

# **Tell us what you think about the services we provide – 2021**

(Published November 2021)

**Survey report by Policy and Communications**

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## Introduction

Regularly undertaking residents' surveys is a useful tool to gauge residents' satisfaction with Council services, which can help inform decisions and allow better allocation of service resources. The Local Government Association (LGA), states:

*Do you know what your residents think of your council? Are they happy with the way you run things, the value for money they receive, and do they think you keep them well informed? The answers to these questions are vital for councils wanting to understand their communities, improve their services and direct their resources at the issues that matter most—factors that are increasingly important as councils try to balance reduced budgets with greater responsibilities as leaders and shapers of place.*

[Understanding the views of residents | Local Government Association](#)

Whilst the Council regularly undertakes engagement and consultations on a range of issues. The Council last asked residents in 2013 about the importance of and satisfaction with Council services.

As the Council moves towards recovery from the Covid pandemic and with the recommendation from the 2021 Equalities Peer Review to commission and analyse in-depth resident and customer surveys to gain a better understanding of the views and experiences of BAME people (and other protected characteristics), a residents survey was designed to capture views about the services the Council offers (Annex A).

## Methodology

The survey was designed as an online survey but was also available as a paper version on request. The survey was advertised in an article in the Summer edition of Arena (Annex B) and on the Council's website and through social media channels. Details about the survey was also emailed out to the residents who have signed up to receive news from the Council or to take part in Council consultations.

To further engagement with our communities the survey was emailed to our contacts in community groups in Rushmoor, including:

- Nepali community
- Filipino community
- Ghanaian community
- Malcolm Cummins (Aldershot New Testament Church)
- Ahmadiyya Muslim Association
- Romanian community

The survey ran for six weeks from the Monday 28<sup>th</sup> June to Sunday 8<sup>th</sup> August 2021.

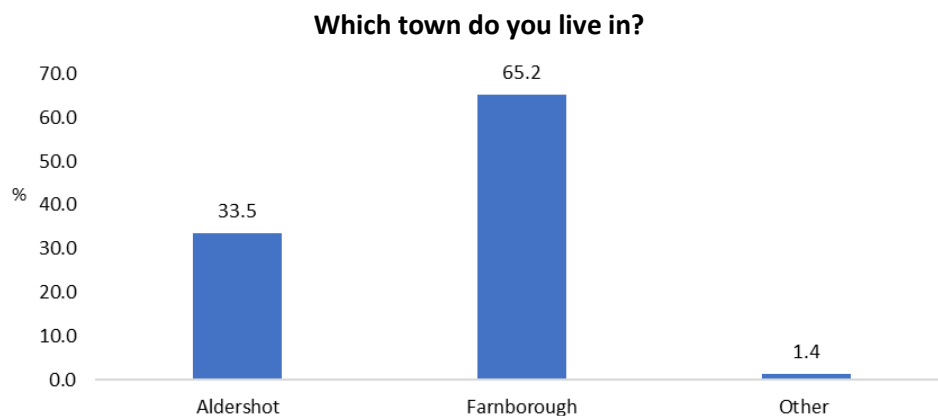
## Responses

In total 1,518 completed the online survey. No paper versions of the survey were returned.

## Characteristics of respondents

### Which town do you live in?

All 1,518 respondents completed this question. The latest ward population estimates from the Office of National Statistics splits percentage of Rushmoor population by 60.7% Farnborough and 39.3% Aldershot. 65.2% (989) of respondents indicated that they were Farnborough residents and 33.5% (508) of respondents indicated that they were Aldershot residents. This suggests that Farnborough residents are overrepresented in the survey and Aldershot residents are underrepresented.



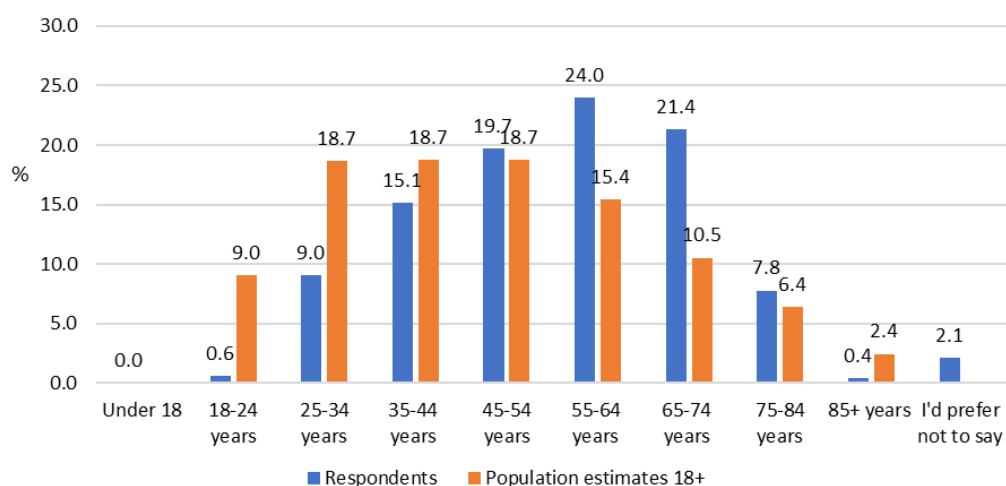
Of the 21 respondents (1.4%) that ticked other, the main themes of the answers were:

- 7 respondents indicated they lived in Cove
- 3 respondents indicated they lived in Fleet or between Fleet and Farnborough
- 2 respondents indicated that they lived in Camberley
- 2 respondents indicated that they lived in North Camp
- 2 respondents indicated that they lived in Church Crookham

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

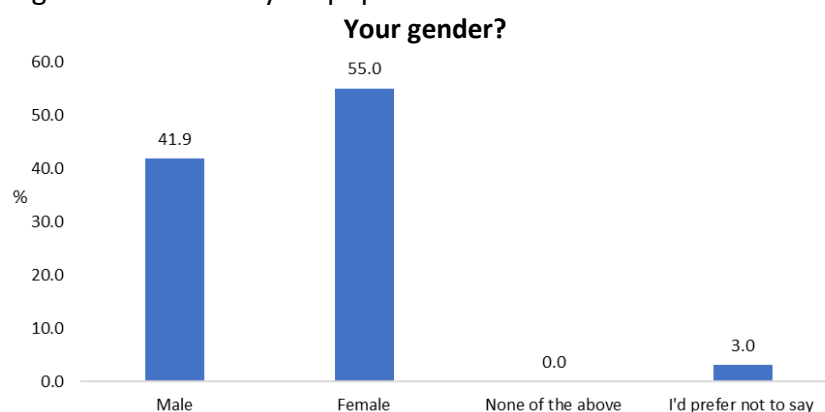
In total 1,250 respondents completed this question. Those under 44 years of age are underrepresented and those over 55 years of age are overrepresented. No one under 18 completed the survey.

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



### Your gender

In total 1,248 respondents completed this question. 55.0% (687) of respondents indicated that they were female and 41.9% (523) of respondents indicated that they were male. Females are overrepresented in the survey as 49.5% of the population of Rushmoor are female according to the ONS mid-year population estimates 2020.



### What is your ethnic group?

In total 1,246 respondents completed this question. When compared to the data from the 2011 Census, those who identified as white are overrepresented and those who identified in the groups other than white are underrepresented. The percentage of those that identified as Pakistani and Bangladeshi same in the survey as in the 2011 Census, but the actual numbers of respondents is small. 1% of respondents identified as Nepali compared to the 6.5% who identified as Nepali in the 2011 Census.

Ethnic group	Number	%	Census 2011
White - British	1,063	85.3	80.5
White – Irish	11	0.9	0.8
White – Gypsy/Traveller	0	0.0	0.2
White – other	43	3.5	3.3
Mixed - white and black Caribbean	4	0.3	0.7
Mixed - white and black African	2	0.2	0.4
Mixed - White and Asian	4	0.3	0.7
Mixed – other	5	0.4	0.5

Asian or British Asian – Nepali	13	1.0	6.5
Asian or British Asian – Indian	15	1.2	1.4
Asian or British Asian – Pakistani	9	0.7	0.7
Asian or British Asian – Bangladeshi	2	0.2	0.2
Asian or British Asian – Chinese	5	0.4	0.5
Asian – other	2	0.2	1.5
Black or British black – Caribbean	1	0.1	1.2
Black or British black – African	2	0.2	0.6
Black – other	1	0.1	0.2
I'd prefer not to say	44	3.5	
Any other background (Please specify)	20	1.6	
<b>Total identified as white</b>	<b>1,117</b>	<b>89.6</b>	<b>84.8</b>
<b>Total identified as other ethnic groups</b>	<b>65</b>	<b>5.2</b>	<b>15.1</b>

The last survey conducted by the Council that asked 'what is your ethnic group?' was the 'Coronavirus and You' survey which was carried out in the summer of 2021. In this survey 93.1% of respondents identified as white and 3.2% identified as one of the other ethnic groups listed. This survey is an improvement on the last survey, however it is not a reflective representation of our communities.

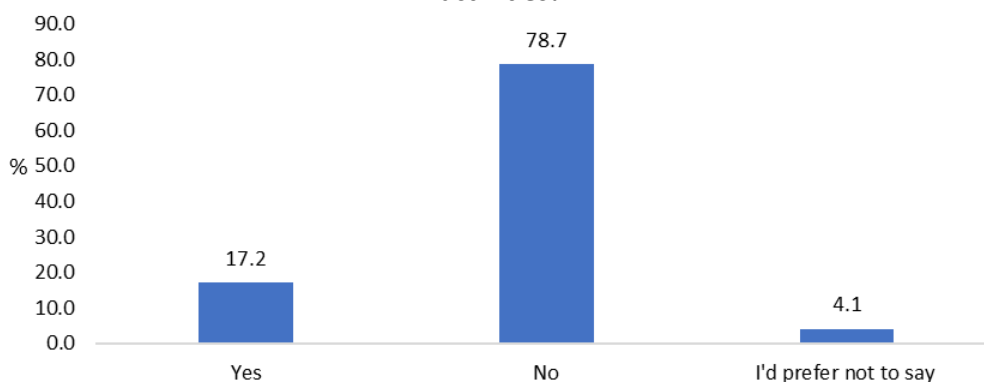
In total 20 respondents specified which other background they identified as, of these the main backgrounds were:

- White English (mentioned in 9 comments)
- Arab (mentioned in three comments)

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

In total 1,251 respondents completed this question. 78.7% (985) of respondents indicated that they didn't have any health conditions or disabilities, which limited their daily activities. 17.2% (215) of respondents indicated that they did have health conditions or disabilities, which limited their daily activities. For reference purposes, 15.6% of those over 16 years of age in the 2011 Census indicated that had a long-term health problem or disability that limited their day-to-day activities a little or a lot.

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





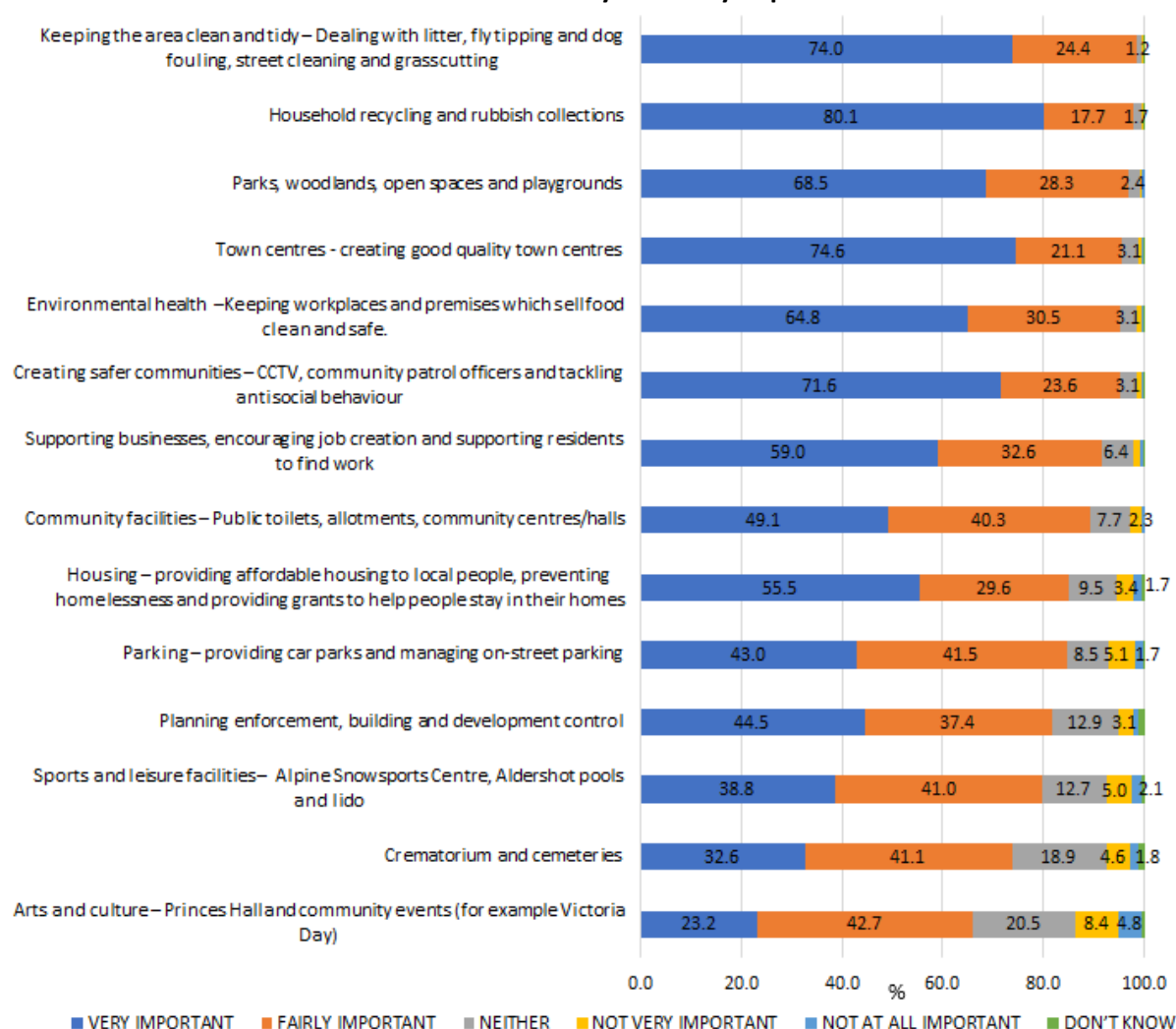
## Survey responses

Responses to questions where appropriate have been spilt by the town respondents live in, the gender of respondents, the age of respondents and respondents that identified as white and those who identified as other ethnic groups. We have also included data for those who identified as having health conditions or disabilities, which limit daily activities. This is to see if different groups in Rushmoor have different views about the services the Council provides.

### Question 2: Looking at the list below, please can you tell us how important or not you consider each of these to be?

In total 1,375 respondents completed this question. Using this approach, the most important service to respondents was 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting' (98.3% thought this was very or fairly important), followed by 'Household recycling and rubbish collections' (97.8% thought this was very or fairly important) and then by 'Parks, woodlands, open spaces and playgrounds' (96.8% thought this was very or fairly important).

#### Looking at the list below, please can you tell us how important or not you consider each of these to be? In order of very and fairly important





Just looking at the services that were identified as very important by respondents, the top three services were:

1. 'Household recycling and rubbish collections' (80.1% thought this was very important)
2. 'Town Centres – creating good quality town centres' (74.6% thought this was very important)
3. 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting' (74.0% thought this was very important)

The least important services were 'Arts and culture – Princes Hall and community events (for example Victoria Day)' (13.2% thought that this was not very important or not important all), followed by 'Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido' (7.1% thought that this was not very important or not important all), and then by 'Parking – providing car parks and managing on-street parking' (6.8% thought that this was not very important or not important all). It is worth noting however that for each of these services, over 65% of respondents considered them either very or fairly important.

There are a few differences between the three most important services, the majority of groups have 'Keeping the area clean and tidy', 'Household recycling and rubbish collections' and 'Parks, woodlands, open spaces and playgrounds' in their top three but in different orders. However, respondents with health conditions or disabilities, which limit daily activities and those over 55 have 'Keeping workplaces and premises which sell food clean and safe' in their top three. And, those who identified as other ethnic groups have 'Creating safer communities' jointly with 'Town centres' in their top three.

Most important services (very and fairly important)	1 <sup>st</sup>	2nd	3rd
All respondents	Keeping the area clean and tidy (98.3%)	Household recycling and rubbish collections (97.8%)	Parks, woodlands, open spaces and playgrounds (96.8%)
Aldershot residents	Keeping the area clean and tidy (98.7%)	Household recycling and rubbish collections (98.5%)	Parks, woodlands, open spaces and playgrounds (97.6%)
Farnborough residents	Keeping the area clean and tidy (98.4%)	Household recycling and rubbish collections (97.9%)	Parks, woodlands, open spaces and playgrounds (96.6%)
Female respondents	Household recycling and rubbish collections (98.7%)	Keeping the area clean and tidy (98.4%)	Parks, woodlands, open spaces and playgrounds (98.39%)
Male respondents	Keeping the area clean and tidy (98.7%)	Household recycling and rubbish collections (96.6%)	Parks, woodlands, open spaces and playgrounds (95.6%)
Respondents under 55 years of age	Parks, woodlands, open spaces and playgrounds (98.2%)	Household recycling and rubbish collections (97.7%)	Keeping the area clean and tidy (97.6%)
Respondents over 55 years of age	Keeping the area clean and tidy (99.1%)	Household recycling and rubbish collections (97.6%)	Keeping workplaces and premises which sell food clean and safe (96.5%)

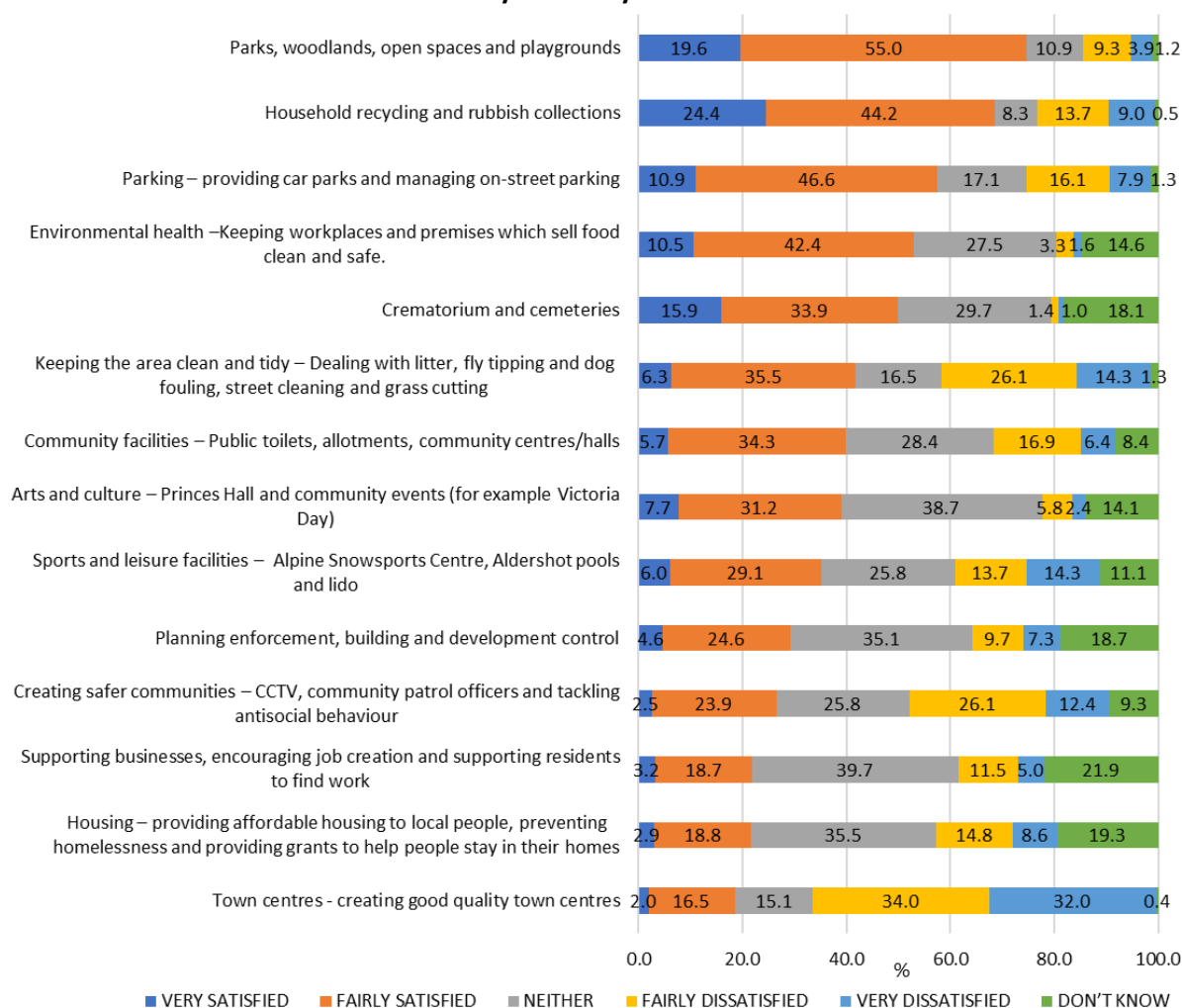
Respondents who identified as white	Keeping the area clean and tidy (98.6%)	Household recycling and rubbish collections (98.1%)	Parks, woodlands, open spaces and playgrounds (97.5%)
Respondents that identified as other ethnic groups*	Keeping the area clean and tidy (98.5%)	Household recycling and rubbish collections (96.9%)	Creating safer communities (95.4%) and Town Centres (95.4%)
Respondents with health conditions or disabilities, which limit daily activities	Keeping the area clean and tidy (99.1%)	Keeping workplaces and premises which sell food clean and safe (98.6%)	Household recycling and rubbish collections (97.2%)

\*small sample size

### Question 3: Now looking at the same list again, please could you tell us how satisfied or dissatisfied you are with these services and facilities in Rushmoor?

In total 1,303 respondents completed this question. Respondents were most satisfied with 'Parks, woodlands, open spaces and playgrounds' (74.6% were fairly and very satisfied with this), followed by 'Household recycling and rubbish collections' (68.6% were fairly and very satisfied with this) and then 'Parking – providing car parks and managing on-street parking' (57.6% were fairly and very satisfied with this).

#### How satisfied or dissatisfied you are with these services and facilities in Rushmoor? In order of very and fairly satisfied



The services that respondents were most dissatisfied with were 'Town centres - creating good quality town centres' (66.0% were fairly or very dissatisfied with this), followed by 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting' (40.4% were fairly or very dissatisfied with this), and then by 'Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour' (38.5% were fairly or very dissatisfied with this).

Just looking at the services that were identified by respondents that they were very dissatisfied with, the top three services were:

1. 'Town Centres – creating good quality town centres' (32.0% were very dissatisfied with this)
2. 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting' (14.3% were very dissatisfied with this)
3. Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido (14.3% were very dissatisfied with this)

For some of the services nearly fifth of respondents indicated that they didn't know if they were satisfied with the services. 21.9% (283 respondents) ticked 'don't know' for 'Supporting businesses, encouraging job creation and supporting residents to find work'. This could be because they don't use the services, or they don't know enough about the services.

All but Farnborough residents have 'Town centres', 'Keeping the area clean and tidy' and 'Creating safer communities' in their top three services that they are most dissatisfied with. 'Town centres' is first then the other two either come second or third. However, Farnborough residents have 'Sports and leisure facilities' as the third service they are most dissatisfied.

Services most dissatisfied with (very and fairly dissatisfied)	1st	2nd	3rd
All respondents	Town centres (66.0%)	Keeping the area clean and tidy (40.4%)	Creating safer communities (38.5%)
Aldershot residents	Town centres (78.7%)	Creating safer communities (45.6%)	Keeping the area clean and tidy (38.9%)
Farnborough residents	Town centres (60.0%)	Keeping the area clean and tidy (41.5%)	Sports and leisure facilities (37.4%)
Female respondents	Town centres (71.2%)	Keeping the area clean and tidy (39.9%)	Creating safer communities (38.7%)
Male respondents	Town centres (58.5%)	Keeping the area clean and tidy (38.2%)	Creating safer communities (37.8%)

Respondents under 55 years of age	Town centres (73.0%)	Creating safer communities (45.2%)	Keeping the area clean and tidy (42.6%)
Respondents over 55 years of age	Town centres (60.5%)	Keeping the area clean and tidy (37.0%)	Creating safer communities (33.5%)
Respondents who identified as white	Town centres (66.6%)	Keeping the area clean and tidy (40.6%)	Creating safer communities (38.5%)
Respondents that identified as other ethnic groups*	Town centres (60.0%)	Creating safer communities (43.1%)	Keeping the area clean and tidy (29.2%)
Respondents with health conditions or disabilities, which limit daily activities	Town centres (66.2%)	Creating safer communities (44.1%)	Keeping the area clean and tidy (39.0%)

\*small sample size

### Importance vs dissatisfaction

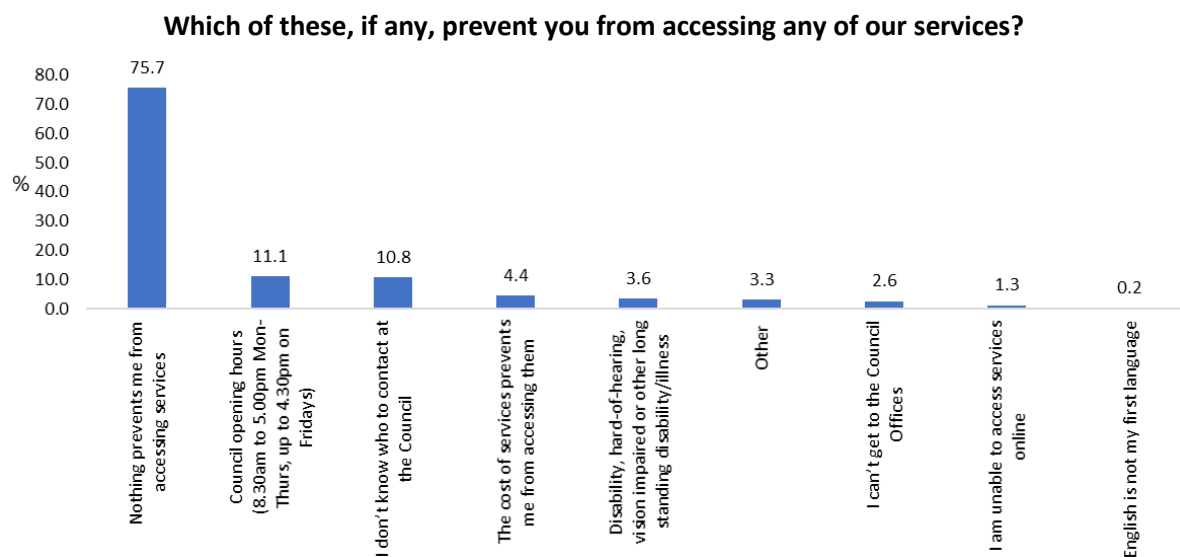
‘Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting’ is the most important service to respondents but is also the second service that respondents are most dissatisfied with. ‘Town centres - creating good quality town centres’ is the fourth most important but the service respondents are most dissatisfied with. ‘Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour’ is the six most important service to respondents and the third service respondents are most dissatisfied with.

Very and fairly important		Very and fairly dissatisfied
Keeping the area clean and tidy (98.3%)	1st	Town centres - creating good quality town centres (66.0%)
Household recycling and rubbish collections (97.8%)	2nd	Keeping the area clean and tidy (40.4%)
Parks, woodlands, open spaces and playgrounds (96.8%)	3rd	Creating safer communities (38.5%)
Town centres - creating good quality town centres (95.7%)	4th	Sports and leisure facilities (28.0%)
Keeping workplaces and premises which sell food clean and safe (95.3%)	5th	Parking – providing car parks and managing on-street parking (24.0%)
Creating safer communities (95.3%)	6th	Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes (23.4%)
Supporting businesses, encouraging job creation and supporting residents to find work (91.6%)	7th	Community facilities – Public toilets, allotments, community centres/hall (23.3%)
Community facilities – Public toilets, allotments, community centres/halls (89.4%)	8th	Household recycling and rubbish collections (22.7%)
Housing – providing affordable housing to local people, preventing homelessness and	9th	Planning enforcement, building and development control (17.0%)

providing grants to help people stay in their homes (85.1%)		
Parking – providing car parks and managing on-street parking (84.5%)	10th	Supporting businesses, encouraging job creation and supporting residents to find work (16.6%)
Planning enforcement, building and development control (81.9%)	11th	Parks, woodlands, open spaces and playgrounds (13.2%)
Sports and leisure facilities (79.8%)	12th	Arts and culture – Princes Hall and community events (for example Victoria Day) (8.2%)
Crematorium and cemeteries (73.7%)	13th	Keeping workplaces and premises which sell food clean and safe (4.9%)
Arts and culture – Princes Hall and community events (for example Victoria Day) (65.9%)	14th	Crematorium and cemeteries (2.4%)

#### Question 4: We are keen to make sure that everyone can access the services we provide. Which of these, if any, prevent you from accessing any of our services?

In total 1,200 respondents completed this question and the majority of respondents indicated that nothing prevented them from accessing services (75.7% - 908 respondents). Of the barriers the largest two barriers are opening times (11.1% -133 respondents) and not knowing who to contact (10.8% - 130 respondents).



The question had a comment section for those who had ticked other, 39 respondents completed the box and the main theme of responses was around challenges in contacting Council staff. There were also three comments that mentioned the opening hours, two comments around the website being difficult to use. The survey did not ask when respondents had experienced these issues.

The vast majority in all groups indicated that they had no difficulty accessing Rushmoor services.

Prevention from accessing services	1 <sup>st</sup> issue after no difficulty accessing services
All respondents	Council opening hours (8.30am to 5.00pm Mon-Thurs, up to 4.30pm on Fridays) (11.1%)
Aldershot residents	Council opening hours (8.30am to 5.00pm Mon-Thurs, up to 4.30pm on Fridays) (12.4%)
Farnborough residents	I don't know who to contact at the Council (11.0%)
Female respondents	I don't know who to contact at the Council (11.7%)
Male respondents	Council opening hours (8.30am to 5.00pm Mon-Thurs, up to 4.30pm on Fridays) (11.9%)
Respondents under 55 years of age	Council opening hours (8.30am to 5.00pm Mon-Thurs, up to 4.30pm on Fridays) (15.1%)
Respondents over 55 years of age	I don't know who to contact at the Council (7.9%) = Council opening hours (8.30am to 5.00pm Mon-Thurs, up to 4.30pm on Fridays) (7.9%)
Respondents who identified as white	Council opening hours (8.30am to 5.00pm Mon-Thurs, up to 4.30pm on Fridays) (10.7%)
Respondents that identified as other ethnic groups *	I don't know who to contact at the Council (11.7%)
Respondents with health conditions or disabilities, which limit daily activities	Disability, hard-of-hearing, vision impaired or other long standing disability/illness (19.2%)

\*small sample size

### Question 5: What would make accessing services easier for you?

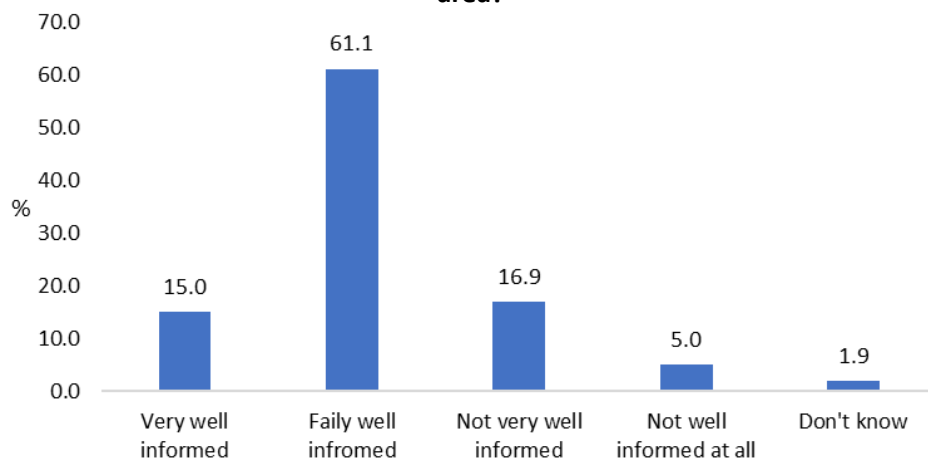
In total 356 respondents completed this question, the main theme of the answers which would make accessing services easier were:

- Nothing, N/A or it is good as it is (mentioned in about 111 comments)
- Additional opening hours evenings or weekends (mentioned in about 51 comments)
- Better website and improved online services (mentioned in about 45 comments)
- Having a direct contact in each service (mentioned in about 29 comments)
- Provide more information about services (mentioned in about 15 comments)
- Services in both towns or satellite offices (mentioned in about 10 comments)
- Online chat option (mentioned in about 8 comments)
- Parking, either more near the offices, free parking or better disabled parking (mentioned in about 8 comments)
- Transport (mentioned in about 8 comments)

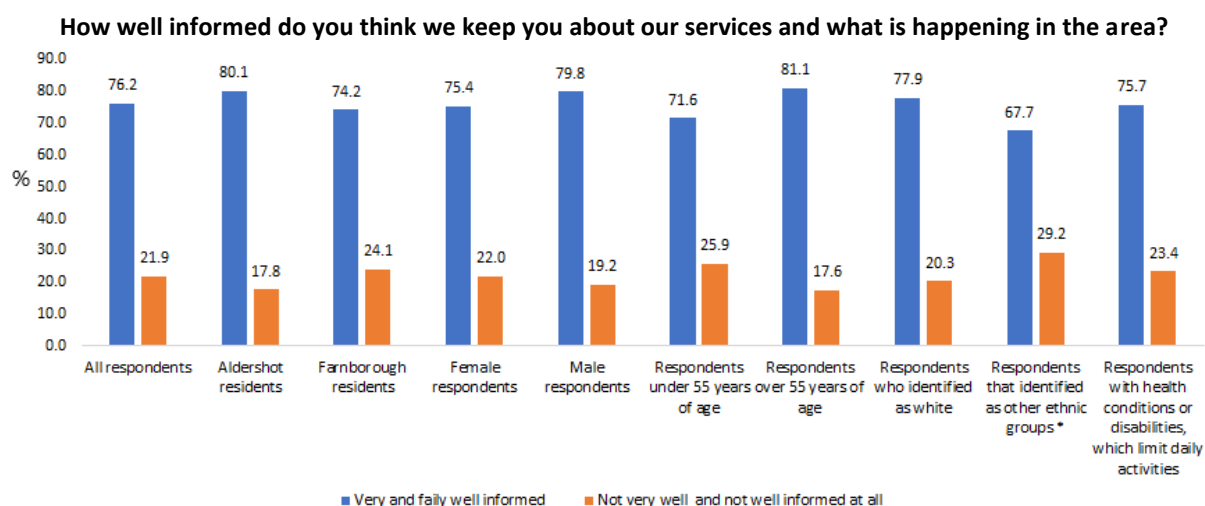
### Question 6: How well informed do you think we keep you about our services and what is happening in the area?

In total 1,263 respondents completed this question. Overall, 76.2% (962 respondents) respondents thought the Council kept them very and fairly informed, 21.9% (277 respondents) thought the Council kept them not very well informed and not at all informed and 1.9% (24 respondents) didn't know how well informed the Council kept them about what is happening in the area.

**How well informed do you think we keep you about our services and what is happening in the area?**



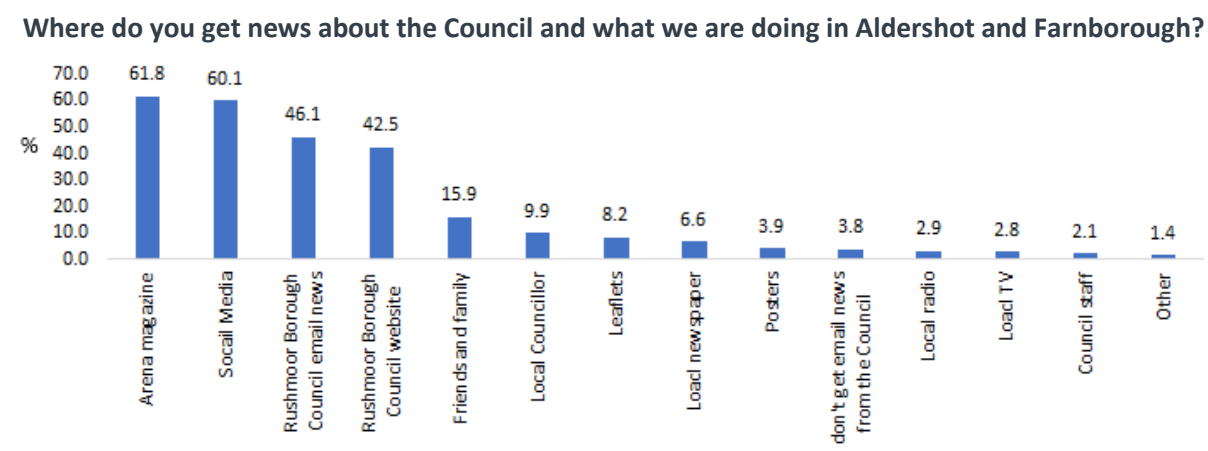
Those over 55 years of age are the group that are most informed (81.1%), followed by Aldershot residents (80.1%). Although it is a small sample size those who identified as other ethnic groups felt the least informed (29.2%), followed by those under 55 years of age (25.9%).



\*small sample size

### Question 7: Where do you get news about the Council and what we are doing in Aldershot and Farnborough?

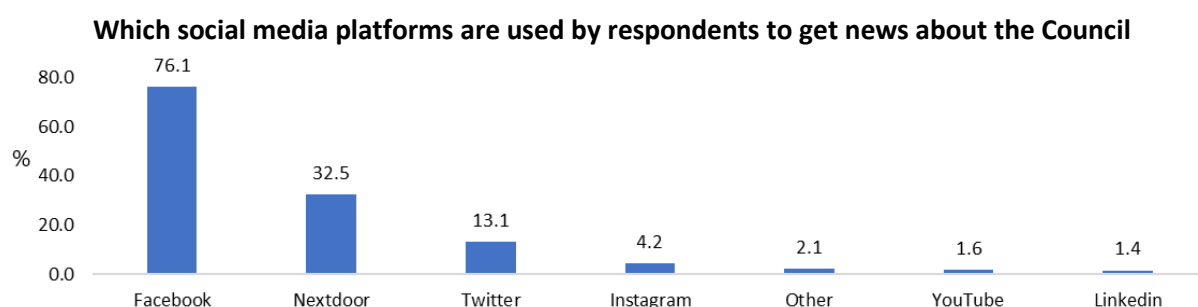
In total 1,266 respondents completed this question. The most popular way to receive news is via Arena magazine (61.8% - 782 respondents), followed by social media (60.1%- 761 respondents) and then by Rushmoor Borough Council Email news (46.1%- 583 respondents).



A similar question was asked in the 'Coronavirus and You' survey in 2020. In this survey Arena magazine came second to social media - 60.3% of respondents got news about the Council from social media and 50.8% by Arena magazine.

The social media question was split between the different platforms. Of the 761 respondents who get news via social media the most popular platform is via Facebook (76.1%), followed by Nextdoor (32.5%) and then by Twitter (13.1%).





The question contained a comment box for respondents to tell us which other social media the respondents used to get news, which radio station the respondent used, and any other places respondents got news from. In total 73 respondents left a comment, the main theme of the answers were:

- Councillors were mentioned in 19 comments
- Nine respondents indicated that they got news from emails
- Greatest hits radio was mentioned in three comments and BBC Surrey in two comments
- Facebook was mentioned in five comments
- In your area was mentioned in four comments

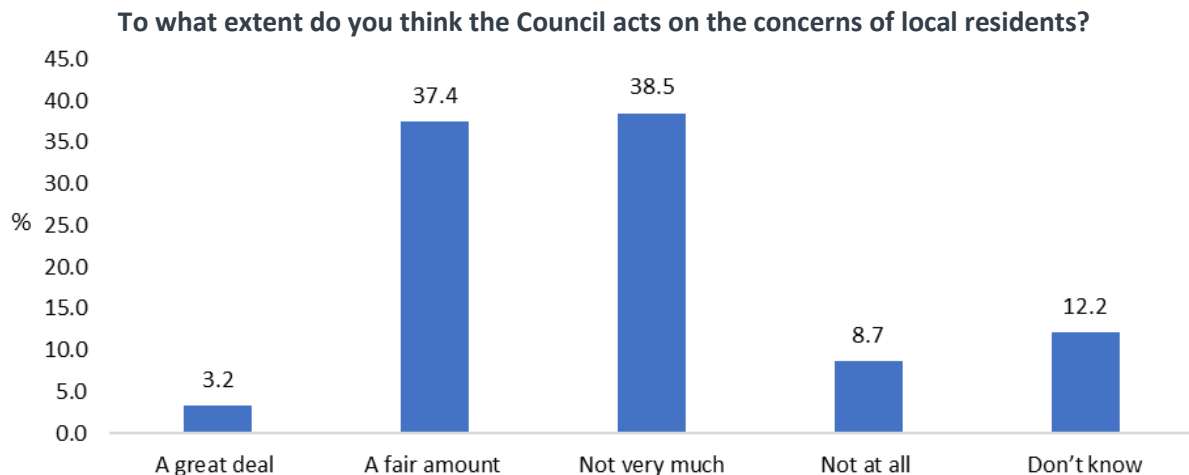
There are a few differences between the three most popular ways groups of respondents get news about the Council. All groups had Arena magazine in the top three except to the those who identified as other ethnic groups, however it was fourth on the list and the sample size was small.

Most popular	1 <sup>st</sup>	2nd	3rd
All respondents	Arena Magazine (61.8%)	Facebook (45.7%)	Email News (44.5%)
Aldershot residents	Arena Magazine (60.9%)	Facebook (47.9%)	Email News (41.7%)
Farnborough residents	Arena Magazine (62.4%)	Email News (46.2%)	Facebook (44.5%)
Female respondents	Arena Magazine (62.0%)	Facebook (53.9%)	Council website (38.9%)
Male respondents	Arena Magazine (61.5%)	Email News (54.8%)	Council website (47.5%)
Respondents under 55 years of age	Facebook (55.3%)	Arena Magazine (50.0%)	Email News (39.9%)
Respondents over 55 years of age	Arena Magazine (71.8%)	Council website (51.0%)	Email News (49.3%)
Respondents who identified as white	Arena Magazine (64.4%)	Facebook (47.5%)	Email News (44.9%)
Respondents that identified as other ethnic groups *	Email News (50.8%)	Council website (35.4%) and Facebook (35.4%)	
Respondents with health conditions or disabilities, which limit daily activities	Arena Magazine (66.5%)	Facebook (44.2%)	Email News (43.3%)

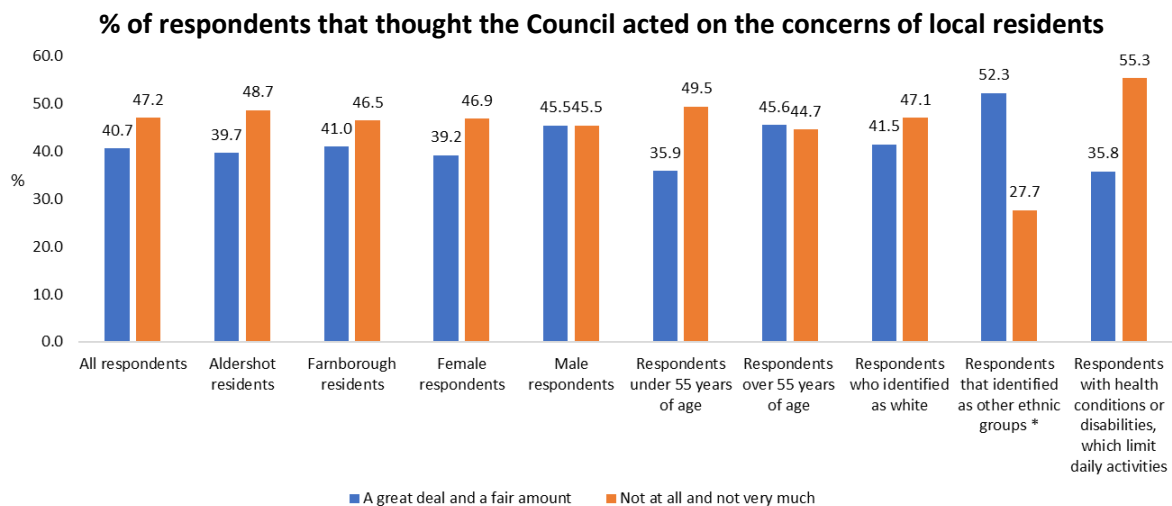
\*small sample size

### Question 8: To what extent do you think the Council acts on the concerns of local residents?

In total 1,266 respondents completed this question. 40.7% (515) of respondents thought that the Council acted on the concerns of local residents, either a great deal or a fair amount. 47.2% (597) of respondents thought that the Council acted on the concerns of local residents, either not very much or not at all.



There is difference between what different groups thought. Only 35.8% of those who identified as having a health conditions or disabilities, which limit daily activities thought the Council acted on concerns of residents a great deal and a fair amount and 55.3% thought the Council acted on concerns of residents not at all and not very much. This is compared with 52.3% of those that identified as other ethnic groups who thought the Council acted on concerns of residents and 27.7% thought the Council acted on concerns of residents not at all and not very much (although this is a small sample size).

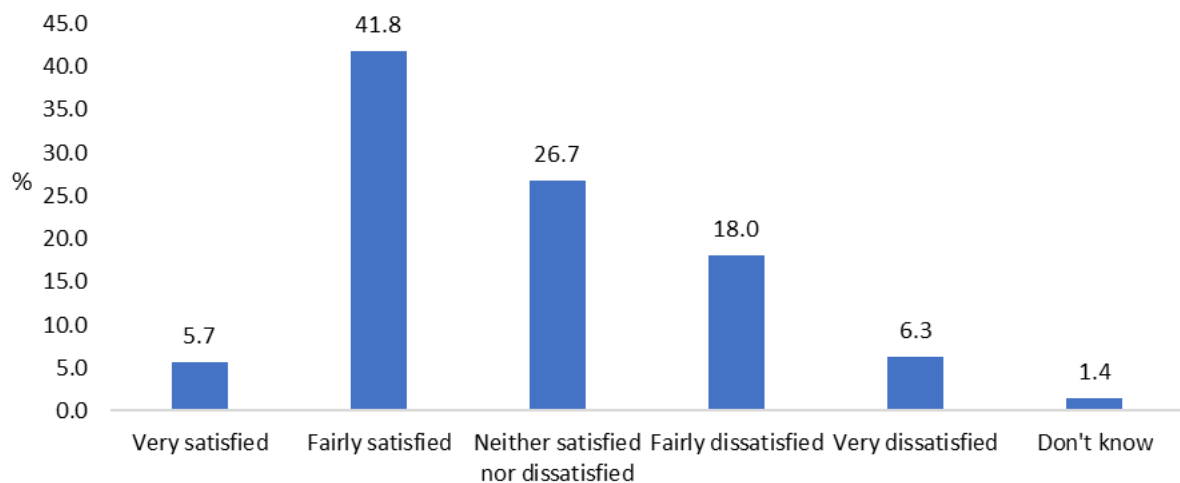


\*small sample size

### Question 9: Considering everything, how satisfied or dissatisfied are you with the way Rushmoor Borough Council runs things?

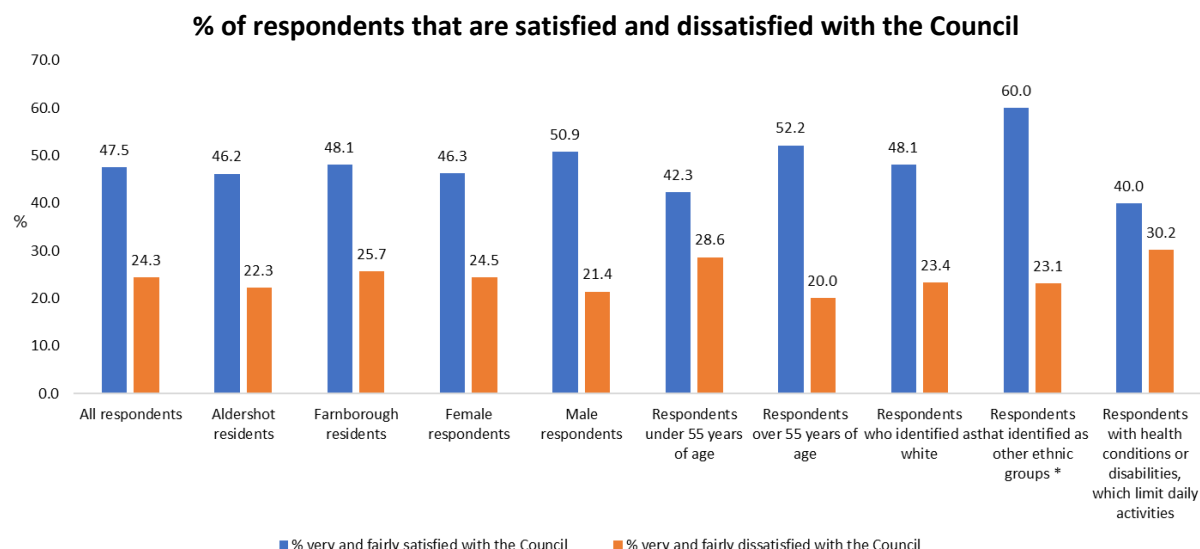
In total 1,269 respondents completed this question. 47.5% (603) of respondents were satisfied with the way the Council runs things and 24.3% (390) of respondents were dissatisfied with the way the Council runs things. 26.7% (339) of respondents were neither satisfied or dissatisfied.

#### Considering everything, how satisfied or dissatisfied are you with the way Rushmoor Borough Council runs things?



The groups with the highest level of satisfaction with the Council are respondents that identify as other ethnic groups (60.0% very or fairly satisfied), respondents over 55 years of age (52.2% very or fairly satisfied) and male respondents (50.9% very or fairly satisfied). The groups with the highest level of dissatisfaction with the Council are respondents with health conditions or disabilities, which limit daily activities (30.2% very or fairly dissatisfied),

respondents under 55 years of age (28.6% very or fairly dissatisfied) and Farnborough residents (25.7% very or fairly dissatisfied).



\*small sample size

### Question 10: Do you have any further comments about Council services?

In total 467 respondents completed this question. The main themes of the responses were (mentioned more than 10 times):

- Negative comments about the grass cutting and weeds (mentioned in around 47 comments). There were also five positive comments about wild flowers and/or the positives of not cutting grassed areas.
- Comments about the closure of Farnborough Leisure Centre (mentioned in around 44 comments)
- Comments around the state of the Town Centres (mentioned in around 44 comments)
- Comments about parking (mentioned in around 39 comments)
- Negative comments about the proposed changes to waste collection (mentioned in around 38 comments). There also 13 positive comments about the proposed changes to waste collection.
- Comments about the number of items that can be recycled and people wanting to recycle more (mentioned in around 36 comments)
- Negative comments around community safety, crime, lack of police and antisocial behaviour (mentioned in around 31 comments)
- Comments around the Council not listening to residents (mentioned in around 21 comments)
- Comments around the level of littering and cleanliness (mentioned in around 20 comments)
- Comments either saying no/none (mentioned in around 17 comments)

- Comments round planning issues. Either not happy with planning applications that have been approved and/or concern that residents views are not taken into consideration
- Comments around the need for more/better information and communications (mentioned in around 15 comments)
- Comments around the state of the roads (mentioned in around 15 comments)
- Negative comments about Councillors and/or the role of Councillors (mentioned in around 14 comments). There were also four positive comments about Councillors.
- Comments around the closure of the community centre and/or the need for a community space (mentioned in around 12 comments)
- Comments about Council tax rising and services reducing and/or the Council not offering value for money (mentioned in around 12 comments)
- Comments connected to dogs. Either dog mess or dogs being allowed to run off their lead in parks (mentioned in around 11 comments)
- Comments connected to fly-tipping. Either about fly tips or the possibility they will increase with the planned changes to waste collection (mentioned in around 11 comments)
- Comments around issues with trees (mentioned in around 11 comments)

There were two themes that were mentioned in around 9 comments each that are also worth noting. These were:

- Concerns about speeding – especially Farnborough road and speed of traffic on Ively Road
- Concern about the state of playgrounds

## Summary

Although the response rate to the survey gives some robust data to work with and understand respondents' views further, the survey failed to be representative of Rushmoor. Those from Farnborough, females and those ages 55 – 74 year olds are overrepresented. The sample size of those from other ethnic groups (other than white) was small and they were underrepresented, especially the Nepali community.

The three important services to respondents was Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting, followed by Household recycling and rubbish collections and then by Parks, woodlands, open spaces and playgrounds. Looking at the different groups there were some differences, females thought Household recycling and rubbish collections was the most important service and those under 55 years of age thought Parks, woodlands, open spaces and playgrounds was the most important.

Respondents were most satisfied with Parks, woodlands, open spaces and playgrounds, followed by Household recycling and rubbish collections, and then Parking – providing car parks and managing on-street parking. They were most dissatisfied with Town centres - creating good quality town centres, followed by Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting , and then Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour. All groups in the survey were dissatisfied with the Town Centres the most.

For some of the services nearly fifth of respondents indicated that they didn't know if they were satisfied with the services. This could be because they don't use them or they don't know enough about the services

Services that are high in the important list and have high levels of dissatisfaction were:

- Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting
- Town centres - creating good quality town centres
- Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour

The majority of residents didn't report any issues with accessing Council services, however it should be remembered that the survey was carried out online. Of those who indicated that there was a barrier to accessing services, additional opening hours evenings or weekends would make accessing services easier.

The majority of respondents felt informed and the results compare well with other surveys although the methodology is different. Those over 55 years of age felt most informed, while those who identified as other ethnic groups\* felt least informed.

The most popular way to receive news is via Arena magazine, followed by social media and then Rushmoor Borough Council email news. Facebook was the most popular social media

channel. The most popular way to receive news for most groups was Arena magazine, except for those under 55 years of age who responded that the most popular way for them was Facebook, and the most popular way for those who identified as other ethnic groups\* was email news.

40.7% of respondents thought that the Council acted on the concerns of local residents, either a great deal or a fair amount. The group that thought that the Council acted on the concerns of local residents the most were those who identified as other ethnic groups\*. The group that thought that the Council acted on the concerns of local residents the least were those who identified as having a health conditions or disabilities, which limit daily activities.

47.5% of respondents were very or fairly satisfied with the way Rushmoor Borough Council runs things. The most satisfied group were those who identified as other ethnic groups and the least satisfied group were those who identified as having a health conditions or disabilities, which limit daily activities.

The key themes from the open question asking for any further comments were about the grass cutting and weeds, followed by the closure of Farnborough Leisure Centre and the Town centres.

\*Small sample size

## Annex A: Copy of Survey

### Tell us what you think about the services we provide - 2021

Due to the pandemic the past year or so has been a difficult time for many of us. We want to make sure we do the right things to support our residents, local communities and businesses - now and going forward.

To do this, we recognise we need to understand what you think of the services we currently provide. The survey will ask you how important you think our services are and how satisfied you are with them.

The survey is open until Sunday 8th August.

To view our consultation survey privacy notice, please visit [www.rushmoor.gov.uk/consultationprivacynotice](http://www.rushmoor.gov.uk/consultationprivacynotice)

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

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

**RUSHMOOR**  
BOROUGH COUNCIL



## Tell us what you think about the services we provide - 2021

### Importance of council services

**Rushmoor Borough Council is a key provider of public services locally and we would like your views on some of our services.**

2. Looking at the list below, please can you tell us how important or not you consider each of these to be?

*Please tick one per row*

	Very important	Fairly important	Neither	Not very important	Not at all important	Don't know
Parking – providing car parks and managing on-street parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town centres - creating good quality town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting businesses, encouraging job creation and supporting residents to find work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crematorium and cemeteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks, woodlands, open spaces and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community facilities – Public toilets, allotments, community centres/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household recycling and rubbish collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning enforcement, building and development control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental health – Keeping workplaces and premises which sell food clean and safe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and culture – Princes Hall and community events (for example Victoria Day)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Tell us what you think about the services we provide - 2021

### Satisfaction with council services

3. Now looking at the same list again, please could you tell us how satisfied or dissatisfied you are with these services and facilities in Rushmoor? *Please tick one per row*

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
Parking – providing car parks and managing on-street parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town centres - creating good quality town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting businesses, encouraging job creation and supporting residents to find work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crematorium and cemeteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks, woodlands, open spaces and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community facilities – Public toilets, allotments, community centres/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household recycling and rubbish collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning enforcement, building and development control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental health – Keeping workplaces and premises which sell food clean and safe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and culture – Princes Hall and community events (for example Victoria Day)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Tell us what you think about the services we provide - 2021

4. We are keen to make sure that everyone can access the services we provide. Which of these, if any, prevent you from accessing any of our services? *(please tick all that apply)*

- ☐ Council opening hours (8.30am to 5.00pm Mon-Thurs, up to 4.30pm on Fridays)
- ☐ I can't get to the Council Offices
- ☐ Disability, hard-of-hearing, vision impaired or other long standing disability/illness
- ☐ English is not my first language
- ☐ I am unable to access services online
- ☐ The cost of services prevents me from accessing them
- ☐ I don't know who to contact at the Council
- ☐ Nothing prevents me from accessing services
- ☐ Other (please specify)

5. What would make accessing services easier for you? *(please write in the box below)*

6. How well informed do you think we keep you about our services and what is happening in the area?

- ☐ Very well informed
- ☐ Fairly well informed
- ☐ Not very well informed
- ☐ Not well informed at all
- ☐ Don't know

7. Where do you get news about the Council and what we are doing in Aldershot and Farnborough? *(please tick all that apply)*

- ☐ Social media - Facebook
- ☐ Social media - Twitter
- ☐ Social media - Instagram
- ☐ Social media - Nextdoor
- ☐ Social media - LinkedIn
- ☐ Social media - YouTube
- ☐ Social media - other (if ticked, please tell us which in the box below)
- ☐ Local newspaper
- ☐ Local radio (if ticked, please tell us which in the box below)
- ☐ Local TV
- ☐ Rushmoor Borough Council website
- ☐ Rushmoor Borough Council email news
- ☐ Arena magazine
- ☐ Posters
- ☐ Leaflets
- ☐ Local councillor
- ☐ Council staff
- ☐ Friends and family
- ☐ Other – (if ticked, please tell us where in the box below)
- ☐ I don't get news from the council

Comment box

8. To what extent do you think the Council acts on the concerns of local residents?

- ☐ A great deal
- ☐ A fair amount
- ☐ Not very much
- ☐ Not at all
- ☐ Don't know

\* 9. Considering everything, how satisfied or dissatisfied are you with the way Rushmoor Borough Council runs things?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know

10. Do you have any further comments about Council services? *(please write in the box below)*

## Tell us what you think about the services we provide - 2021

### 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.

#### 11. 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

#### 12. Your gender

- ☐ Male
- ☐ Female
- ☐ None of the above
- ☐ I'd prefer not to say

13. What is your ethnic group?

- ☐ White - British
- ☐ White – Irish
- ☐ White – Gypsy/Traveller
- ☐ White – other
- ☐ Mixed - white and black Caribbean
- ☐ Mixed - white and black African
- ☐ Mixed - White and Asian
- ☐ Mixed – other
- ☐ Asian or British Asian – Nepali
- ☐ Asian or British Asian – Indian
- ☐ Asian or British Asian – Pakistani
- ☐ Asian or British Asian – Bangladeshi
- ☐ Asian or British Asian – Chinese
- ☐ Asian – other
- ☐ Black or British black – Caribbean
- ☐ Black or British black – African
- ☐ Black – other
- ☐ I'd prefer not to say
- ☐ Any other background (Please specify)

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

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

## Tell us what you think about the services we provide - 2021

### Thank you for completing our survey

Please return the survey to:

Policy and Communications  
Rushmoor Borough Council  
Council Offices  
Farnborough Road  
Farnborough  
Hampshire  
GU14 7JU

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 follow the link below:

[www.rushmoor.gov.uk/councilnewssignup](http://www.rushmoor.gov.uk/councilnewssignup)

Council Offices,  
Farnborough Road,  
Farnborough,  
Hants, GU14 7JU

[www.rushmoor.gov.uk](http://www.rushmoor.gov.uk)  
01252 398 399  
[customerservices@rushmoor.gov.uk](mailto:customerservices@rushmoor.gov.uk)

 @rushmoorcouncil  
 Rushmoor Borough Council  
June 2021



# Tell us what's important to you

**From regenerating our town centres to taking care of our green spaces and emptying your bins – tell us what's important to you by taking part in our 2021 residents' survey.**

The pandemic has been difficult for many of us, so we want to make sure we do the right things to support our residents, communities and businesses as things recover.

By completing our short survey, you can give us your views on a range of council

services and let us know how you think we are doing.

To complete the survey, go to **[www.rushmoor.gov.uk/currentconsultations](http://www.rushmoor.gov.uk/currentconsultations)**

If you don't have access to the web, we can send you a paper copy of the survey. Please call us on **01252 398399** to ask for a copy.

The survey will be open until **Sunday 8 August**.