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## Introduction

Regular resident's surveys are a useful tool to gauge residents' satisfaction with Council services, which can help inform Council priorities, decisions, and allocation of resources. Rushmoor carries out a residents survey each year, alternating between a service satisfaction-based survey and a place-based survey. In 2025 the survey was based on service satisfaction, as well as questions to measure the success of UK Shared Prosperity Fund projects.

During 2025 the Council has had to carry out and promote many surveys, which may have caused consultation fatigue amongst residents. Because of this, it was decided to carry out 500 face-to-face residents' surveys, with a representative sample of the population using an external company. Both surveys included the same questions. This report relates the open online survey carried out alongside the representative sample survey, whose report is available on the [Council website](#).

## Methodology

While the face-to-face survey was being carried out, an online version of the survey (Appendix A) was available for residents to complete.

The online survey was advertised in an article in the Winter edition of Arena (Appendix B) and on the Council's website and through social media channels. Details about the survey were also emailed to residents who have signed up to receive news from the Council or to take part in Council consultations. Paper copies were available at the Council offices and on request.

The online survey ran for six weeks from Friday 31 October to Sunday 7 December 2025.

## Responses

In total 269 people completed the survey, with 266 completing the survey online, with a completion rate of 72% (this is the percentage of respondents who reached the end of the survey). Three people completed paper versions of the survey.

This is one of the lowest responses rates for a resident's survey, last year there were 1,686 responses. However, there were other factors which may off affected the response rate, including:

- The survey ran at the same time as the second Community Governance Review survey, which was on the same landing page as the residents' survey. This may have caused some people to complete that survey instead of the residents' survey. In addition, the survey was competing with the Community Governance Review survey for staff time to promote the survey.
- Residents have been asked to complete many surveys this year due to Local Government Reorganisation and the development of Farnborough Leisure Centre, which may have resulted in consultation fatigue.
- Normally the residents' survey is carried out in the summer months and taken along to events such as Victoria Day. Given other consultations, this survey was delayed until later in the year.

## Executive Summary

The response rate was much lower than previous surveys, which may make the results more less reliable. At the same time, a face-face residents' survey was carried out, the results of which will be compared to the results of this survey.

The three services respondents were most satisfied with were 'Parks, woodlands, open spaces and playgrounds', followed by 'Household recycling and rubbish collections', and then 'Environmental health –Keeping workplaces and premises which sell food clean and safe'.

The services that respondents were most dissatisfied with were 'Town centres - creating good quality town centres', followed by 'Sports and leisure facilities', and then by 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting'.

Overall, respondents tended to be a little less satisfied with services than they were in 2023, with town centres and the Farnborough Leisure Centre being at the top of the list of services respondents are unhappy with.

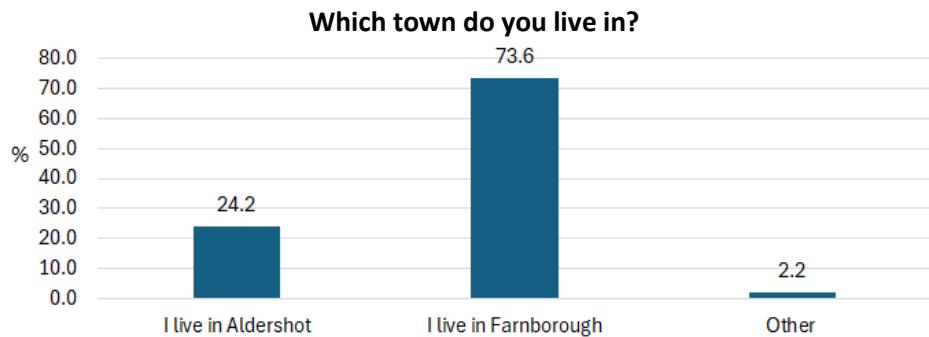
The survey results did vary by town, with Aldershot respondents generally being a little more positive, except on the feelings of safety and whether their local area is a place where people from different backgrounds get on well together.

Overall, respondents thought the look of both the town centres had improved over the past 12 months compared to previous surveys.

## Characteristics of respondents

### Which town do you live in?

All 269 respondents completed this question. According to the 2021 Census, 59.9% of Rushmoor residents lived in Farnborough and 40.2% lived in Aldershot. 73.6% (198) of respondents indicated that they were Farnborough residents and 24.2% (65) of respondents indicated that they were Aldershot residents. This Farnborough residents are over-represented in the survey and Aldershot residents are under-represented.



Of the 6 respondents (2.2%) who selected 'Other', the main themes of the responses were:

- 3 respondents indicated that they lived in North Camp
- 1 respondent indicated they lived in Cove
- 1 respondent indicated they lived in Southwood
- 1 respondent indicated that they lived in Fleet

Although the towns are not representative, some of the data will be spilt by towns to give an indication of what some people the towns are thinking.

### Ward responses rate

A total of 256 respondents indicated which ward they lived in. Five respondents didn't know what ward they lived in, three respondents preferred not to say, and one respondent indicated that they didn't live in a Rushmoor ward.

The number of respondents varied between wards, with the highest number being in Cove and Southwood ward (41 respondents) and the lowest being North Town (six respondents).

Ward	Number of responses
Aldershot Park	8
Cherrywood	17
Cove and Southwood	41
Empress	24
Fernhill	20
Knellwood	44
Manor Park	24
North Town	6
Rowhill	19
St John's	17

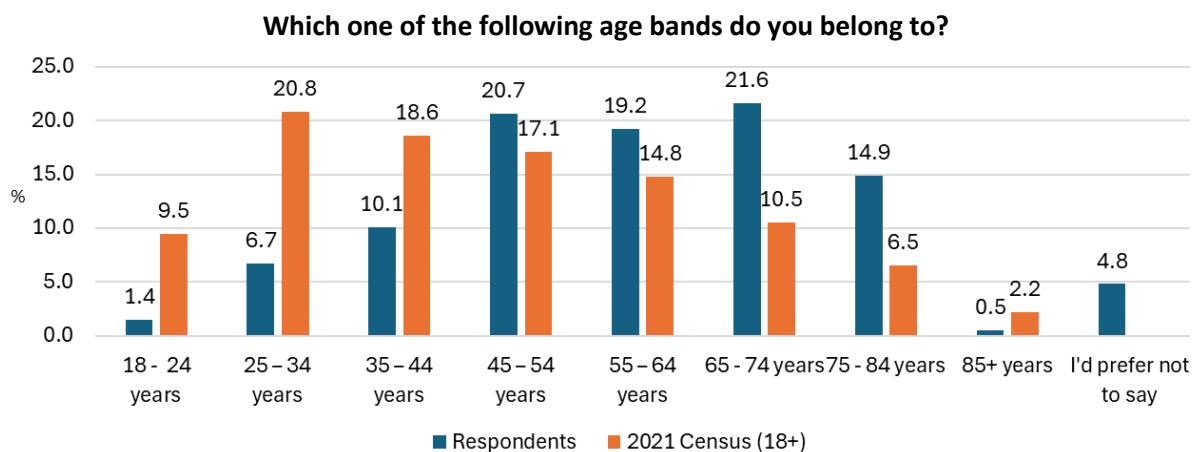
St Mark's	14
Wellington	8
West Heath	14

As the response rate is low in some wards the data will not be split by wards.

**Note: The following questions were only open to respondents aged 18 or over**

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

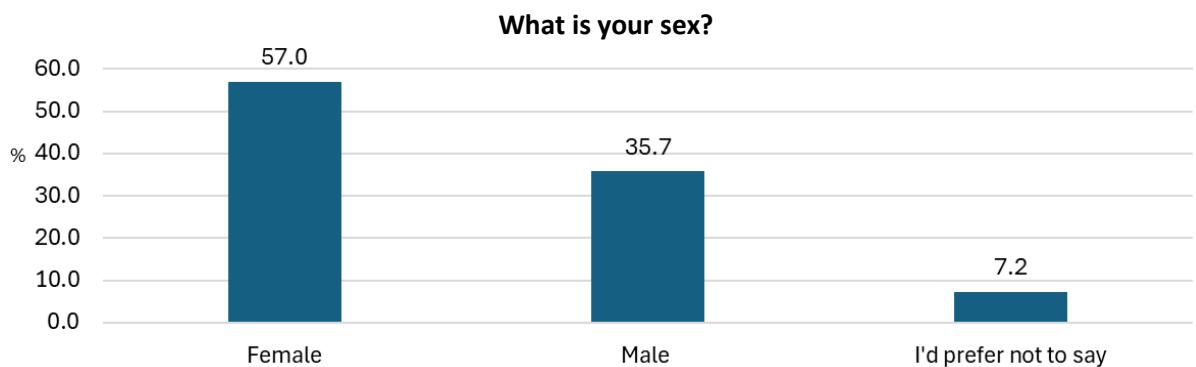
In total, 208 respondents completed this question. Respondents under 44 years of age are under-represented and those over 45 years of age are over-represented.



Due to the low numbers in some age groups, data will not be split by age.

### Your sex

In total of 207 respondents completed this question. 57.0% (118) of respondents indicated that they were female and 35.8% (513) of respondents indicated that they were male. Females are over-represented in the survey as 50.5% of Rushmoor's population aged 18 and over are female, according to the 2021 Census.



Although females and males are not representative of the wider population some of the data will be split by sex to give an indication of differences in views.

### What is your ethnic group?

In total, 208 respondents completed this question. When compared to the data from the 2021 Census, those who identified as white British are over-represented and those who identified in the groups other than white British are under-represented. The Nepali population, which makes up the vast majority of the Asian other group, is very under-represented.

Respondents	Number	%	2021 Census (18+)
Asian, Asian British or Asian Welsh: Bangladeshi	0	0.0	0.3
Asian, Asian British or Asian Welsh: Chinese	0	0.0	0.5
Asian, Asian British or Asian Welsh: Indian	0	0.0	2.0
Asian, Asian British or Asian Welsh: Other Asian	1	0.5	11.2
Asian, Asian British or Asian Welsh: Pakistani	0	0.0	1.0
Black, Black British, Black Welsh, Caribbean or African: African	0	0.0	1.4
Black, Black British, Black Welsh, Caribbean or African: Caribbean	0	0.0	0.7
Black, Black British, Black Welsh, Caribbean or African: Other Black	0	0.0	0.2
Mixed or Multiple ethnic groups: Other Mixed or Multiple ethnic groups	1	0.5	0.5
Mixed or Multiple ethnic groups: White and Asian	0	0.0	0.5
Mixed or Multiple ethnic groups: White and Black African	0	0.0	0.2
Mixed or Multiple ethnic groups: White and Black Caribbean	0	0.0	0.5
Other ethnic group: Any other ethnic group	3	1.4	2.9
Other ethnic group: Arab	0	0.0	0.2
White: English, Welsh, Scottish, Northern Irish or British	183	88.0	71.3
White: Gypsy or Irish Traveller	0	0.0	0.2
White: Irish	1	0.5	0.8
White: Other White	6	2.9	5.7
I'd prefer not to say	13	6.3	

Of the 3 respondents that identified as any other ethnic group the main theme of responses was white English (mentioned in 2 comments).

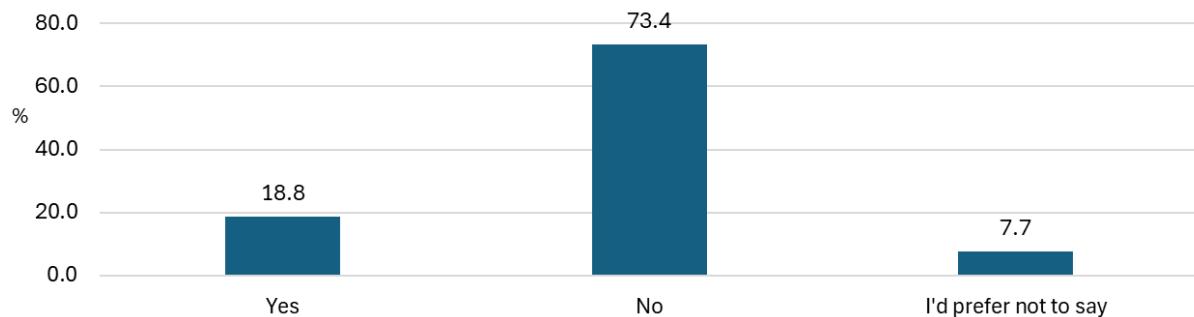
Due to the low numbers in ethnic groups, data will not be split by ethnic groups.

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

In total, 207 respondents completed this question. 7.4% (152) of respondents indicated that they didn't have any health conditions or disabilities, which limited their daily activities. 18.8% (39) of respondents indicated that they did have health conditions or disabilities, which limited their daily

activities. For reference purposes, 16.4% of residents over 18 in the 2021 Census indicated that they were disabled under the Equality Act.

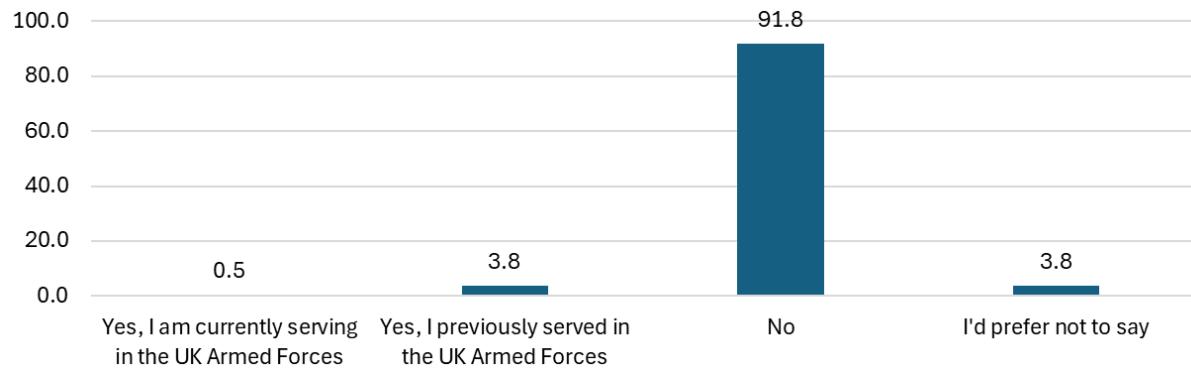
**Do you consider yourself to have any health conditions or disabilities, which limit your daily activities?**



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

In total, 208 respondents completed this question. 91.8% of respondents (191) have not served in the UK armed forces. 3.8% (8 respondents) indicated that they previously served in the armed forces. One respondent indicated that they were currently serving. 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.

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



Due to the low numbers, data will not be split by previously serving in the UK Armed Forces

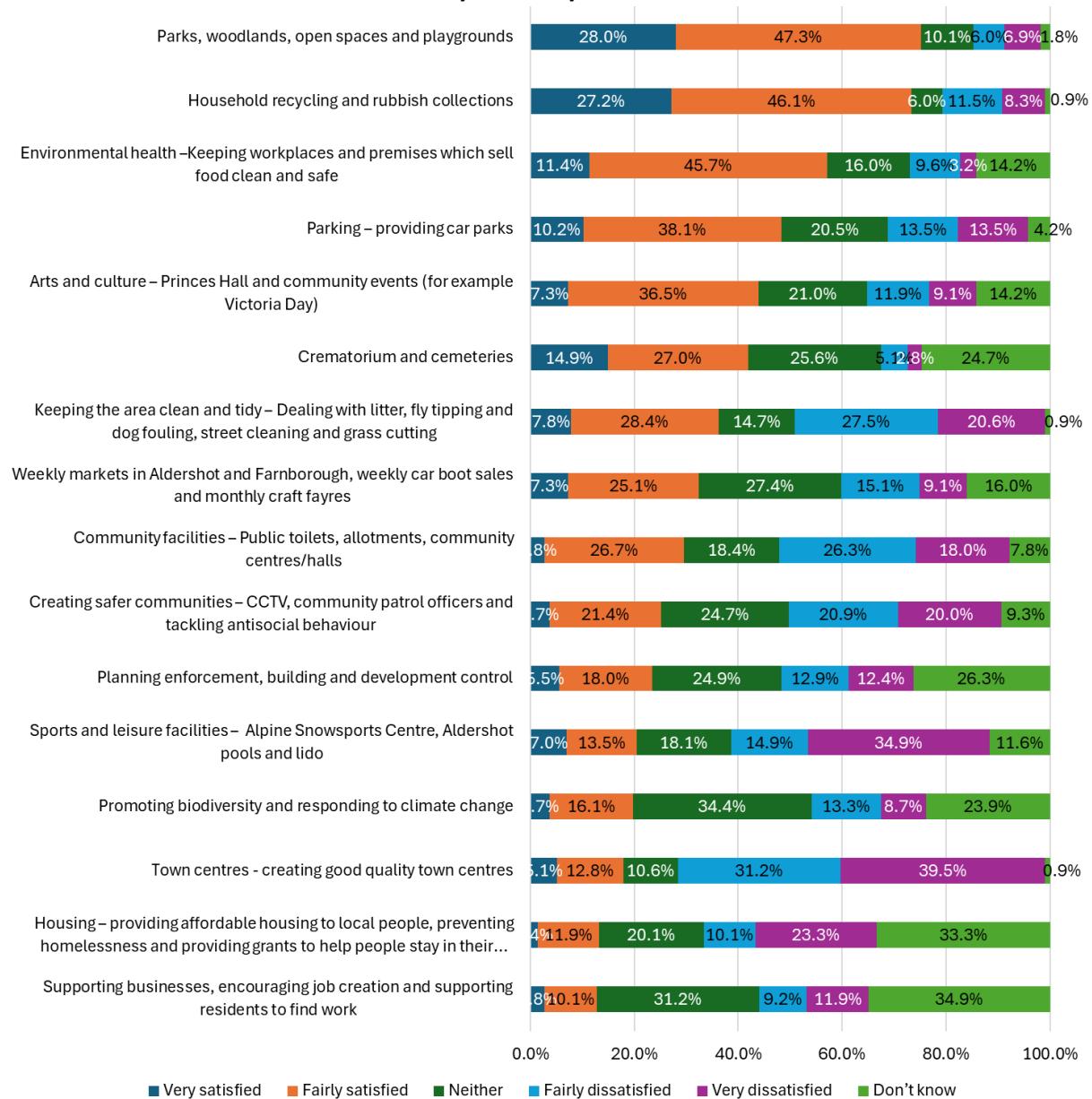
## Survey responses

Responses to questions where appropriate have been split by the town respondents live in and sex of respondents.

**Question 3: Please could you tell us how satisfied or dissatisfied you are with these services and facilities in Rushmoor?**

In total, 219 respondents completed this question. Respondents were most satisfied with 'Parks, woodlands, open spaces and playgrounds' (75.2% were fairly and very satisfied with this), followed by 'Household recycling and rubbish collections' (73.3% were fairly and very satisfied with this) and then 'Environmental health –Keeping workplaces and premises which sell food clean and safe' (57.3% 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:

1. 'Town centres - creating good quality town centres' (70.6% were fairly or very dissatisfied with this)
2. Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido' (49.8% were fairly or very dissatisfied with this)
3. 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting' (48.2% were fairly or very dissatisfied with this).

For two of the services, a third of respondents indicated that they didn't know if they were satisfied with the services. 34.9% (76 respondents) selected 'don't know' for 'Supporting businesses, encouraging job creation and supporting residents to find work', and 33.3% (73 respondents) selected 'don't know' for 'Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes'. This could be because they don't use those services, or they don't know enough about the services mentioned above.

#### *Change in satisfaction since 2021*

Some of the wording used in the survey was amended slightly from 2021 to 2023, and a question on promoting biodiversity and responding to climate change was added. In 2025, questions on weekly markets in Aldershot and Farnborough, weekly car boot sales and monthly craft fayres was also added.

The percentage satisfied with also most all services has declined, except for 'Parks, woodlands, open spaces and playgrounds' (up 2.3 percentage points from 2023), and 'Town centres - creating good quality town centres' (up 1.5 percentage points from 2023).

### Fairly or very satisfied

	2021	2023	2025
1st	Parks, woodlands, open spaces and playgrounds (74.6%)	Household recycling and rubbish collections (75.5%)	Parks, woodlands, open spaces and playgrounds (75.2%)
2nd	Household recycling and rubbish collections (68.6%)	Parks, woodlands, open spaces and playgrounds (72.9%)	Household recycling and rubbish collections (73.3%)
3rd	Parking – providing car parks and managing on-street parking (57.6%)	Environmental health – Keeping workplaces and premises which sell food clean and safe (62.3%)	Environmental health – Keeping workplaces and premises which sell food clean and safe (57.1%)
4th	Environmental health – Keeping workplaces and premises which sell food clean and safe (52.9%)	Crematorium and cemeteries (51.7%)	Parking – providing car parks (48.4%)
5th	Crematorium and cemeteries (49.8%)	Arts and culture – Princes Hall and community events (50.6%)	Arts and culture – Princes Hall and community events (43.8%)
6th	Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting (41.8%)	Parking – providing car parks (49.5%)	Crematorium and cemeteries (41.9%)
7th	Community facilities – Public toilets, allotments, community centres/halls (39.9%)	Community facilities – Public toilets, allotments, community centres/halls (39.3%)	Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting (36.2%)
8th	Arts and culture – Princes Hall and community events (38.9%)	Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting (38.9%)	Weekly markets in Aldershot and Farnborough, weekly car boot sales and monthly craft fayres (32.4%) <i>(new in 2025)</i>
9th	Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido (35.1%)	Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido (32.5%)	Community facilities – Public toilets, allotments, community centres/halls (29.5%)
10th	Planning enforcement, building and development control (29.2%)	Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour (28.9%)	Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour (25.1%)
11th	Creating safer communities – CCTV, community patrol officers and tackling antisocial behaviour (26.5%)	Planning enforcement, building and development control (27.0%)	Planning enforcement, building and development control (23.5%)
12th	Supporting businesses, encouraging job creation and supporting residents to find work (21.9%)	Promoting biodiversity and responding to climate change (24.5%) <i>(new in 2023)</i>	Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido (20.5%)
13th	Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes (21.7%)	Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes (24.5%)	Promoting biodiversity and responding to climate change (19.7%)
14th	Town centres - creating good quality town centres (18.5%)	Supporting businesses, encouraging job creation and supporting residents to find work (23.4%)	Town centres - creating good quality town centres (17.9%)
15th		Town centres - creating good quality town centres (16.4%)	Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes (13.2%)
16th			Supporting businesses, encouraging job creation and supporting residents to find work (12.8%)

### *Satisfaction by different groups*

Each group has 'Parks, woodlands, open spaces and playgrounds', followed by 'Household recycling and rubbish collections', as the services they are most satisfied with. This is followed by 'Environmental health' for Farnborough and female respondents. Male respondents are satisfied with 'Parking' next and Aldershot respondents are satisfied with 'Arts and culture' next.

Services most satisfied with (very or fairly satisfied)	1st	2nd	3rd
All respondents	Parks, woodlands, open spaces and playgrounds (75.2%)	Household recycling and rubbish collections (73.3%)	Environmental health – (57.1%)
Aldershot residents	Parks, woodlands, open spaces and playgrounds (83.3%)	Household recycling and rubbish collections (77.8%)	Arts and culture (66.7%)
Farnborough residents	Parks, woodlands, open spaces and playgrounds (72.3%)	Household recycling and rubbish collections (71.5%)	Environmental health (53.8%)
Female respondents	Parks, woodlands, open spaces and playgrounds (83.9%)	Household recycling and rubbish collections (78.8%)	Environmental health (61.0%)
Male respondents	Parks, woodlands, open spaces and playgrounds (66.2%)	Household recycling and rubbish collections (63.9%)	Parking (52.1%)

### *Dissatisfaction by different groups*

The majority of groups have 'Town centres', as the service they are most dissatisfied with. However, Aldershot respondents are most dissatisfied with 'Keeping the area clean and tidy'.

Services most dissatisfied with (very or fairly dissatisfied)	1st	2nd	3rd
All respondents	Town centres (70.6%)	Sports and leisure facilities (49.8%)	Keeping the area clean and tidy (48.2%)
Aldershot residents	Keeping the area clean and tidy (61.1%)	Town centres (55.6%)	Creating safer communities (45.3%)
Farnborough residents	Town centres (77.4%)	Sports and leisure facilities (58.6%)	Community facilities (45.6%)
Female respondents	Town centres (68.6%)	Sports and leisure facilities (47.8%)	Keeping the area clean and tidy (44.4%)
Male respondents	Town centres (68.5%)	Community facilities (51.4%)	Keeping the area clean and tidy (48.6%)

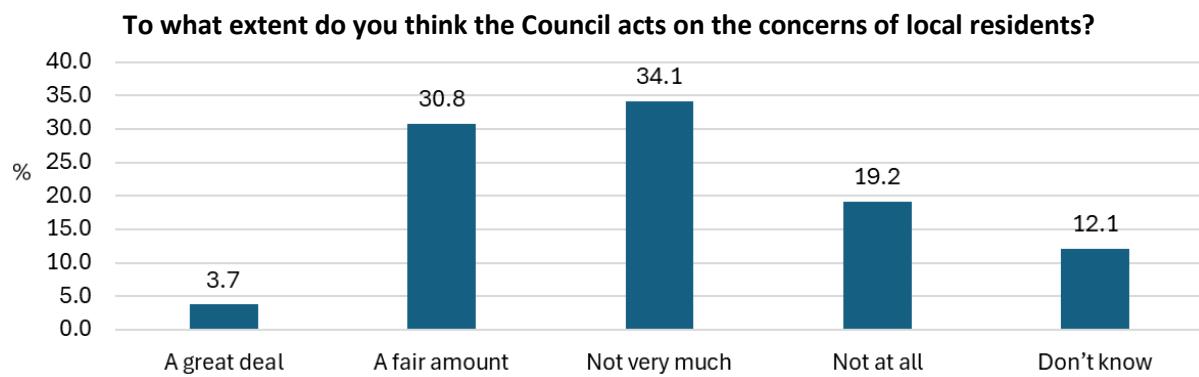
### **Question 4: If you are dissatisfied with any of our services, please tell why?**

In total, 126 respondents completed this question. The main themes of the responses were (all those mentioned over 5 times):

- Issues with the town centres (mentioned in around 40 comments). Comments included the town centres being rundown or in a state / poor shopping facilities and lack of shops
- Respondents unhappy with the plans for the new leisure centres / lack of sports and leisure centre (mentioned in around 40 comments)
- Issues with cleanliness of the area (mentioned in around 20 comments). Fly tipping was mentioned in 7 of these comments.
- Better/more frequent waste collection needed, including emptying litter bins (mentioned in around 10 comments)
- Comments saying that Aldershot comes first and Farnborough second, especially when it comes to events (mentioned in around 9 comments). There were two comments mentioning that Farnborough comes first and Aldershot second.
- Comment about the derelict sites in the towns (mentioned in around 8 comments)
- Comments around pathways being overgrown / not cleared (mentioned in around 7 comments)
- Lack of / poor community facilities (mentioned in around 8 comments)
- Parking needs to be free or is too expensive (mentioned in around 7 comments)
- Issues with crime and antisocial behaviour (mentioned in around 6 comments)
- Lack of affordable housing (mentioned in around 6 comments)
- The need for more police and policing (mentioned in around 6 comments)
- Respondents wanting to recycle more things (mentioned in around 5 comments)
- Issue with the area becoming overcrowded/ over development / lack of infrastructure (mentioned in around 5 comments)
- Respondents unhappy with the markets (mentioned in around 5 comments)
- Comments about not being listened to (mentioned in around 5 comments)

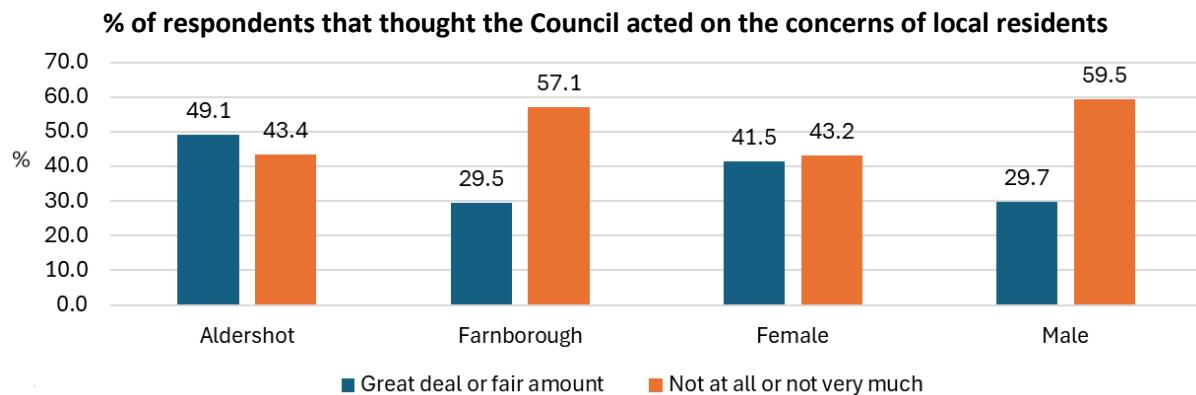
#### Question 5: To what extent do you think the Council acts on the concerns of local residents?

In total, 214 respondents completed this question. 34.6% (74) of respondents thought that the Council acted on the concerns of local residents, either a great deal or a fair amount. 53.3% (114) of respondents thought that the Council acted on the concerns of local residents, either not very much or not at all.



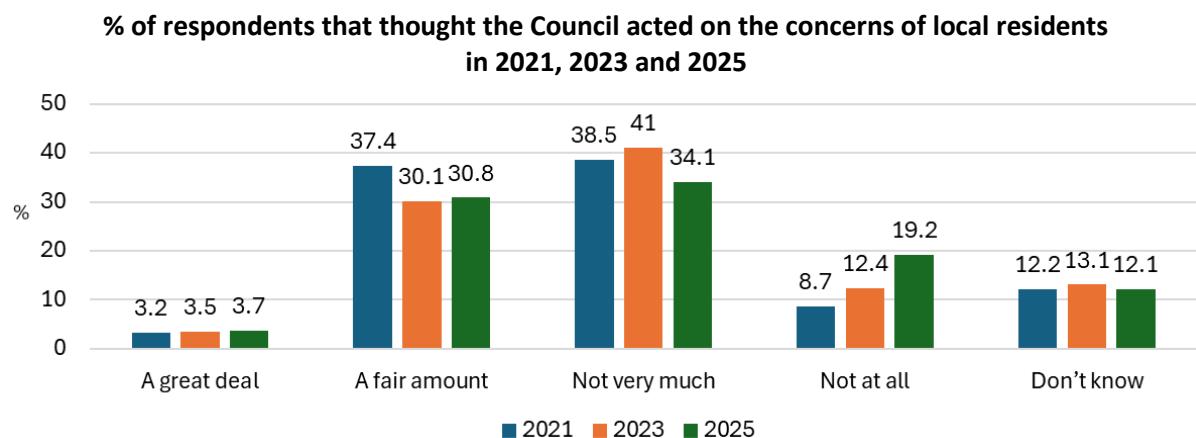
#### *The results by different groups*

Respondents from Farnborough, as well as both females and male respondent thought the Council acted on local residents' concerns either not at all or not very much than a great deal or fair amount. However, respondents from Aldershot thought the Council acted on concerns of local residents' a great deal or fair amount (49.1%), more than thought Council acted on concerns of residents a not at all or not very much (43.4%).



#### *Change in results from 2021*

In the 2021 residents survey, 40.7% of respondents thought that the Council acted on the concerns of local residents, either a great deal or a fair amount, this dropped to 33.5% in the 2023 survey, but has now risen to 34.6% in 2025. However, the % of respondent who answered 'not at all' has risen to 19.2% from 12.4% in 2023 and from 8.7% in 2021.



#### *Comparison to other surveys*

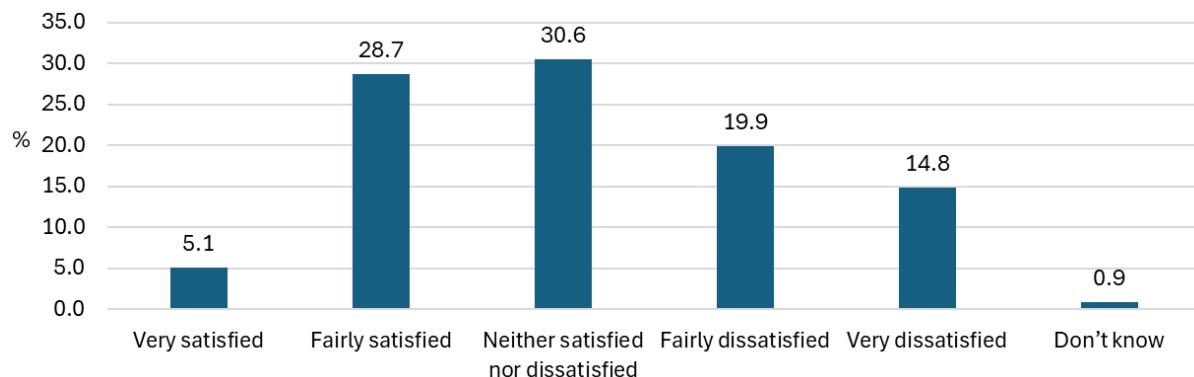
The Local Government Association (LGA) carry out a regular residents' satisfaction survey, this was last carried out in October 2024, and this question was included. The surveys are not directly comparable due to the methodology and wording of the questions (the LGA question doesn't include a 'don't know' option when it is read out in the telephone survey, but respondents can choose to say 'don't know'). If you exclude the 'don't know' answers from both surveys around 56% of respondents to the LGA survey thought that the Council acted on the concerns of local residents, either a great deal or a fair amount, compared to around 39% from the Rushmoor 2025 residents survey.

(Source: [Polling on resident satisfaction with councils](#))

Question 6: Considering everything, how satisfied or dissatisfied are you with the way Rushmoor Borough Council runs things?

In total, 216 respondents completed this question. 33.8% (73) of respondents were satisfied (very or fairly satisfied), with the way the Council runs things and 34.7% (75) of respondents were dissatisfied (very or fairly dissatisfied) with the way the Council runs things. 30.6% (66) of respondents were neither satisfied or dissatisfied.

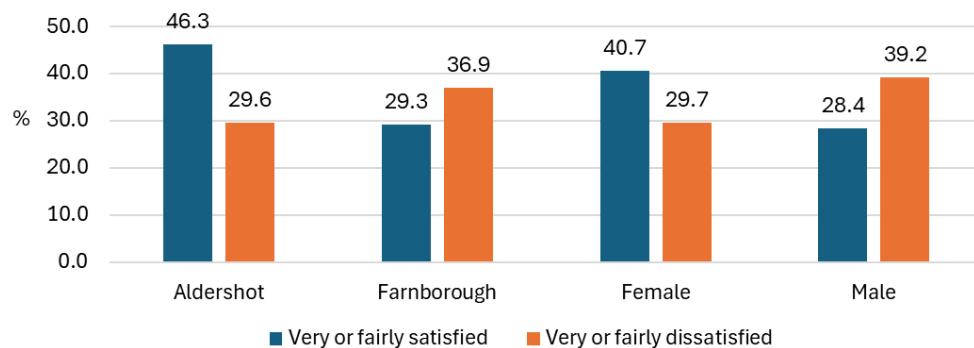
**Considering everything, how satisfied or dissatisfied are you with the way Rushmoor Borough Council runs things?**



*The results by different groups*

The group with the highest level of satisfaction with the Council are respondents from Aldershot (46.3% very or fairly satisfied). The group with the highest level of dissatisfaction with the Council are Male respondents (39.2% very or fairly dissatisfied).

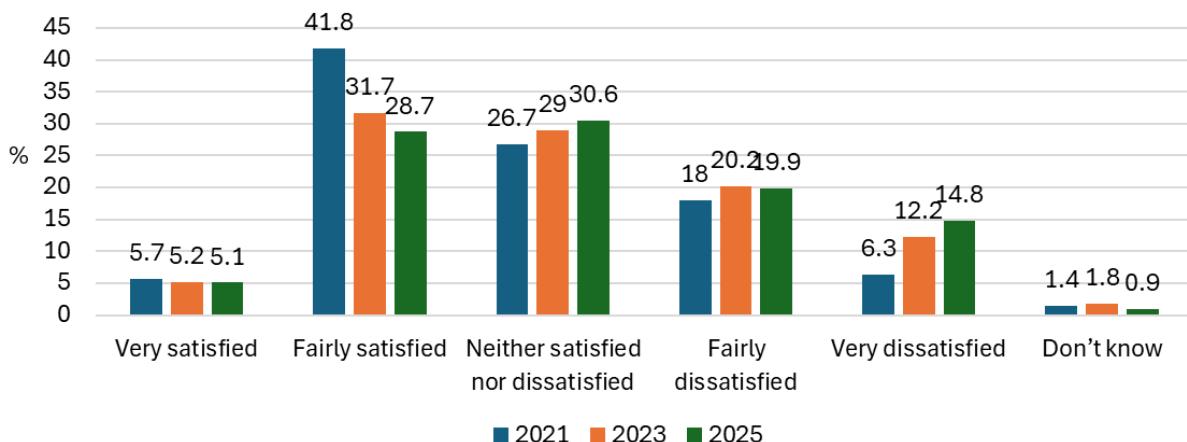
**% of respondents that are satisfied and dissatisfied with the way the Council runs things**



*Change in results from 2021*

Over time there appears to be a reduction in satisfaction with how the council runs things. In the 2021 residents survey, 47.5% of respondents were very or fairly satisfied with the way the Council runs things, this dropped to 36.8% in 2023 and dropped again to 33.8% in 2025.

**% of respondents that are satisfied and dissatisfied with the way the Council runs things, in 2021, 2023 and 2025**



*Comparison to other surveys*

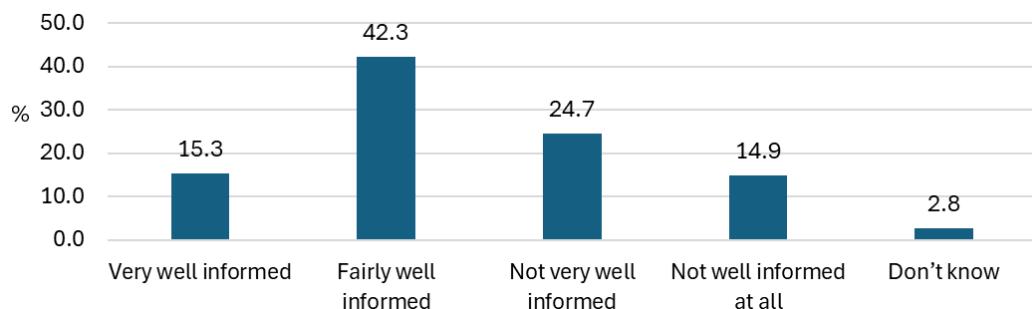
A similar question was included in LGA's residents' satisfaction survey, this was last carried out in October 2024. The surveys are not directly comparable due to the methodology and the wording of the question (the LGA question doesn't include a 'don't know' option when it is read out in the telephone survey, but respondents can choose to say 'don't know'). If you exclude the don't know answers from both surveys around 56% were very or fairly satisfied with the way their Council(s) runs things, compared to around 34.1% in 2025 residents survey.

(Source: [Polling on resident satisfaction with councils](#))

**Question 7: How well informed do you think we keep you about our services and what is happening in the area?**

In total 215 respondents completed this question. Overall, 57.7% (124 respondents) respondents thought the Council kept them very or fairly well informed, 39.5% (85 respondents) thought the Council kept them not very well informed or not informed at all and 2.8% (6 respondents) didn't know how well informed the Council kept them about what is happening in the area.

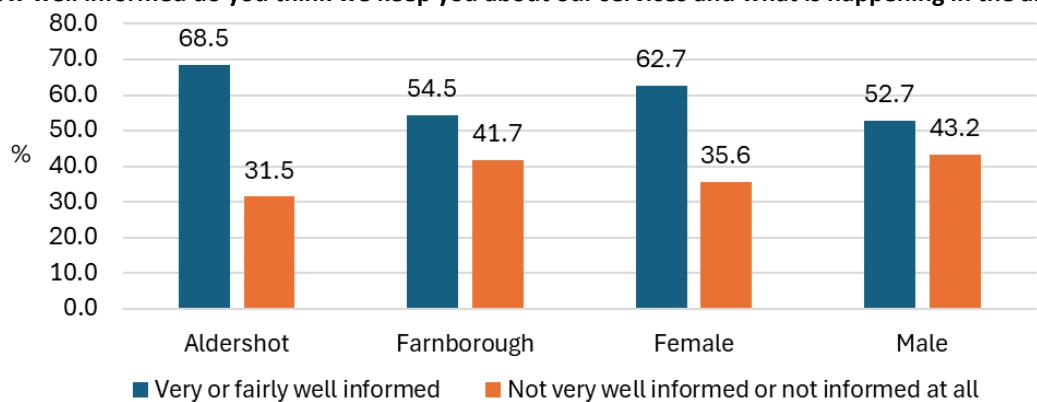
**How well informed do you think we keep you about our services and what is happening in the area?**



*The results by different groups*

Aldershot respondents are most informed (68.5%), followed by Female respondents (62.7%). Male respondents felt the least informed (43.2%).

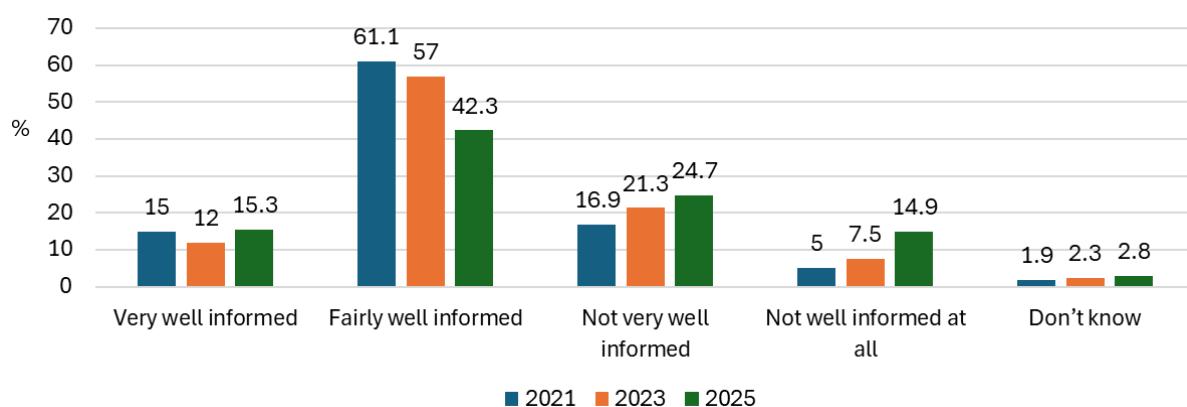
### How well informed do you think we keep you about our services and what is happening in the area?



### Change in results from 2021

There has been a reduction in the percentage of respondents that felt very well informed or fairly well informed, from 2021 to 2025

### How well informed respondents were in 2021, 2023 and 2025



### Comparisons to other surveys

The Local Government Association (LGA) carry out a regular residents' satisfaction survey, this was last carried out in October 2024, and a similar question was included (Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?). This survey is based on a random sample of around 1,000 adults and is carried out via a telephone. The surveys are not directly comparable due to the methodology and wording of the question. Also, the LGA question doesn't include a 'don't know' option when it is read out in the telephone survey, but respondents can choose to say 'don't know'. If you exclude the don't know answers from both surveys around 47.5% of respondents to the LGA survey thought that they were very or fairly informed, compared to around 59% from the Rushmoor 2025 residents survey.

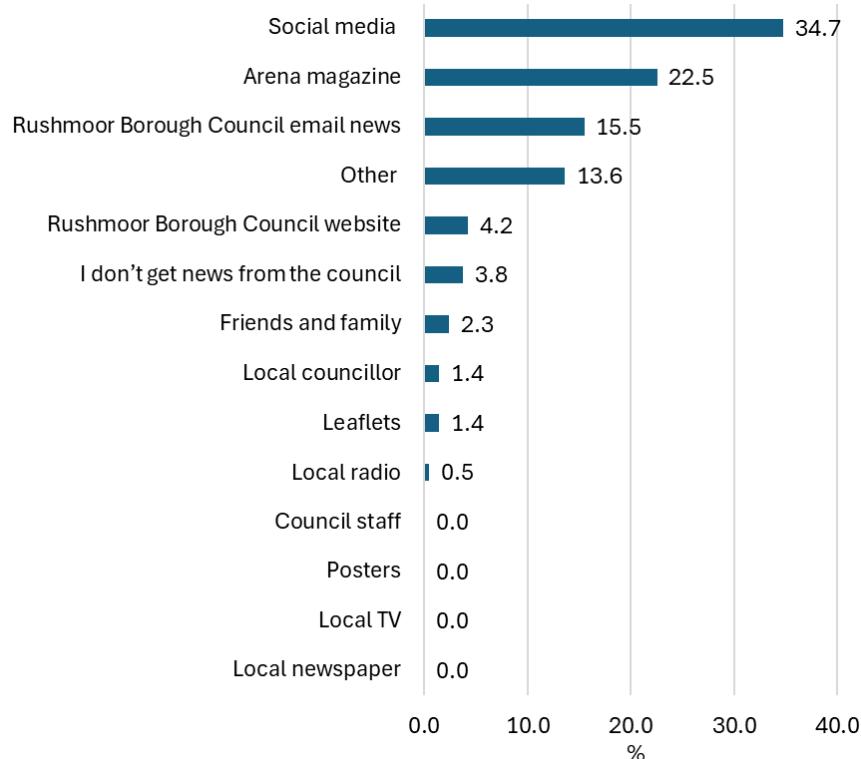
(Source: [Polling on resident satisfaction with councils](#))

**Question 8: What is the main way you get news about Rushmoor Borough Council and what they are doing in Aldershot and Farnborough**

**Note: the wording question had to be changed to 'the main way', as there was a mistake on the online survey and respondents could only tick one option.**

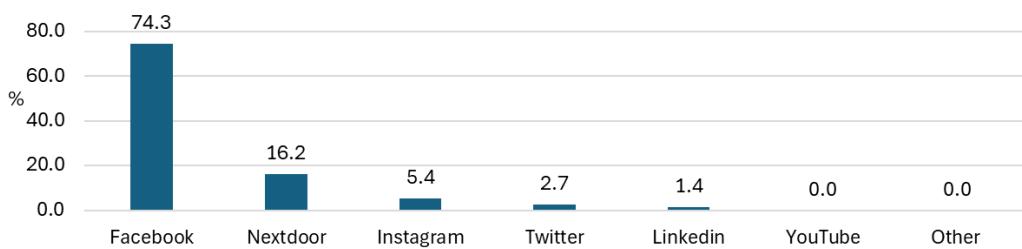
In total, 213 respondents completed this question. The most popular way to receive news is via social media (34.7% -74 respondents), followed by Arena magazine (22.5%- 48 respondents) and then by Rushmoor Borough Council Email news (15.5%- 33 respondents).

**Where do you get news about the Council and what we are doing in Aldershot and Farnborough?**



The social media question was split between the different platforms. Of the 74 respondents who get news via social media the most popular platform is via Facebook (74.3% - 55 respondents), followed by Nextdoor (16.6% - 12 respondents) and then by Instagram (5.4% - 4 respondents).

**Which social media platforms are used by respondents to get news about the Council**



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, 29 respondents left a comment, the main theme of the answers highlighting the issue in the question where it did say tick all that apply, but respondents could only tick one option (mentioned in 21 comments).

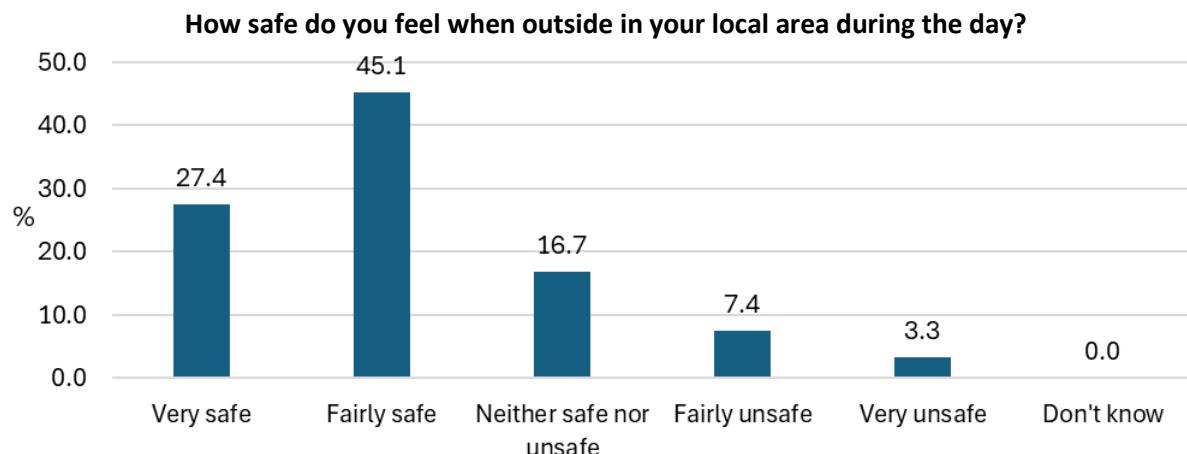
***The results by different groups***

The main difference between the groups is that males had Arena as the most preferred way followed by email news, followed by Facebook. Please see the paragraph above to explain the 'other' option.

Most popular	1 <sup>st</sup>	2nd	3rd
All respondents	Facebook (25.2%)	Arena Magazine (22.5%)	Email News (15.5%)
Aldershot residents	Facebook (35.2%)	Arena Magazine (31.5%)	Other (11.1%)
Farnborough residents	Facebook (22.7%)	Arena Magazine (20.1%)	Email News (16.9%)
Female respondents	Facebook (28.0%)	Arena Magazine (22.9%)	Other (15.3%)
Male respondents	Arena Magazine (24.7%)	Email News (23.3%)	Facebook (15.4%)

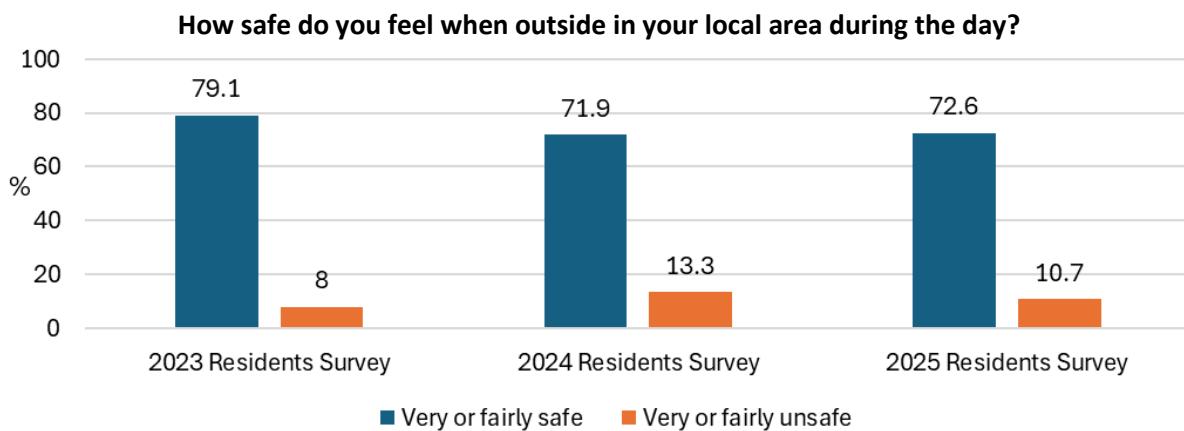
#### Question 9. How safe do you feel when outside in your local area during the day?

In total, 215 respondents completed this question. Overall, 72.6% (156 respondents) felt very safe or fairly safe when outside in their local area during the day, and 10.7% felt very unsafe or fairly unsafe (23 respondents).



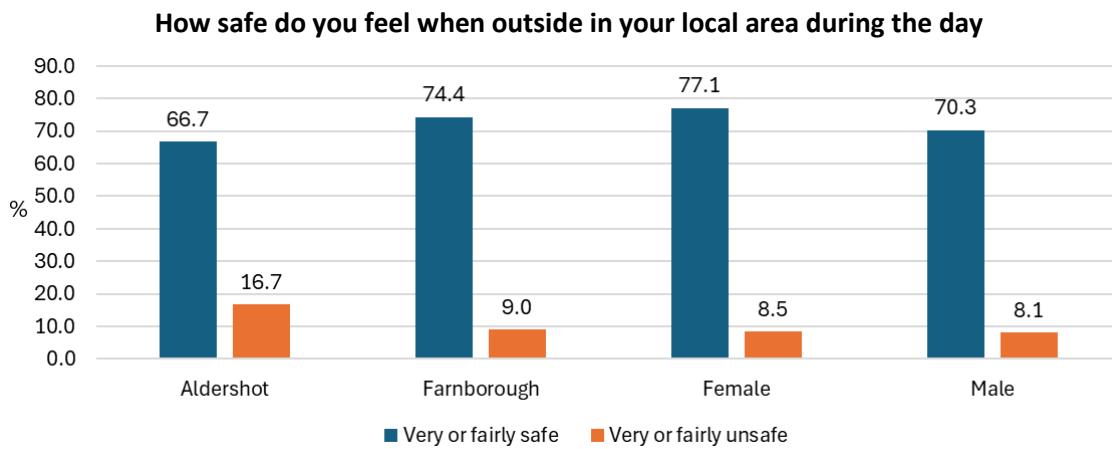
#### Comparison to other surveys

The result from the 2025 residents survey shows a very small improvement from the results from the 2024 residents survey.



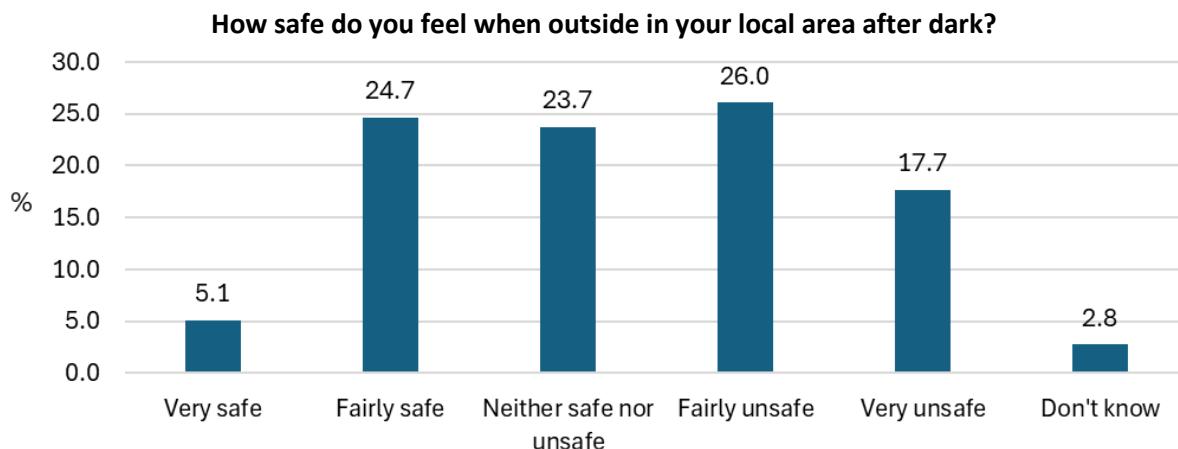
#### *The results by different groups*

Female respondents and those from Farnborough, tended to feel safer than those from Aldershot and male respondents.



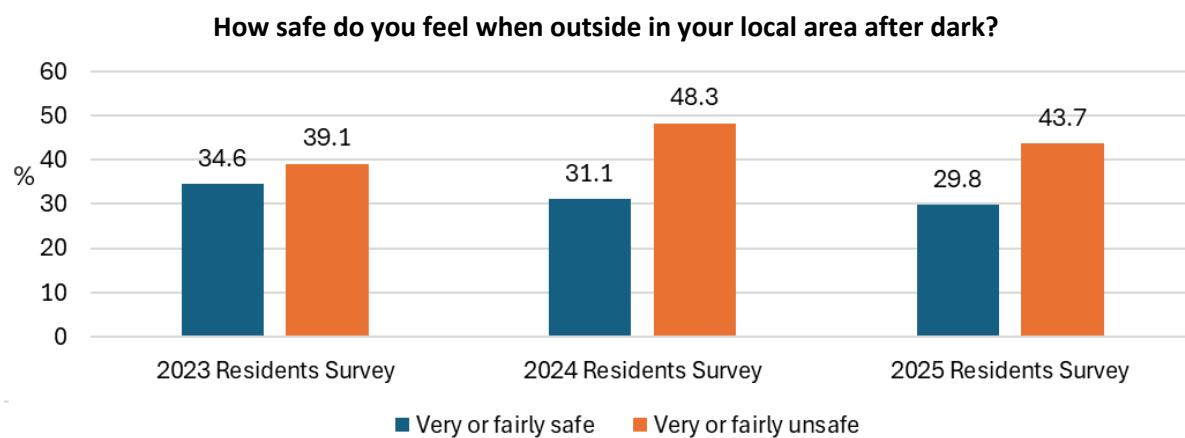
#### Question 14. How safe do you feel when outside in your local area after dark?

In total, 215 respondents completed this question. Overall, 29.8% (64 respondents) felt very safe or fairly safe when outside in their local area after dark, 43.2% felt very unsafe or fairly unsafe (498 respondents).



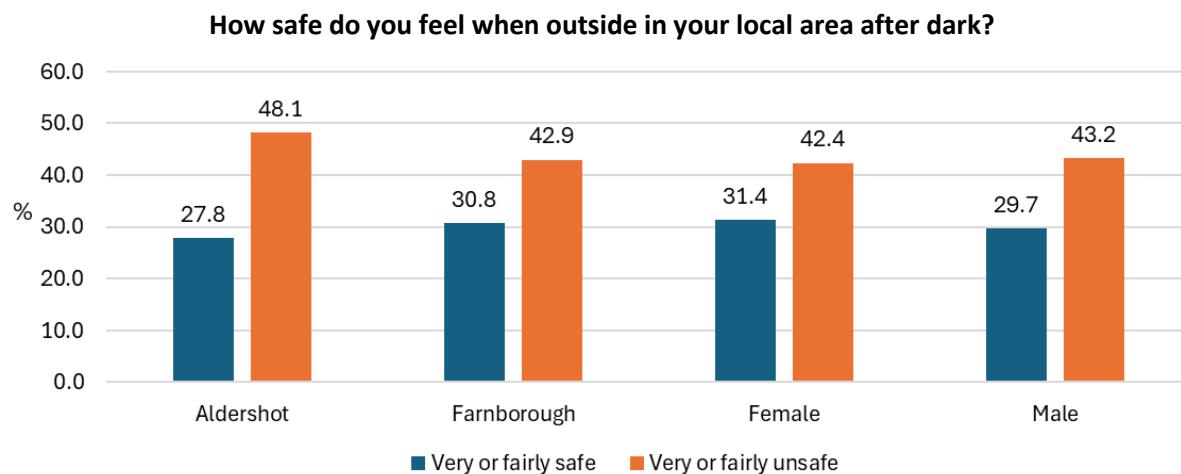
### *Comparison to other surveys*

The result from the 2025 residents survey, indicate a very small drop in those feeling safe but also a drop in those feeling unsafe.



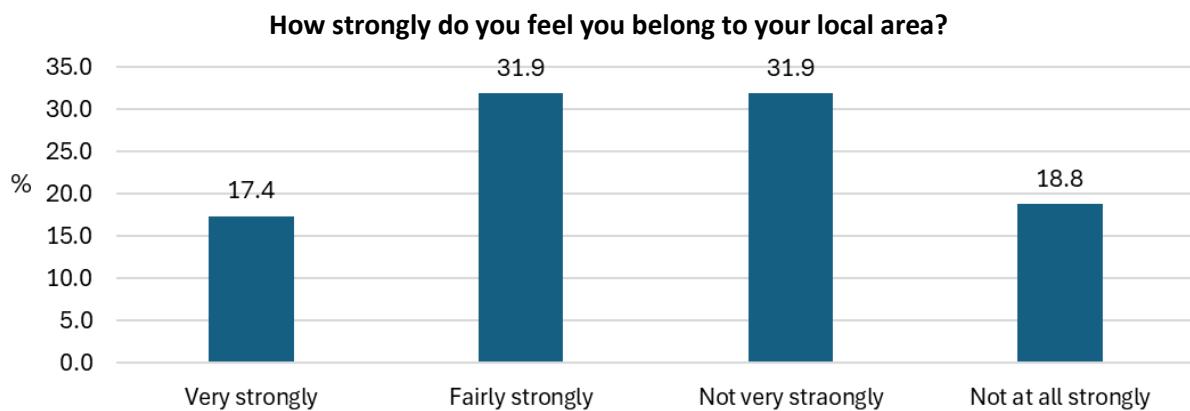
### *The results by different groups*

Female respondents and those from Farnborough, tended to feel safer than those from Aldershot and male respondents.



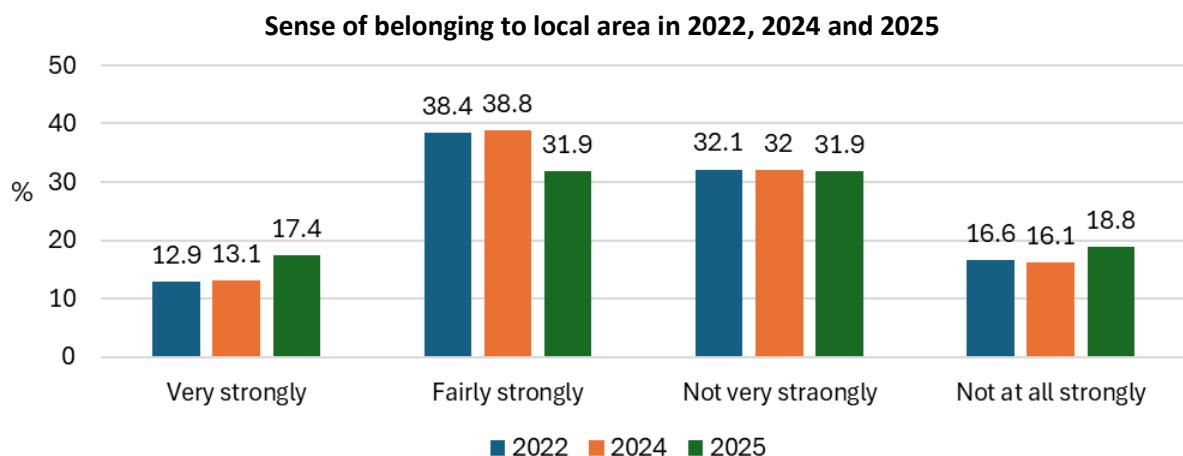
### **Question 11: How strongly do you feel you belong to your local area?**

In total, there were 207 valid responses to this question (excluding the 8 “don’t know” responses). Overall, 49.3% (102) of respondents felt they very strongly or fairly strongly belonged to their local area, 50.7% (105) of respondents felt not very or not at all strongly.



### Comparison to other surveys

There appears to be a rise in those who feel very strongly that they belong to their local area, but a decline in those who feel fairly strongly that they belong to their local area.

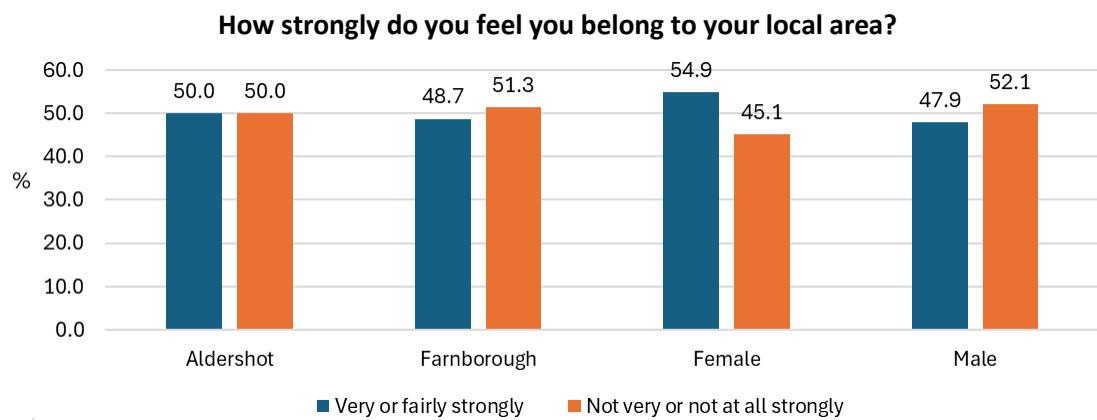


The question is asked in the Community Life Survey by the Department for Culture, Media, and Sport 2024/25. The surveys are not directly comparable due to method and slight differences in the wording (local area vs neighbourhood). The survey estimates that 50% of people aged 16 and over in Rushmoor said they felt strongly or fairly strongly that they belonged to their neighbourhood, and 62% in England. The results from the 2025 Residents Survey are lower than the average for England but similar to the results for Rushmoor in the Community Life Survey, annual statistics.

(Source: [Community Life Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/community-life-survey))

### *The results by different groups*

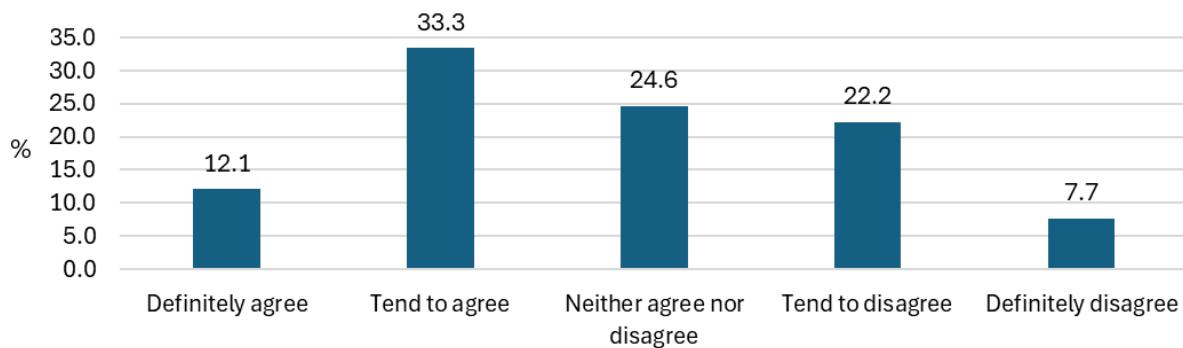
Female respondents and those from Aldershot, tend to feel that they belonged to their local area, more than those from Farnborough and male respondents.



**Question 12: To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well we mean treating each other with respect**

In total, there were 207 valid responses to this question (excluding the 8 “don’t know” responses). Overall, 45.4% (94) of respondents definitely or tend to agree, 30.0% (62) of respondents definitely or tended to disagree and 24.6% (51) of respondents didn’t know.

**To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?**



***Comparison to other surveys***

A similar question is asked in the Community Life Survey by the Department for Culture, Media, and Sport 2024/25. The surveys are not directly comparable due to method and differences in the wording (including additional options of ‘there are too few people in the local area’ and ‘people in this area are all of the same background’). The survey estimates that 77% of people aged 16 and over in Rushmoor agree that their local area is a place where people from different backgrounds get on well together, and 81% in England.

At 45.4%, the results from the 2025 Residents Survey are lower than the Community Life Survey annual statistics. However, due to question differences they are not comparable.

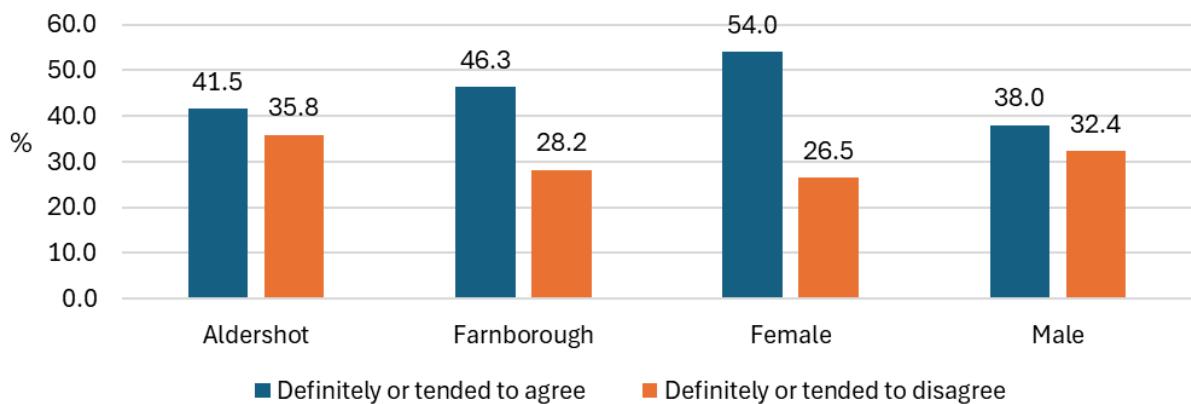
(Source: [Community Life Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/community-life-survey-2024-25)

The last time Rushmoor asked this question was in 2008, again due to question differences and methodology, they are not comparable.

### *The results by different groups*

Female respondents and those from Farnborough, tended to agree that their local area is a place where people from different backgrounds get on well together, more than those from Aldershot male respondents. All groups agreed more than disagreed.

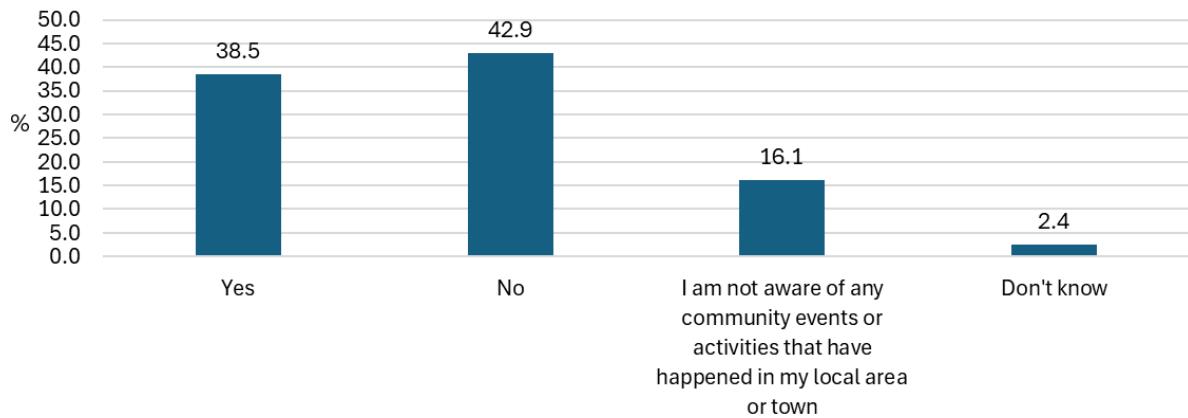
#### **To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?**



#### **Question 13: Have you attended any community events, activities in your local area or town in the past 12 months?**

In total, 205 respondents completed this question. 38.5% (79 respondents) had attended community events or activities in their local area or town in the past year, 42.9% (88 respondents) hadn't, 33 respondents (16.1%) were not aware of any community events or activities in their local area, or town and 5 respondents (2.4%) didn't know.

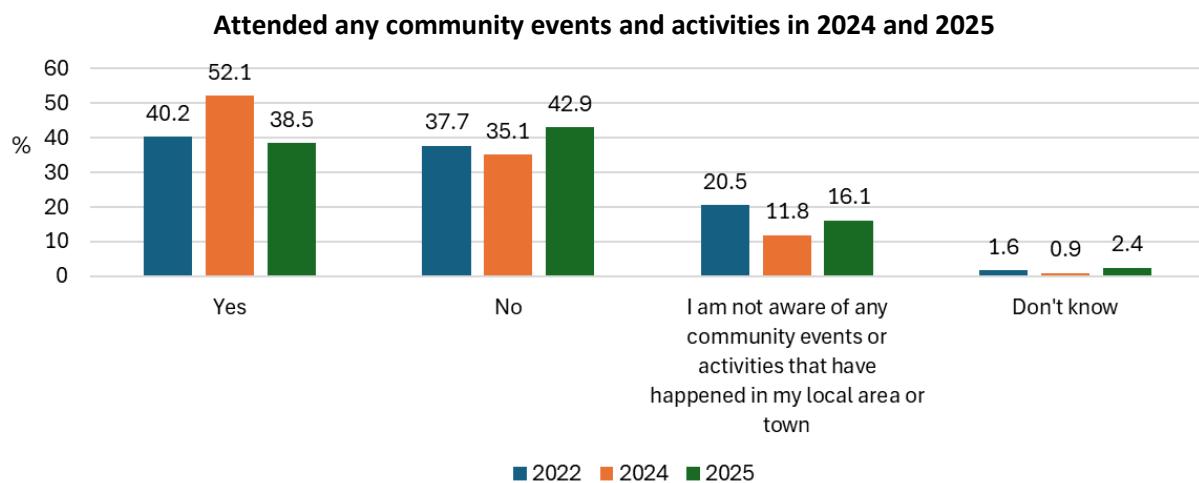
#### **Have you attended any community events, activities in your local area or town in the past 12 months?**



### *Comparison to other surveys*

This question was first 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 then changed to Have you attended any community events, activities in your local area or town in the past 12 months?. The wording of the question may have affected the results.

Although, it does appear that the percentage of those attending event and activities has dropped, the change in the time of year is important. The 2024 survey was carried out in the summer, and copies of the survey were handed out and advertised at events and activities, this may have increased the number who said they have attended events and activities. The 2022 survey was also not taken to any events and activities.



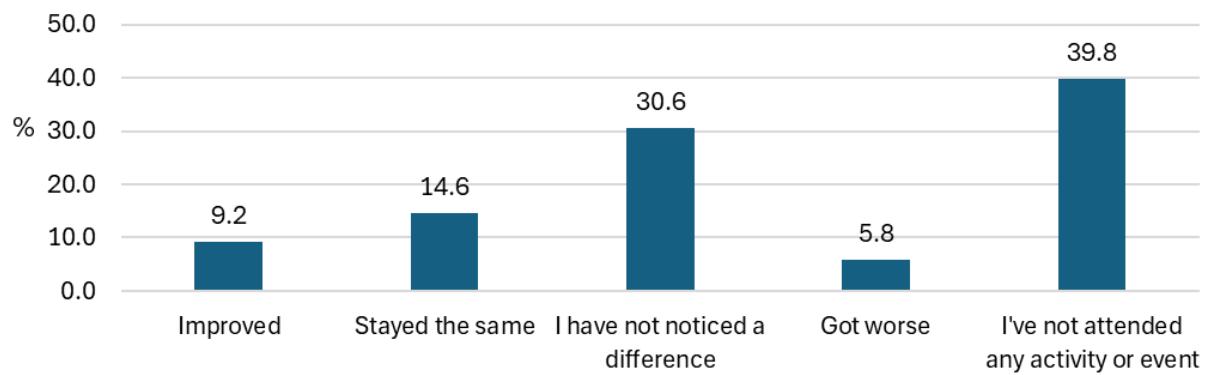
The question asked what event the respondents have attended, in total 59 respondents completed this part of the question. Below are all the events mentioned over 5 times:

- Victoria Day (mentioned in around 12 comments)
- Craft fayres (mentioned in around 9 comments)
- Christmas events (mentioned in around 7 comments)
- Markets (mentioned in around 6 comments)

**Question 14: Over the last 12 months, do you think that arts and culture-based activities and events in Aldershot have:**

In total, 206 respondents completed this question. 19 respondents (9.2%) indicated that they thought arts and culture-based activities and events had improved in the past 12 months. 12 respondents (5.8%) thought they had got worse.

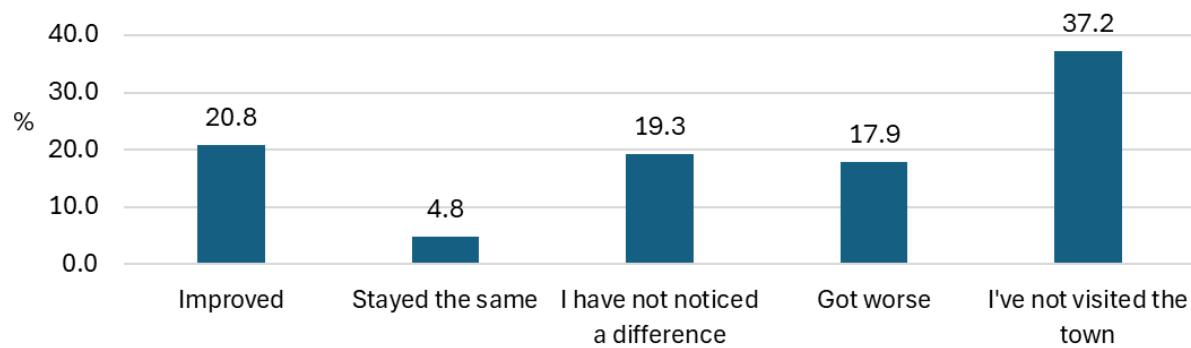
**Over the last 12 months, do you think that arts and culture-based activities and events in Aldershot have:**



**Question 15: Over the last 12 months, do you think the look of Aldershot town centre has:**

In total, 207 respondents completed this question. 43 respondents (20.8%) indicated that they thought the look of Aldershot Town Centre had improved over the past 12 months. 37 respondents (17.9%) thought it had got worse.

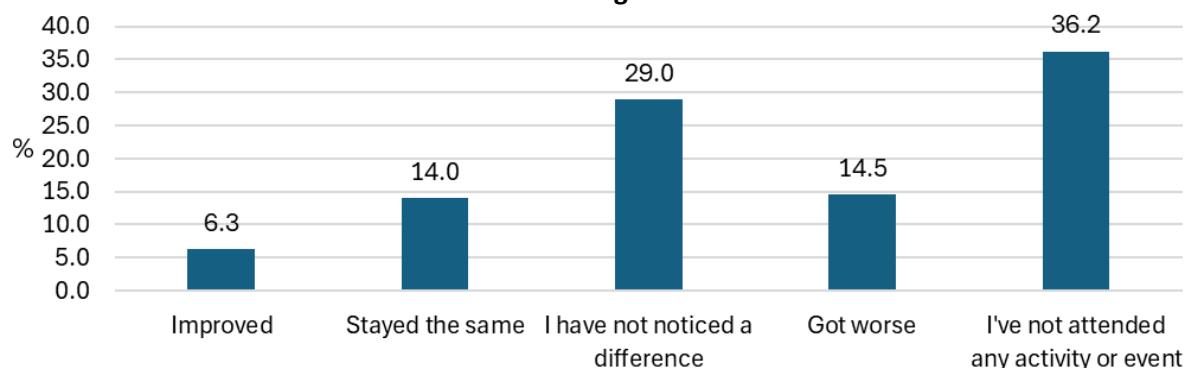
**Over the last 12 months, do you think the look of Aldershot town centre has:**



**Question 16: Over the last 12 months, do you think that arts and culture-based activities and events in Farnborough have:**

In total, 207 respondents completed this question. 13 respondents (6.3%) indicated that they thought arts and culture-based activities and events had improved in the past 12 months. 30 respondents (14.5%) thought they had got worse.

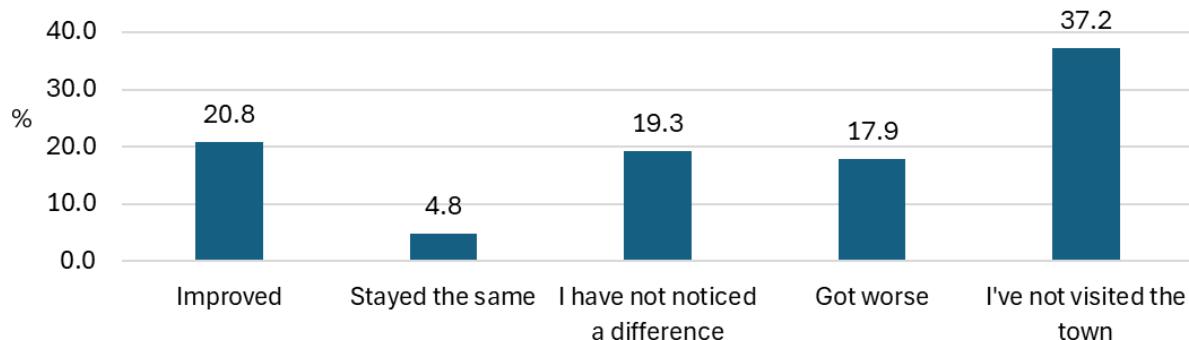
**Over the last 12 months, do you think that arts and culture-based activities and events in Farnborough have:**



**Question 17: Over the last 12 months, do you think the look of Farnborough town centre has:**

In total, 207 respondents completed this question. 37 respondents (17.9%) indicated that they thought the look of Farnborough town centre had improved over the past 12 months. 92 respondents (44.4%) thought it had got worse.

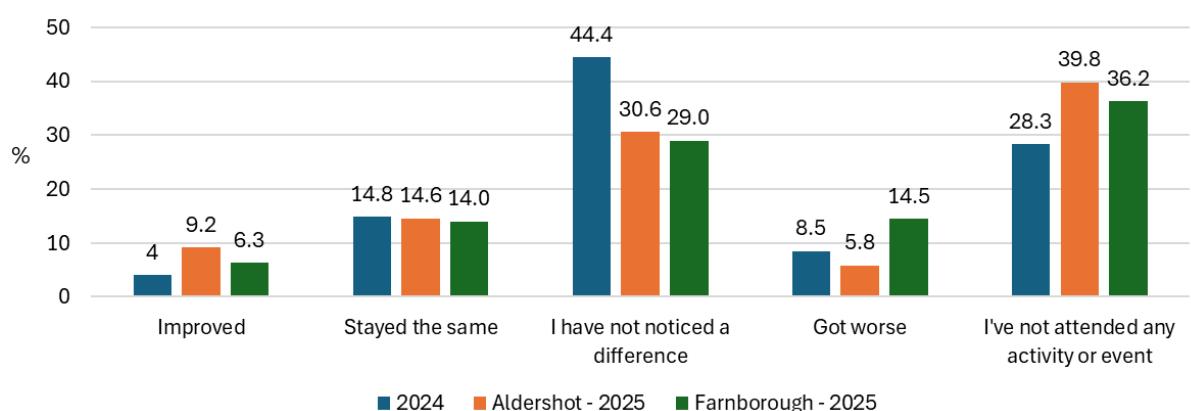
**Over the last 12 months, do you think the look of Aldershot town centre has:**



**Comparison of questions 14 and 16**

A higher percentage of respondents thought Aldershot arts and culture-based activities and events had improved, than the ones held in Farnborough.

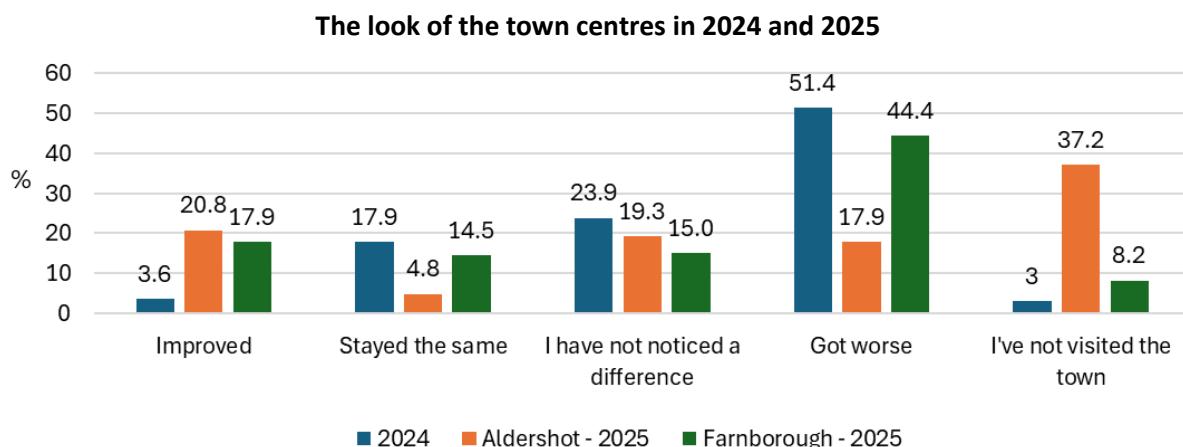
**Arts and culture-based activities and events in 2024 and 2025**



**Note: The question in 2024 mentioned Aldershot and/or Farnborough, and the 2025 survey split the question into two.**

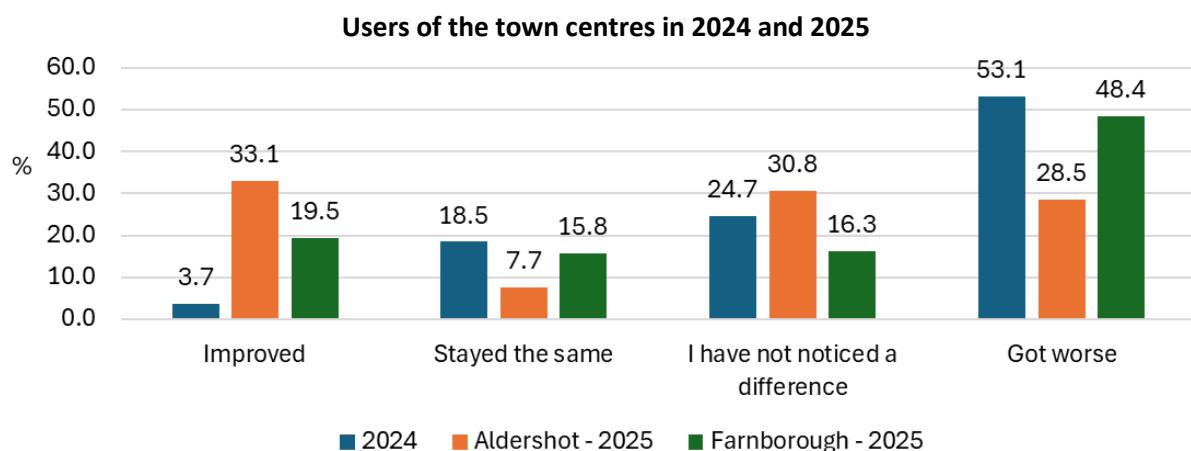
### Comparison of questions 15 and 17

A higher percentage of respondents thought the look of Farnborough the town centre had got worse, than those who thought look of Aldershot town Centre had got worse. However, as even though a much higher percentage of respondents had not visited Aldershot Town Centre (37.2%)



**Note: The question in 2024 mentioned Aldershot and/or Farnborough, and the 2025 survey split the question into two**

If you only include those who have visited the town centre, there is a higher percentage of respondents thought the look of Farnborough the town centre had got worse, than those who thought look of Aldershot town Centre has got worse. However, the percentage of those who thought the town centres have improved has appeared to have risen from 2024.



#### Question 16: Do you have any further comments about Council services?

In total 80 respondents completed this question. The main themes of the responses were (mentioned more than 5 times):

- There were around 10 comments about the flags. 2 comments were in favour, and 8 comments were against the flags.
- Town centres need improving (mentioned in around 8 comments)
- Thing have got worse (mentioned in around 8 comments)
- Council needs to listen / council are out of touch (mentioned in around 8 comments)
- More /better shops needed (mentioned in around 7 comments)
- Comments about the need sort out antisocial behaviour (mentioned in around 6 comments)
- The need to improve community cohesion (mentioned in around 5 comments)

## Summary

There was a low response rate to the survey due to a combination of factors. Those who completed the survey were predominantly women and those from Farnborough were over-represented.

The three services respondents were most satisfied with were 'Parks, woodlands, open spaces and playgrounds' (75.2% very or fairly satisfied), followed by 'Household recycling and rubbish collections' (73.3% very or fairly satisfied), and then 'Environmental health – Keeping workplaces and premises which sell food clean and safe' (57.1% very or fairly satisfied). These were the same services as in 2023 but in a slightly different order.

There were notable drops in satisfaction with 'Sports and leisure facilities – Alpine Snowsports Centre, Aldershot pools and lido' (12.0%), 'Community facilities – Public toilets, allotments, community centres/halls' (9.8%) and 'Crematorium and cemeteries' (9.8%). It should be noted that Aldershot Crematorium has been closed for renovation works since the 2023 survey and Farnborough are still in the process of getting a new leisure centre.

There were also large drops in satisfaction with 'Housing – providing affordable housing to local people, preventing homelessness and providing grants to help people stay in their homes' and 'Supporting businesses, encouraging job creation and supporting residents to find work' (both over 10%). However, these two services also had the highest percentage of respondents who answered 'I don't know' to the question, suggesting lower awareness or usage

The services that respondents were most dissatisfied with were 'Town centres - creating good quality town centres' (70.6%), followed by 'Sports and leisure facilities' (49.8%), and then by 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting' (48.2%).

Only, 55.6% of Aldershot respondents were very or fairly dissatisfied with 'Town centres - creating good quality town centres' compared to 77.4% of Farnborough respondents. Aldershot respondents were most dissatisfied with 'Keeping the area clean and tidy – Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting' (61.1%)

Responses to the open question about dissatisfaction with council services the main two themes were about the Town Centres and Farnborough leisure centre

Overall, 34.6% of respondents thought that the Council acted on the concerns of local residents, either a great deal or a fair amount, this is a tiny rise from 2023 (33.5%) However, there has been a rise in those who think the council acts on the concern of residents not at a lot, from 12.4% in 2023 to 19.2% in 2025. Only respondents from Aldershot thought the Council acted on concerns of residents' great deal or fair amount, more than they thought Council acted on concerns of residents a not at all or not very much.

A slightly higher percentage of respondents were dissatisfied with how the council runs things (34.7%), compared to those who are satisfied (33.8%). However, Female respondent and those from Aldershot were more likely to be satisfied, than dissatisfied with how the council runs things. Satisfaction with the how the Council runs things has been dropping from 2021.

There has been a drop in the percentage of respondents who are very well and fairly well informed again. However, at 57.7% this remains higher than other comparable surveys.

The percentage of respondents feeling safe or unsafe in their local area during the day is similar to previous resident's surveys. There appears to be a small drop in those feeling unsafe after dark. Respondents from Aldershot tended to feel more unsafe than from Farnborough.

Overall, 49.3% of respondents felt they very strongly or fairly strongly belonged to their local area, 50.7% of respondents felt not very or not at all strongly. Compared to previous resident's surveys there appears to be a rise in those who feel very strongly that they belong to their local area, but a decline in those who feel fairly strongly that they belong to their local area.

Overall, 45.4% of respondents definitely or tended to agree that their local area is a place where people from different backgrounds get on well together, compared with 30.0% of respondents who definitely or tended to disagree. This question will be continued to be asked in future surveys to allow for comparison over time.

Overall, 38.5% of respondents had attended community events, activities in their local area or town in the past 12 months, with the most popular events being Victoria Day, craft fayre and markets and Christmas Events.

A higher percentage of respondents thought Aldershot arts and culture-based activities and events had improved in the past 12 months, than the ones held in Farnborough. A higher percentage of respondents thought the look of Farnborough the town centre had got worse, than those who thought look of Aldershot town Centre had got worse. However, in comparison to previous results overall respondent thought the look of both the town centres had got improved over the past 12 months.

The key theme from the open question asking for further comments were about the flags that have been put up in the borough.

# Tell us what you think about the services we provide - 2025



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.

In addition, we would like to know how safe you feel in your local area and about local events.

The survey is open until Sunday 7 December 2025.

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

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

## Satisfaction with council services

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

3. 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
Arts and culture - Princes Hall and community events (for example Victoria Day)	<input type="radio"/>					
Community facilities - Public toilets, allotments, community centres/halls	<input type="radio"/>					
Creating safer communities - CCTV, community patrol officers and tackling antisocial behaviour	<input type="radio"/>					
Crematorium and cemeteries	<input type="radio"/>					
Environmental health - Keeping workplaces and premises which sell food clean and safe	<input type="radio"/>					
Household recycling and rubbish collections	<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"/>					
Keeping the area clean and tidy - Dealing with litter, fly tipping and dog fouling, street cleaning and grass cutting	<input type="radio"/>					
Parking - providing car parks	<input type="radio"/>					
Parks, woodlands, open spaces and playgrounds	<input type="radio"/>					
Planning enforcement, building and development control	<input type="radio"/>					
Promoting biodiversity and responding to climate change	<input type="radio"/>					
Sports and leisure facilities - Alpine Snowsports Centre, Aldershot pools and lido	<input type="radio"/>					
Supporting businesses, encouraging job creation and supporting residents to find work	<input type="radio"/>					
Town centres - creating good quality town centres	<input type="radio"/>					
Weekly markets in Aldershot and Farnborough, weekly car boot sales and monthly craft fayres	<input type="radio"/>					

4. If you are unhappy with any of our services, please tell why? *Please write in the box below*

5. To what extent do you think the Council acts on the concerns of local residents? *Please tick one*

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

6. Considering everything, how satisfied or dissatisfied are you with the way Rushmoor Borough Council runs things? *Please tick one*

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

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

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

8. Where do you get news about Rushmoor Borough Council and what they are doing in Aldershot and Farnborough? *Please tick all that apply*

<input type="radio"/> Social media - Facebook	<input type="radio"/> Rushmoor Borough Council website
<input type="radio"/> Social media - Twitter	<input type="radio"/> Rushmoor Borough Council email news
<input type="radio"/> Social media - Instagram	<input type="radio"/> Arena magazine
<input type="radio"/> Social media - Nextdoor	<input type="radio"/> Posters
<input type="radio"/> Social media - LinkedIn	<input type="radio"/> Leaflets
<input type="radio"/> Social media - YouTube	<input type="radio"/> Local councillor
<input type="radio"/> Social media - other ( <i>please tell us in the box below</i> )	<input type="radio"/> Council staff
<input type="radio"/> Local newspaper	<input type="radio"/> Friends and family
<input type="radio"/> Local radio ( <i>please tell us in the box below</i> )	<input type="radio"/> I don't get news from the council
<input type="radio"/> Local TV	<input type="radio"/> Other ( <i>please tell us in the box below</i> )

## Local area

When answering the following questions, please consider your local area to be the area within 15-20 minutes walking distance from your home.

9. 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
- Don't know

10. 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
- Don't know

11. 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

12. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well we mean treating each other with respect. *Please tick one*

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- Don't know

## Town centers and events

13. Have you attended and community events, activities in your local area or town in the past 12 months? *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 us which community events or activities. Please write in the box below

14. Over the last 12 months, do you think that arts and culture-based activities and events in Aldershot have: *please tick one*

- Improved
- Stayed the same
- I have not noticed a difference
- Got worse
- I've not attended any activity or event

15. Over the last 12 months, do you think the look of Aldershot town centre has : *please tick one*

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

16. Over the last 12 months, do you think that arts and culture-based activities and events in Farnborough have: *please tick one*

- Improved
- Stayed the same
- I have not noticed a difference
- Got worse
- I've not attended any activity or event

17. Over the last 12 months, do you think the look of Farnborough town centre has : *please tick one*

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

#### Further comments

18. Do you have any further comments? *Please write in the box below*

Tell us what you think about the services we provide - 2025

## 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. Please only complete these questions if you are over 18 years of age**

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

- 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

21. What is your sex?

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

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

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

22. 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
- Arab
- I'd prefer not to say
- Any other background (Please specify)

**Thank you for  
completing our survey**

## Take part in our residents' survey

We want to make sure that we do the right things to support our residents and communities, and you can give us your views on the services we provide by taking part in our residents' survey.

The survey runs until midnight on Sunday 7 December and is available on our website at [www.rushmoor.gov.uk/  
currentconsultations](http://www.rushmoor.gov.uk/currentconsultations)

You can also call us on **01252 398 399** for a paper copy.