Farnborough	Cherrywood
Average score	5.79	5.89	5.85

Respondents from Cherrywood ward have a slightly lower satisfaction with Rushmoor as a place to live than respondents from Farnborough, but a slightly higher satisfaction than all respondents to the survey.

### How strongly do you feel you belong to your local area? (very and fairly strongly)

	All responses	Farnborough	Cherrywood
Average score	51.3%	52.6%	48.9%

Respondents from Cherrywood ward feel that they belong to their local area less than those from Farnborough, and all the those who responded to the survey.

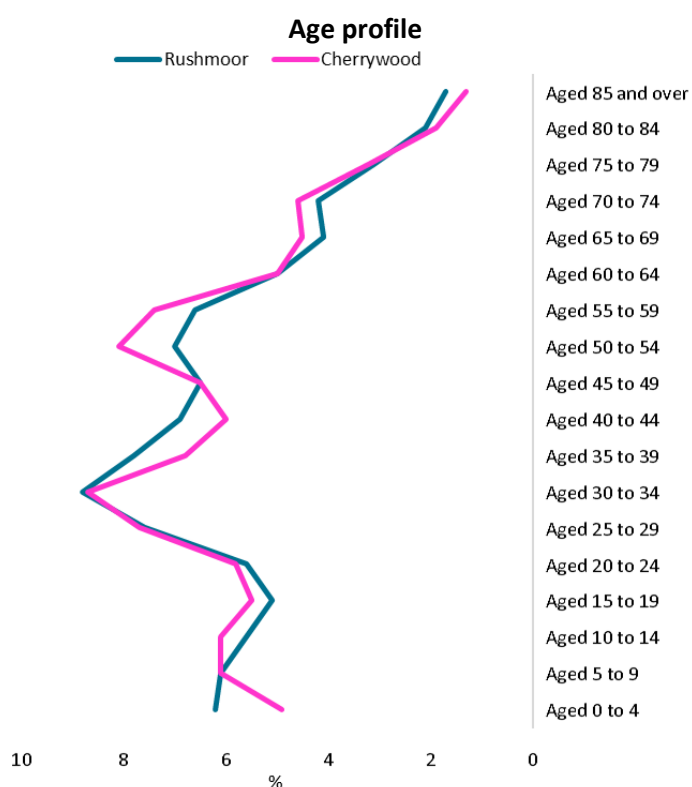
## Ward population and makeup 2021

The following data is from the 2021 Census. The Office of National Statistics calculate ward data by aggregating data for small areas to best fit the ward boundaries, data may differ slightly from other ward data.

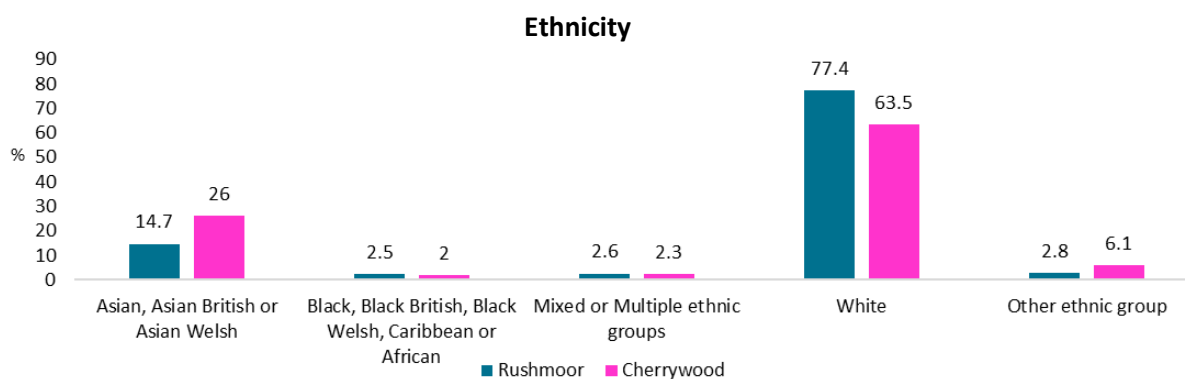
- **Population:**

2021 Census	Population	Total households	Female %	Male %
Cherrywood	8,800	3,100	51.5	48.5

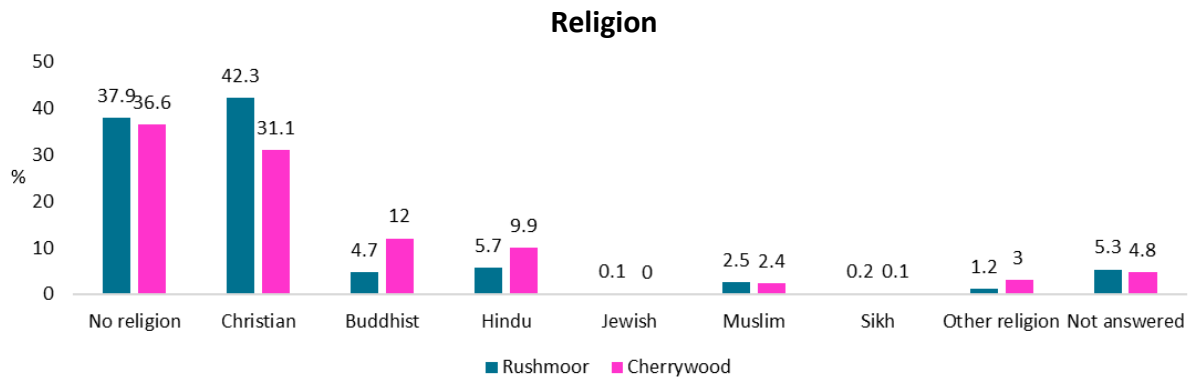
- **Age:** Cherrywood has a slightly more 50 to 59 year olds and slightly less 35 to 44 year-olds and less 0 to 4 year olds, than Rushmoor as a whole



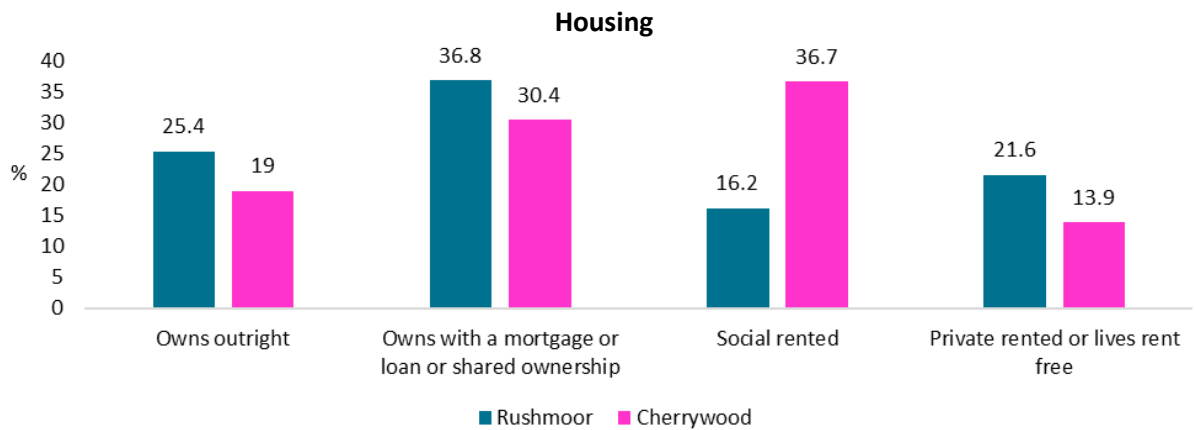
- **Ethnicity:** There is a difference between the ethnic makeup of Cherrywood and Rushmoor as a whole, with 26% of Cherrywood classing themselves Asian, compared to 14.7% for Rushmoor as a whole.



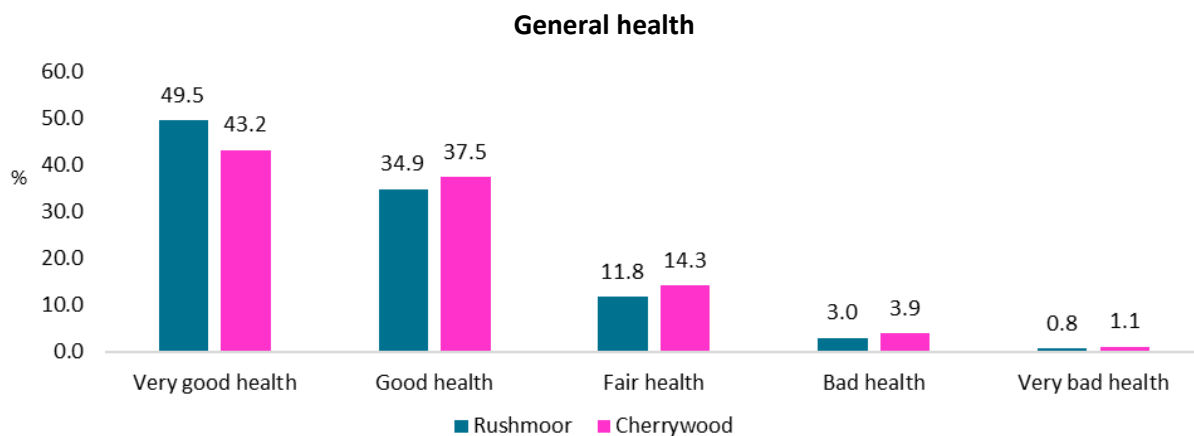
- **Religion:** There is lower percentage of Christian residents and a higher percentage Buddhist and Hindu residents, when compared to Rushmoor as a whole.



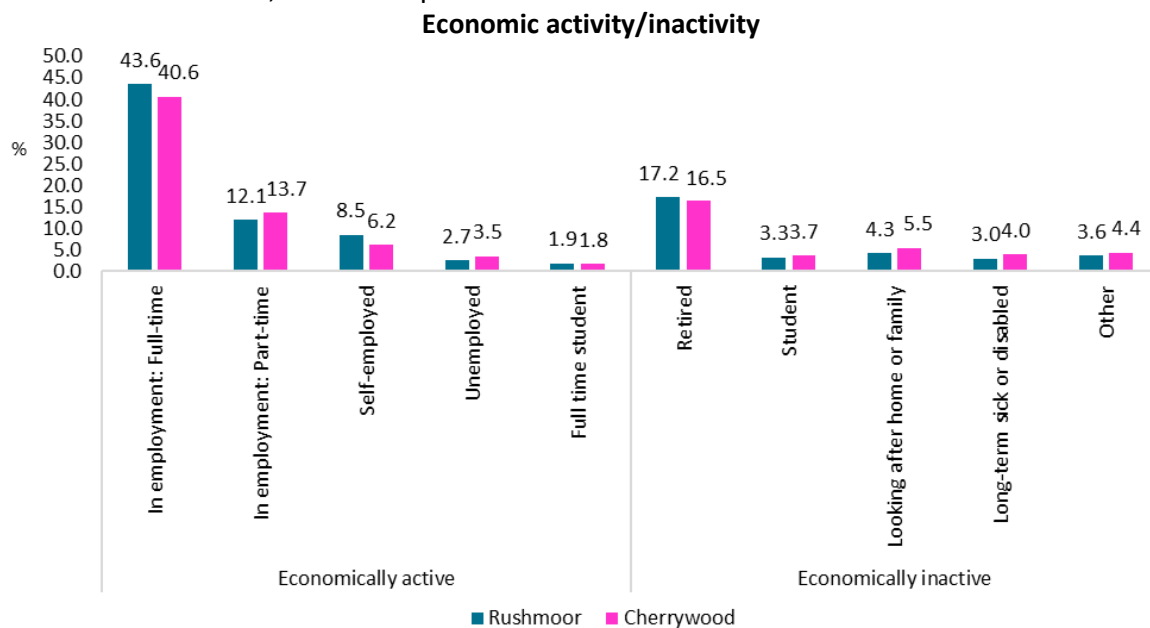
- **Housing:** A higher percentage of residents in Cherrywood live in homes rented from social landlords (housing associations) and less own their own homes, compared with Rushmoor as a whole.



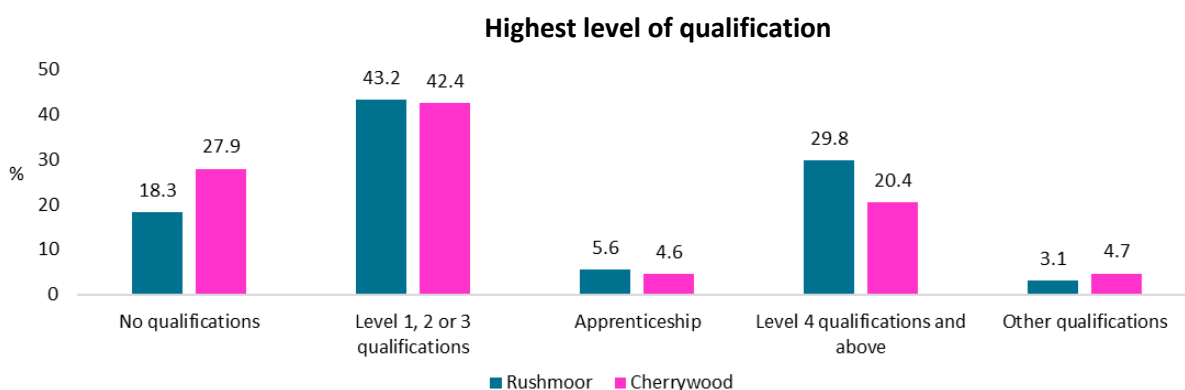
- **Health:** Cherrywood ward has a lower percentage of residents reporting that they are in very good health, when compared to Rushmoor as a whole.



- **Economic activity/inactivity:** Cherrywood ward had a slightly lower percentage of full-time workers, when compared to Rushmoor as a whole.



- **Qualifications:** A higher percentage of Cherrywood residents have no qualifications and a lower percentage have the highest level of qualifications, when compared to Rushmoor as a whole.



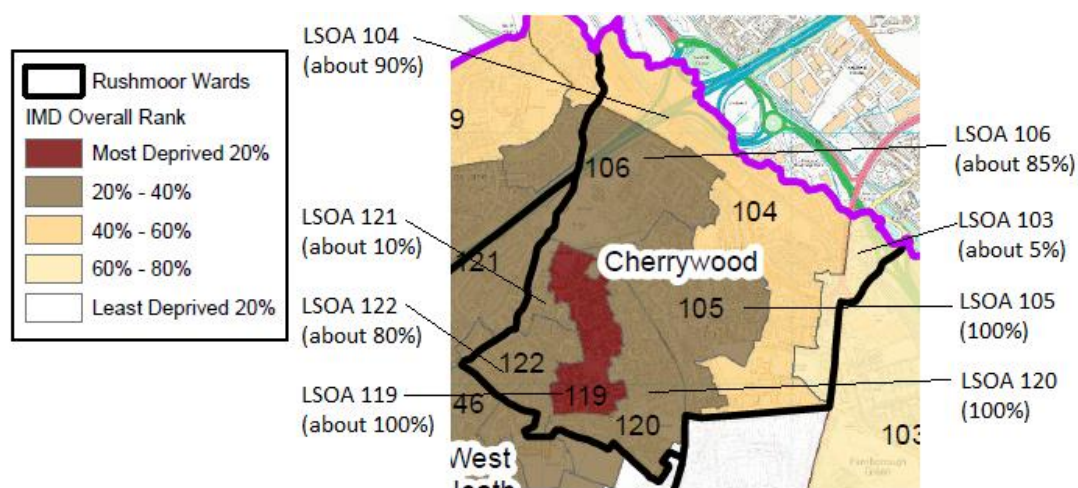
- Level 1 and entry level qualifications: 1 to 4 GCSEs grade A\* to C , Any GCSEs at other grades, O levels or CSEs (any grades), 1 AS level, NVQ level 1, Foundation GNVQ, Basic or Essential Skills
- Level 2 qualifications: 5 or more GCSEs (A\* to C or 9 to 4), O levels (passes), CSEs (grade 1), School Certification, 1 A level, 2 to 3 AS levels, VCEs, Intermediate or Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First or General Diploma, RSA Diploma
- Apprenticeship
- Level 3 qualifications: 2 or more A levels or VCEs, 4 or more AS levels, Higher School Certificate, Progression or Advanced Diploma, Welsh Baccalaureate Advance Diploma, NVQ level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma
- Level 4 qualifications and above: degree (BA, BSc), higher degree (MA, PhD, PGCE), NVQ level 4 to 5, HNC, HND, RSA Higher Diploma, BTEC Higher level, professional qualifications (for example, teaching, nursing, accountancy)
- Other: vocational or work-related qualifications, other qualifications achieved in England or Wales, qualifications achieved outside England or Wales (equivalent not stated or unknown)



## Deprivation breakdown

The Government's Index of Multiple Deprivation (IMD) 2019 provides a relative deprivation score for each small area in England, it covers a range of economic, social and housing issues. The overall score is calculated using data from seven domains. Most of indicator data has come from 2015 and 2016 and some of the data is from the 2011 Census. The Indices of Deprivation cover geographical areas that are called Lower-layer Super Output Area level (LSOA), of which there are 32,844 in the country. There are a total of 58 LSOAs in Rushmoor.

Unfortunately, LSOAs and the council's wards do not exactly line up. In Cherrywood ward there are all or part of eight LSOAs. The following map shows the number of the LSOAs in Cherrywood ward and the approximate percentage of the LSOA in the ward. Each LSOA is ranked, where 1 is the most deprived and 32,844 is the least deprived.



LSOA Code	Approx % in Ward	Index of Multiple Deprivation (IMD) 2019	Income	Employment	Education, Skills and Training	Health Deprivation and Disability	Crime	Barriers to Housing and Services	Living Environment
105	100%	7921	7942	11297	10437	8534	3902	2798	22569
119	100%	3693	3186	5541	2233	3641	4816	7664	27684
120	100%	11116	8229	14196	5988	18173	4330	14070	27844
104	90%	15318	12950	22106	12385	19967	16143	2939	17660
106	85%	10071	8081	13862	7196	11191	12523	4423	22821
122	80%	8969	6719	11604	4101	9857	9726	14082	23110
121	10%	13128	16261	16455	8566	19227	11676	1844	21599
103	5%	24475	25581	31961	25934	27856	6265	11198	14502

For comparison purposes below is the mean average results for a LSOA in Rushmoor

Average	19887	18826	21461	16538	17925	16645	14986	21641
---------	-------	-------	-------	-------	-------	-------	-------	-------

LSOA 119 is in the 20% most deprived areas in England for Multiple Deprivation and for the Income, Employment, Education, Skills and Training, Health Deprivation and Disability, Crime and Barriers to Housing and Services domains. LSOAs 120 and 122 are in the 20% most deprived areas for the Education, Skills and Training domain. LSOAs 105, 120 and 103 are in the 20% most deprived areas for the Crime domain. LSOAs 105, 104, 106 and 103 are in the 20% most deprived areas for Barriers to Housing and Services domain.