



Whitehill & Bordon Residents' Survey

Spring 2018

Results

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0. Executive Summary

This report provides an overview of results from East Hampshire District Council's Whitehill & Bordon Residents' Survey Spring 2018.

Aims of the survey include:

- To explore specific question areas relevant to the regeneration project.
- To create an evidence base that can be shared with regeneration partners and used:
 - To help East Hampshire District Council reflect residents' views to partners
 - To help ensure partners' resources are being focused in the right places
 - To help ensure EHDC and partners are achieving the best outcomes for Whitehill & Bordon in the future
 - As a benchmark for future assessments as the town regeneration proceeds
- To explore differences between key demographic subgroups.

Questionnaires were distributed to a random sample of households by post in February 2018 and recipients could complete the survey online if they wished. 400 replies were received – a response rate of 26%. Responses were not weighted.

Some key findings

66% of residents are satisfied with living in Whitehill & Bordon. 22% are not.

Levels of satisfaction have changed a lot over the past two years, with satisfaction levels increasing for 27% of residents but decreasing for 33% of residents.

There is no significant difference in satisfaction between those who have lived in Whitehill & Bordon for two years or less and those who have lived there longer.

The vast majority of people (80%) say it is important for them to live in a green & healthy town.

Residents say the two most important factors about living in a green & healthy town are green spaces and local shops.

Opinion is divided as to whether there are enough green / open spaces in Whitehill & Bordon. 50% of respondents think there are not enough, whilst 42% of respondents think there are.

Respondents are dissatisfied with both the quality and availability of healthy food outlets. Respondents are slightly positive about the availability of sports & leisure facilities but not satisfied with the quality

Residents of Whitehill & Bordon generally feel safe - 92% of respondents feel safe in their own homes. 80% feel safe in the local shopping areas, although 18% do not.

Satisfaction is highest with primary schools and early years/nurseries. Secondary schools have a slightly positive rating.

Fewer than 10% of residents think job opportunities are good in Whitehill & Bordon. The top two barriers to achieving new jobs and businesses in Whitehill & Bordon are seen as transport (27% of respondents cited this) and [Bordon specifically/the area generally] having a negative reputation (22% of respondents cited this).

Over half of residents (53%) are dissatisfied with the local transport and only 10% are satisfied.

Car/van is the main mode of transport for approximately two-thirds of Whitehill & Bordon residents – rising to 73% for shopping. 20% of respondents do mainly walk to access health facilities.

Males are significantly more likely than females to say they feel well informed about what is happening in the town.

Just over half of residents (56%) say the regeneration of Whitehill & Bordon will have a positive impact on the town. A fifth (20%) disagree.

Residents have similar views about the impact on their own lives: 51% of residents agree the regeneration will have a positive impact on their experience of living in Whitehill & Bordon. 19% disagree.

66% of respondents think the new town centre will most improve their quality of life in Whitehill & Bordon.

1. Introduction

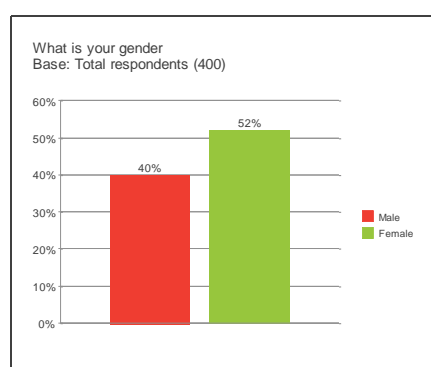
This report examines the results of a survey of Whitehill & Bordon (W&B) residents in spring 2018.

1.1 Aim and objectives

- To undertake a bespoke piece of research into the opinions of Whitehill & Bordon residents on their community and local area.
- To explore specific question areas relevant to the regeneration project.
- To create an evidence base that can be shared with regeneration partners and used:
 - To help EHDC reflect residents' views to partners
 - To help ensure partners' resources are being focussed in the right places
 - To help ensure EHDC and partners are achieving the best outcomes for Whitehill & Bordon in the future
 - To inform any resulting actions
 - As a benchmark for comparing assessments as Whitehill & Bordon regeneration proceeds
- To compare overall resident satisfaction with East Hampshire district as a whole
- To understand the perceptions of different demographic groups and to understand any differences between key demographic subgroups for equalities and action purposes.

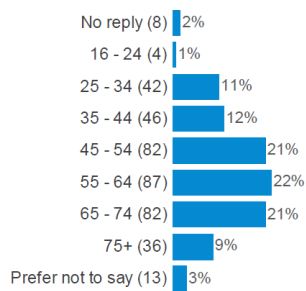
1.2 Respondent Profile

Of the 400 respondents to the Whitehill & Bordon Residents' Survey Spring 2018 just over half (52%) said they were female, 40% said they were male and the rest preferred not to say (either ticked 'Prefer not to say' or didn't answer the question at all):

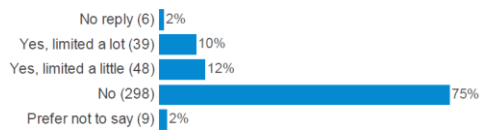


In the 2016 EHDC Residents Survey, there were 78 respondents from Whitehill & Bordon, 53% of whom were female and 42% male (the remaining 5% preferred not to say or were non-responses to that question). For the 2016 EHDC Residents Survey overall, using weighted data, 52% of respondents were female and 48% male.

The majority of 2018 Whitehill & Bordon Residents' Survey respondents (64%) are aged between 45 and 74 years, spread evenly across this range:

Which of the following age groups do you fall into?

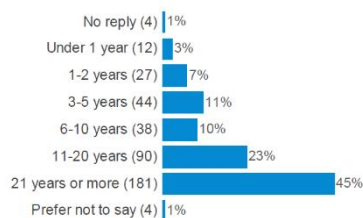
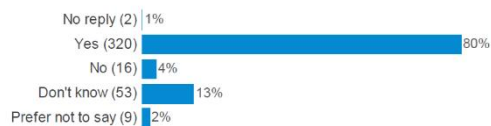
14% of respondents say they have a health problem or disability:

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

In the 2016 EHDC Residents Survey 14% of Whitehill & Bordon respondents said they had a health problem.

88% of respondents are 'White – English/Welsh/Scottish/Northern Irish/British' with another 3% of a different White background. Approximately 1% are of other ethnicities.

78% of respondents have lived in Whitehill & Bordon for 6 years or more. 10% (39 respondents) have lived there for 2 years or less. Only 4% do not intend living in Whitehill & Bordon for the next 2 years:

How long have you lived in Whitehill & Bordon?**Do you intend living in Whitehill & Bordon for the next two years?**

16% of respondents say they are part of a serving or ex-military family.

2. Living in Whitehill & Bordon

This section focuses on general satisfaction levels and feelings towards the local council, including open ended questions and improvements over the past year.

2.1 Overall satisfaction with living in Whitehill & Bordon

66% of residents are satisfied with living in Whitehill & Bordon and another 22% are neutral. 11% are dissatisfied. Rated on a scale of +2 'Very satisfied' to -2 'Very Dissatisfied', the mean average score is 0.7 (in between neutral and Satisfied).

In the 2016 EHDC Residents Survey, residents were asked how satisfied they were with their local area as a place to live, which was defined as 15 to 20 minutes' walk from home. This is a similar question, but about a smaller area than the whole of Whitehill & Bordon. In 2016 72% of Whitehill & Bordon residents were satisfied with their local area as a place to live.

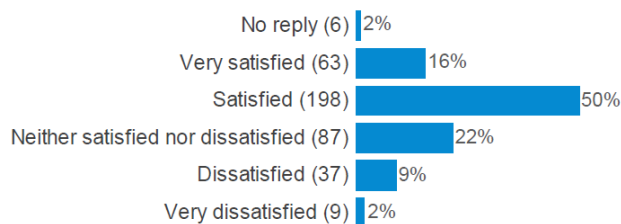
For East Hampshire as whole (weighted data), 88% of residents were satisfied with living in their 15-20 minutes' walk local area, with 41% being very satisfied.

Referring again to the 2018 Whitehill & Bordon Residents' Survey, a significantly higher percentage of residents in the 65-74 years age band are very satisfied compared with residents in the 45-54 years age band. A significantly higher percentage of residents with a long-term health problem/disability are dissatisfied compared with those who don't have one.

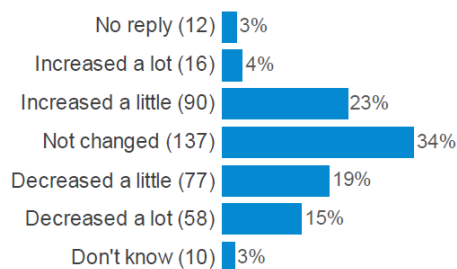
There is no significant difference in satisfaction between those who have lived in Whitehill & Bordon for 2 years or less and those who have lived there longer.

There have been a lot of changes in satisfaction over the past 2 years. Satisfaction levels have increased for 27% of residents but decreased for 33% of residents, with satisfaction levels remaining unchanged for 34% of residents.

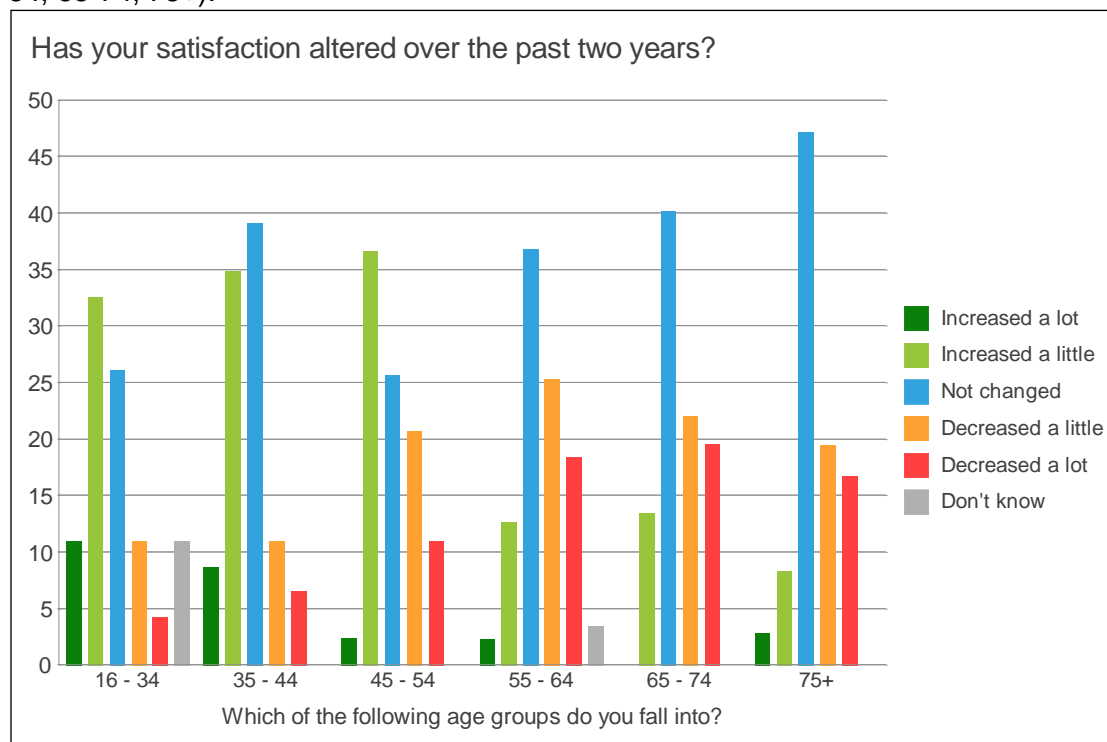
Overall how satisfied are you living in Whitehill & Bordon?



Has your satisfaction altered over the past two years?



The graph below shows changes in satisfaction broken down by age group. It may be seen that there has been an increase in satisfaction amongst the younger age groups (16-34, 35-44, 45-54) that has not been matched in the older age groups (55-64, 65-74, 75+).



Using a weighting of +2 (satisfaction has increased a lot) to -2 (satisfaction has decreased a lot), the table below shows the mean change in satisfaction for each age group over the past two years. Satisfaction has increased for those aged 44 and under, effectively stayed the same for those aged 45-54 and decreased for those aged 55 and over.

Figure 1 Change in Satisfaction with Living in Whitehill & Bordon (+2 to -2)

Which of the following age groups do you fall into?	Mean
16 - 34	0.41
35 - 44	0.28
45 - 54	-0.01
55 - 64	-0.47
65 - 74	-0.50
75+	-0.41

“What would increase your satisfaction with living in Whitehill & Bordon over the next two years?”

This question had an open format where residents answered in their own words without any suggested options. Percentages given for this question are of the 323 responses to this question. The main themes in the responses are:

- Shops – more /better greater variety (30% of respondents)
- Transport – better transport, bus and rail (26% of respondents)
- Facilities – leisure/health/community (21% of respondents)
- Town - completion of new town centre, accessible, community identity (15% of respondents)

Other key themes included creating more green areas/replacing trees lost through development, having a cinema (9%), bank (5%), and police presence (4%).

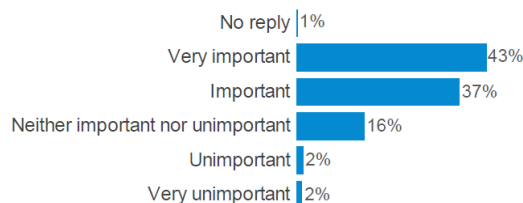
3. Green & healthy town

This section covers living in a green & healthy town generally, green & open spaces and energy.

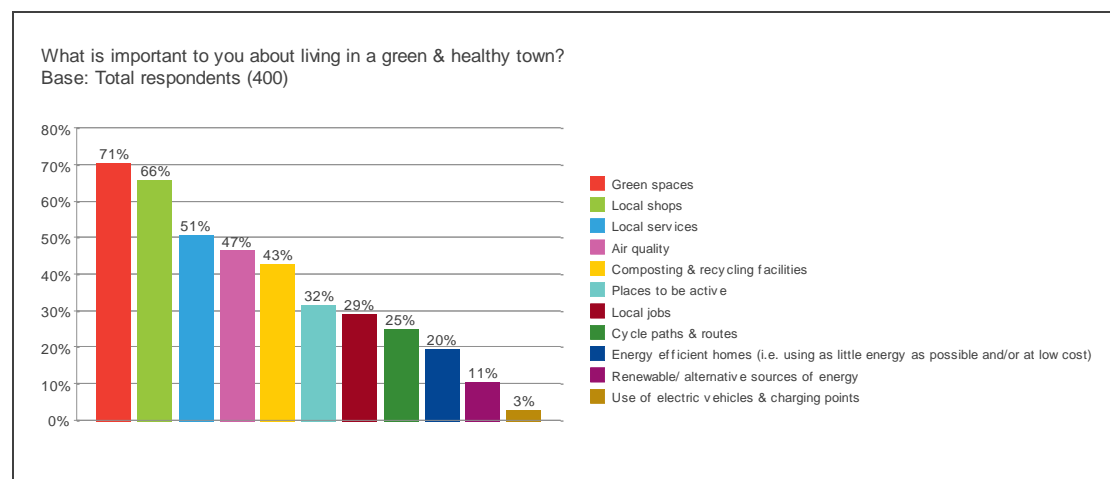
3.1 Overall

The vast majority of people (80%) say it is important for them to live in a green & healthy town. Only 4% say it is unimportant.

How important is it for you to live in a green & healthy town?



Respondents were asked what was important to them about living in a green & healthy town. They were asked to select up to 5 factors from a list of 11:



Green spaces were the most important factor – 71% of people cited these. This was followed by local shops, which 66% of people cited. The graph above shows that these are the most important factors by some way. Next come local services (51%), air quality (47%), then composting and recycling facilities (43%).

There are no significant differences between different categories of respondent (length of time lived in Whitehill & Bordon, gender, age, working status, health).

What else might help make Whitehill & Bordon a green & healthy town?

This question had an open format where residents answered in their own words without any suggested options. Percentages given for this question are of the 229 responses to this question. The main themes in the responses are:

What else might help make Whitehill & Bordon a green & healthy town?	
Better/greener public transport.	19%
(- including railway	6%)
Stop cutting down trees / plant more trees	12%
More sports / recreation facilities	11%
Increased recycling / rubbish removal	9%
Organised activities	6%
Better walking & cycling routes	5%
Improved traffic flow	4%
More shops, greater variety	3%
Fewer takeaways/fast food outlets	3%
More provision for electric cars	3%
Better provision for elderly/disabled	2%
Better health provision	2%

Other suggestions include

- Encouraging people to grow things, including in allotments, maybe in shared public areas and maybe in unconventional area e.g. rooftops.
- Having a farmers' market
- Encouraging greater use of solar panels

3.2 Green & open spaces

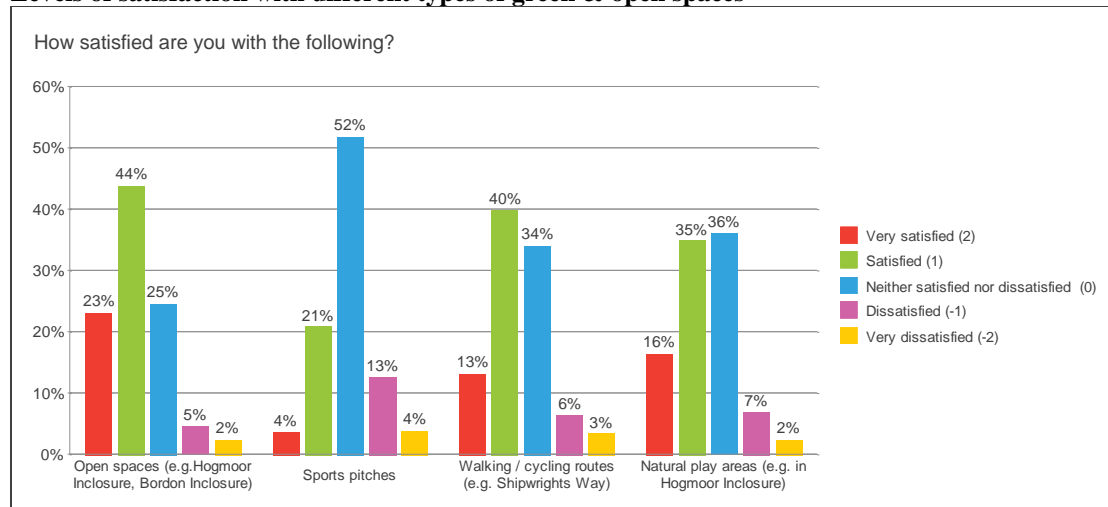
Residents were asked how satisfied they are with:

- Open spaces (e.g. Hogmoor Inclosure, Bordon Inclosure)
- Sports pitches
- Walking/cycling routes (e.g. Shipwrights Way)
- Natural play areas (e.g. in Hogmoor Inclosure)

From the graphs below it can be seen that, although just over half of respondents are neutral about sports pitches there is also more dissatisfaction with these than with any of the other provision – 17% of respondents are dissatisfied.

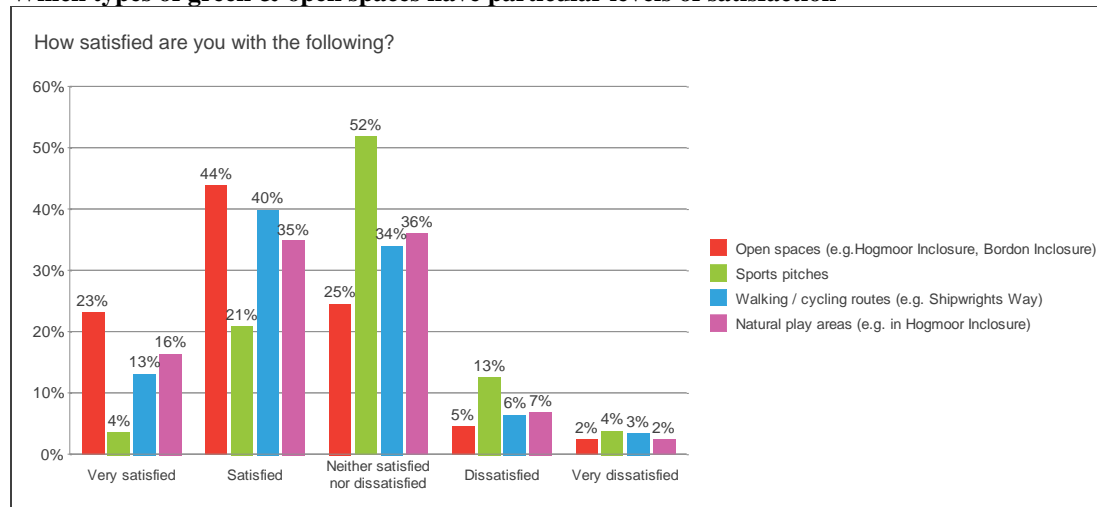
Satisfaction is highest with open spaces.

Levels of satisfaction with different types of green & open spaces



There is no significant difference in satisfaction between those who have lived in Whitehill & Bordon for 2 years or less and those who have lived there longer.

Which types of green & open spaces have particular levels of satisfaction



Using a scale of +2 Very Satisfied to -2 Very Dissatisfied, the mean scores are

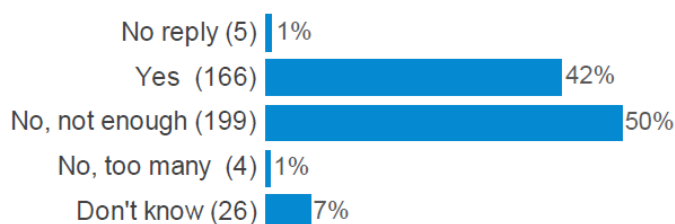
Facility	Mean Score:
Open spaces (e.g. Hogmoor Inclosure, Bordon Inclosure)	0.82
Natural play areas (e.g. in Hogmoor Inclosure)	0.58
Walking/cycling routes (e.g. Shipwrights Way)	0.55
Sports pitches	0.08

from which it may be seen that satisfaction is highest with open spaces. The score of 0.82 is quite close to 1 (Satisfied). Satisfaction with walking/cycling routes is similar to satisfaction with open play areas. Overall satisfaction is least with sports pitches.

There are no significant differences in responses between different categories of respondent (length of time lived in Whitehill & Bordon, gender, age, working status, health).

Opinion is divided as to whether there are enough green / open spaces in Whitehill & Bordon. Half of respondents think there are not enough, whilst 42% of respondents think there are. 1% of respondents think there are too many:

Do you think there are enough green / open spaces in Whitehill & Bordon?

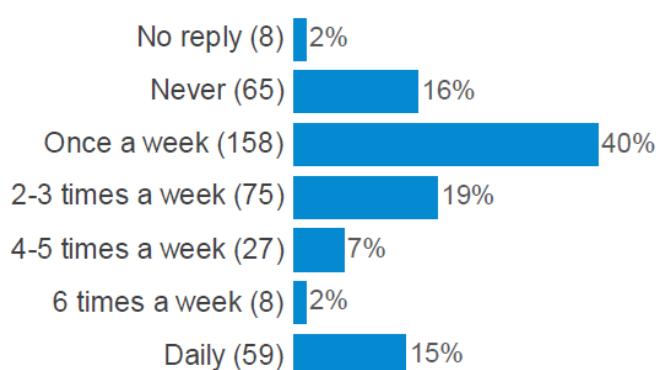


Residents aged 16-34 are significantly more likely than those aged 35-44 to think that there are not enough green & open spaces.

The vast majority of people (82%) use the green / open spaces at least once a week. 16% of respondents never use them – these respondents are spread across all age groups, gender, health, length of time living in Whitehill & Bordon. However, those aged 75+ or with a long-term health problem or disability are significantly more likely never to have used the green & open spaces.

(There was no answer option for using green / open spaces sometimes but less frequently than once a week. Users in this category would have had to decide between ticking 'Never' and ticking 'Once a week'.)

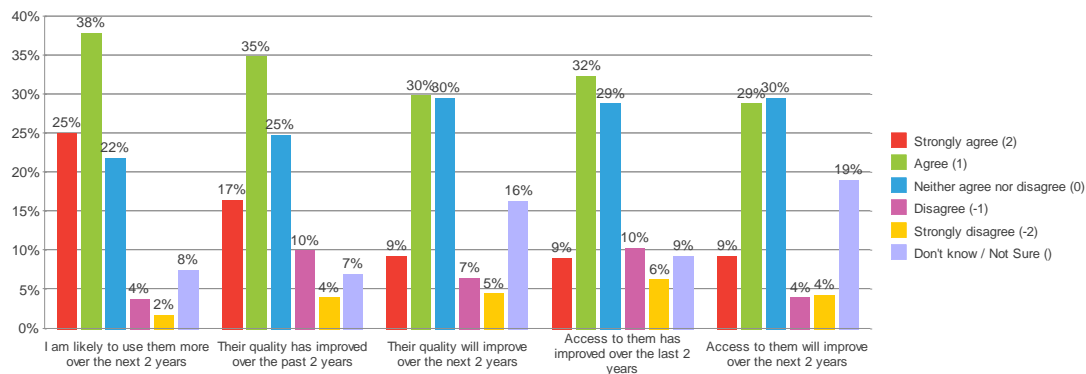
On average over the last year, how often have you used these green / open spaces?



From the graph below, the majority of people (63%) feel they are likely to use the green / open spaces more over the next 2 years. Just over half of respondents (52%) feel the quality of the spaces has improved over the past 2 years. 39% agree the quality of the open spaces will improve further over the next 2 years. 41% of people feel access to the green / open spaces has improved over the past 2 years, whilst

16% disagree with this. 38% of people think access will improve further over the next 2 years whilst 8% disagree.

Thinking about the green / open spaces in Whitehill & Bordon, how strongly do you agree with the following statements?

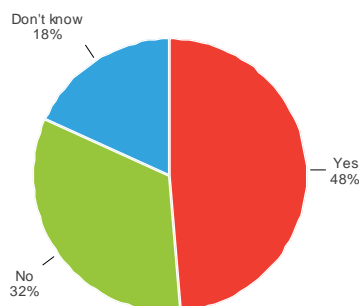


There are no significant differences in responses between different categories of respondent (length of time lived in Whitehill & Bordon, gender, age, working status, health).

3.3 Energy

48% of respondents consider their home to be energy efficient, whilst 32% do not. Those aged 55+ are significantly more likely to consider their home to be energy efficient than those aged under 55.

Would you consider your home to be energy efficient?

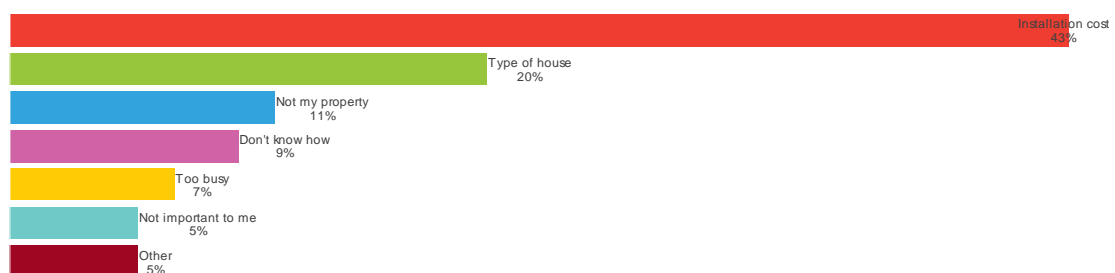


The 2016 EHDC Residents' Survey also asked whether residents would consider their home to be energy efficient. 60% of the Whitehill & Bordon residents who responded said their home was energy efficient. The marked drop between 2016 and 2018 may in part be due to some additional explanation provided in 2018 - both surveys asked 'Would you consider your home to be energy efficient?' but the 2018 Whitehill & Bordon survey added 'i.e. using as little energy as possible and /or at a low cost'.

Respondents who said their homes were not energy efficient were asked what are the main barriers to making their home more energy efficient. Across all categories, cost is seen as the major barrier to people making their homes more energy efficient - installation cost was 42% of responses. This was followed by the type of house, at 20%.

Males are significantly more likely than females to say that making their homes more energy efficient is not important to them.

If not, what are the main barriers to making your home more energy efficient?

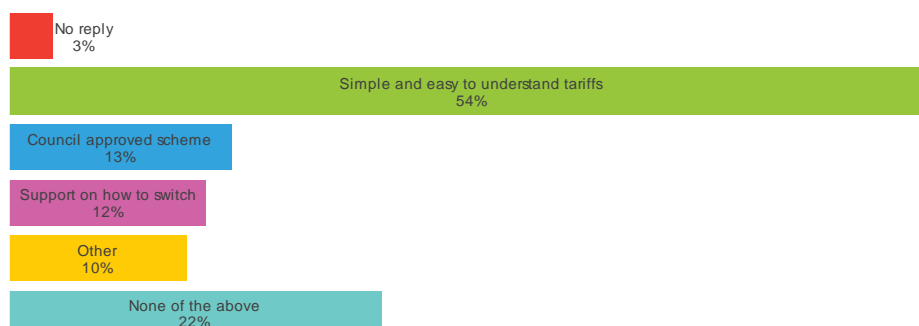


Double glazing and solar panels were the 'Other' factors most often cited.

In the 2016 EHDC Residents' survey, East Hampshire overall also said the main barrier to improving energy efficiency is cost.

54% of respondents to the 2018 Whitehill & Bordon Residents' Survey say that simple and easy to understand tariffs would encourage them to switch energy provider. 22% say none of the reasons give would make them change:

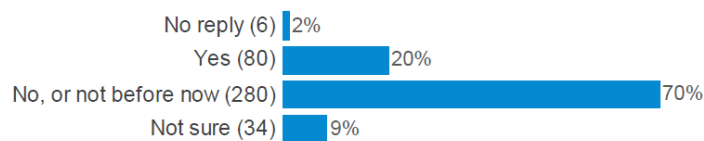
What would encourage you to switch energy provider?



Females are twice as likely as males to say support on how to switch would encourage them to switch provider. Those aged 75+ are significantly more likely than those aged 55 to 74 to say a council-approved scheme would encourage them to switch.

70% of 2018 Whitehill & Bordon Residents' Survey respondents say they were not aware of the COSY scheme (an interest-free loan to improve the energy efficient of homes). Those residents who lived in Whitehill & Bordon for 2 years or less are significantly more likely to have heard of the scheme than those who have lived there for 6 years or longer. Residents aged 65+ are significantly more likely to have heard of the scheme than younger residents.

Are you aware of the COSY scheme (an interest-free loan to improve the energy efficiency of your home)?

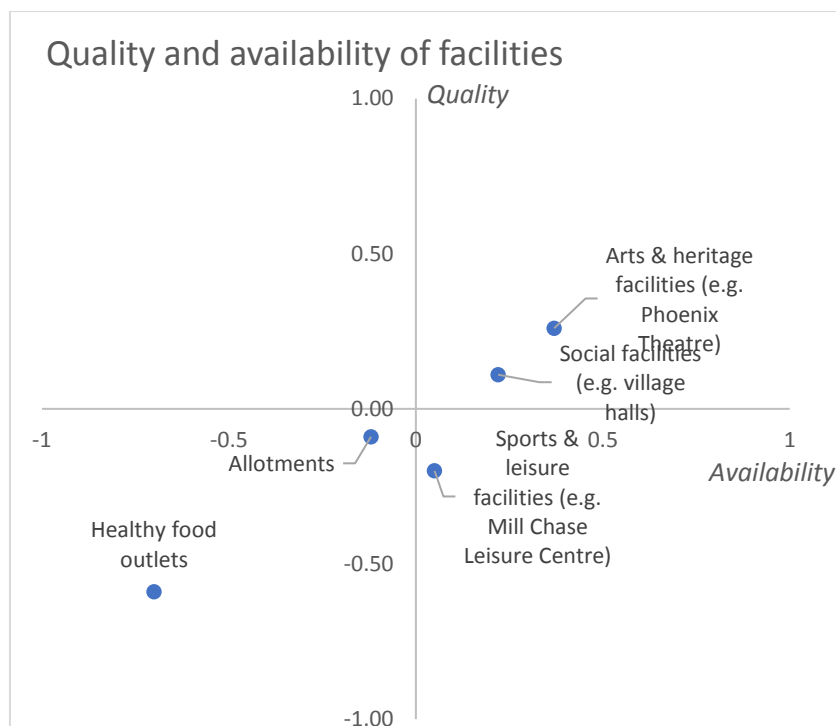


4. Community wellbeing

This section covers healthy lifestyles, safety, education, employment & jobs and transport & travel.

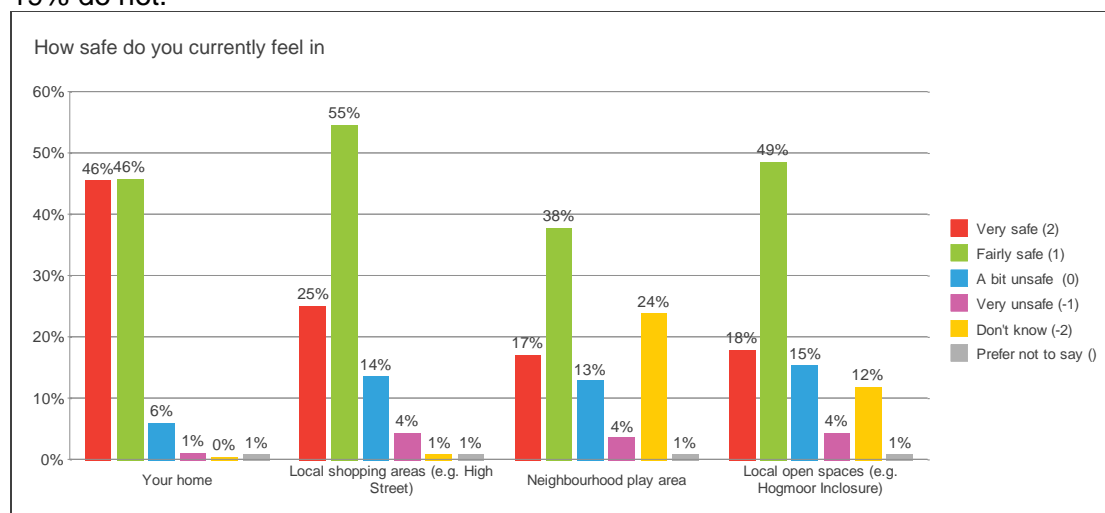
4.1 Healthy lifestyles

Residents were asked to rate their satisfaction with the quality and availability of facilities, on a scale +2 Very Satisfied, +1 Satisfied, 0 Neither Satisfied nor Dissatisfied, -1 Dissatisfied, -2 Very Dissatisfied. Overall results are shown in the following graph. Axes run from +1 Satisfied to -1 Dissatisfied, as no overall results lie outside this range. Respondents are dissatisfied with both the quality and availability of healthy food outlets and, to a slight extent, with the quality and availability of allotments. Respondents are slightly positive about the availability of sports & leisure facilities but not satisfied with the quality. Satisfaction is highest (although still close to neutral) for arts & heritage facilities.

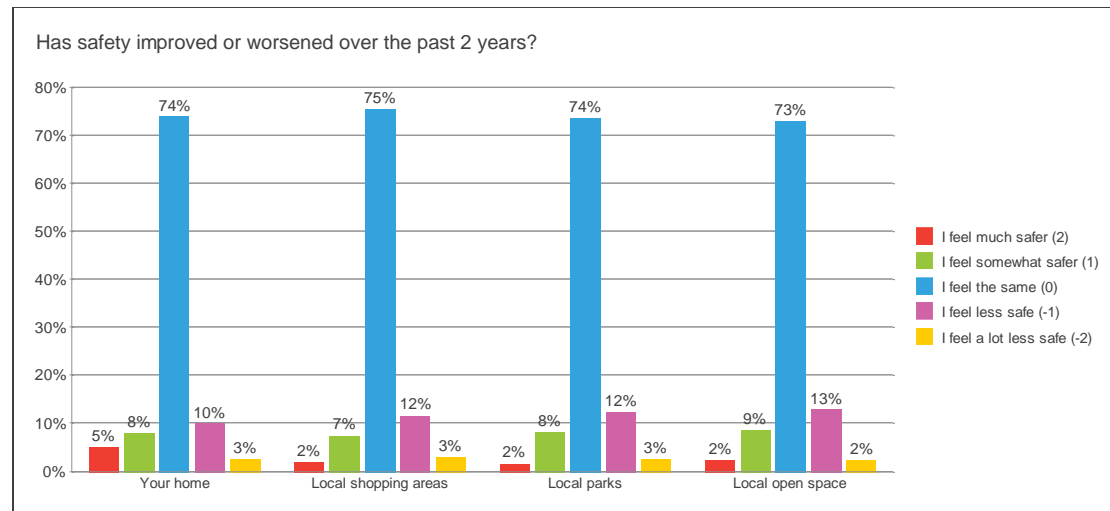


4.2 Safety

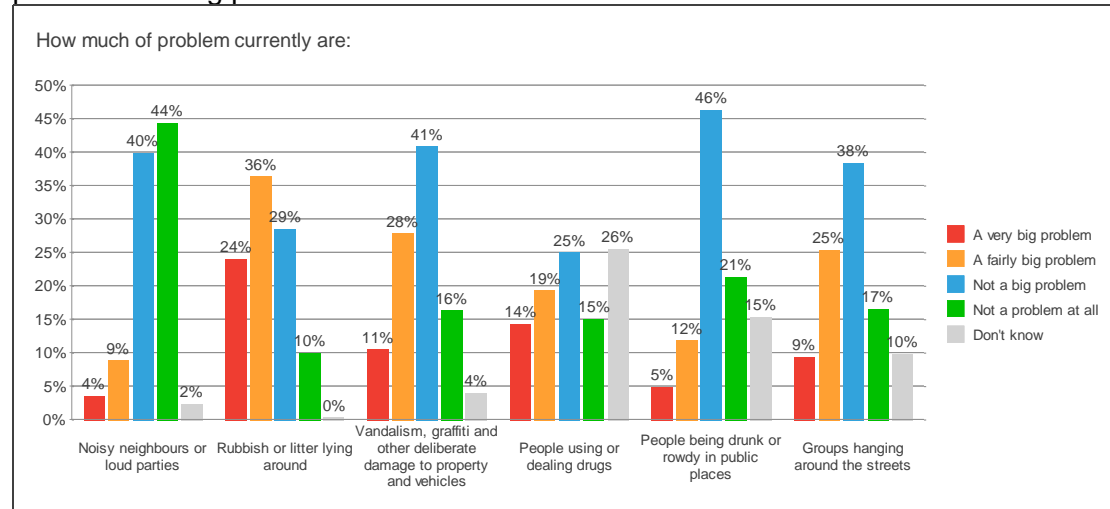
Residents of Whitehill & Bordon generally feel safe. 92% of respondents feel safe in their own homes. 80% feel safe in the local shopping areas, but 18% do not. 55% feel safe in local play areas but 17% do not. 67% feel safe in local open spaces but 19% do not.



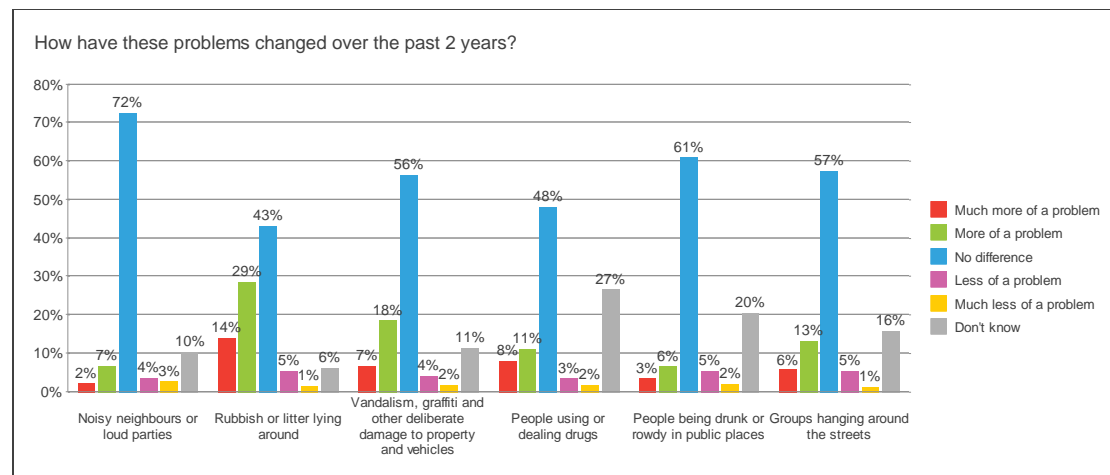
From the graph below, it may be seen that approximately three quarters of residents feel that the level of safety has stayed the same everywhere over the past 2 years. However, amongst the other residents overall there is a feeling that safety has decreased in local shopping areas, parks and open spaces over the past 2 years.



Looking below at examples of antisocial behaviour, rubbish or litter lying around is seen as a big problem by 60% of respondents. Over a third of respondents (39%) think vandalism and other deliberate damage is a big problem, with a third (33%) of residents also saying people using and dealing drugs is a big problem and a third (34%) saying groups hanging around the streets are a big problem. Fewer residents feel that people being drunk or rowdy in the streets and noisy neighbours or loud parties are a big problem.

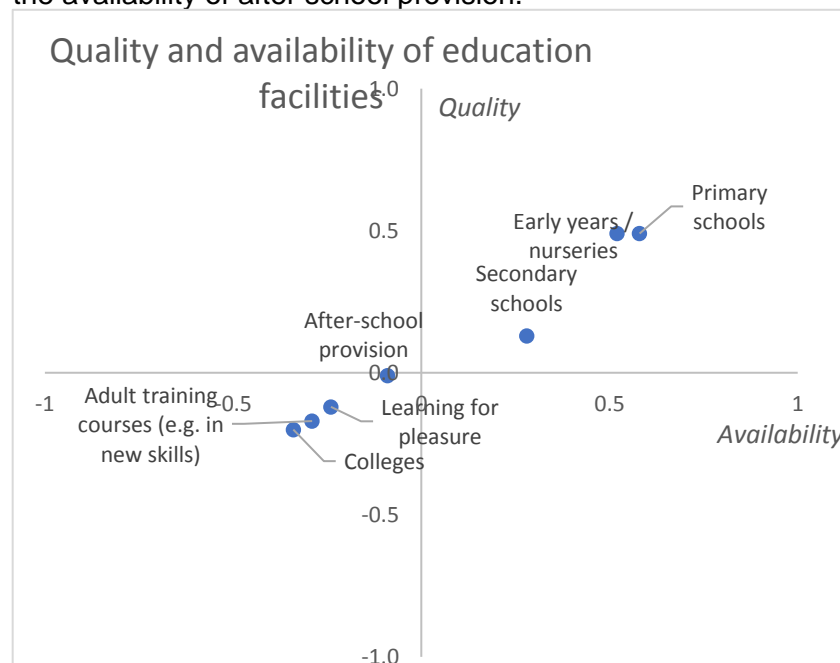


Looking at how this has changed over the past 2 years, 43% of residents say that rubbish and litter lying around have become worse over the past 2 years and 25% of residents say that vandalism, graffiti and other deliberate damage to property and vehicles has worsened over the past 2 years. Drugs and groups hanging around in the streets are also seen overall to have worsened, although not as much.



4.3 Education

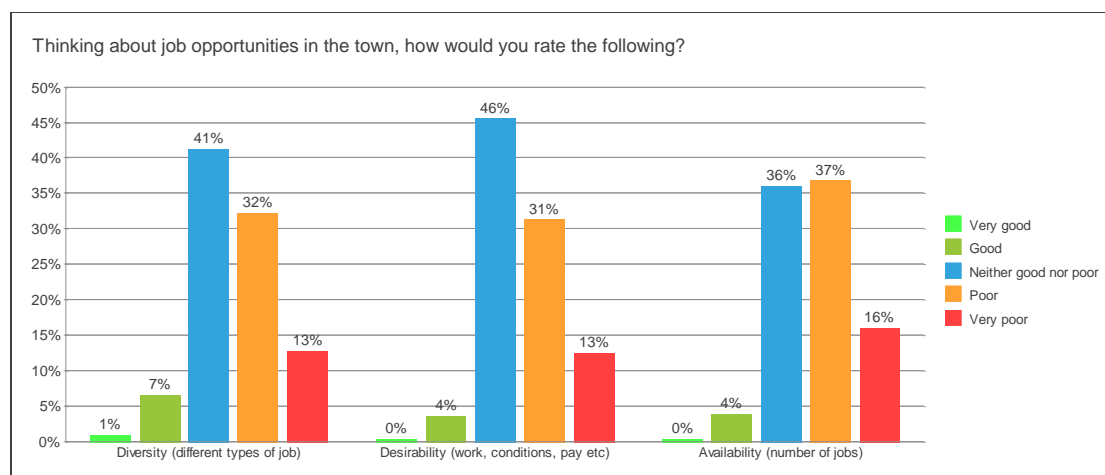
Residents were asked to rate their satisfaction with the quality and availability of education facilities on a scale +2 Very Satisfied, +1 Satisfied, 0 Neither Satisfied nor Dissatisfied, -1 Dissatisfied, -2 Very Dissatisfied. Overall results are shown in the following graph. Axes run from +1 Satisfied to -1 Dissatisfied, as no overall results lie outside this range. Satisfaction is highest with primary schools and early years/nurseries. Secondary schools have a slightly positive rating. Respondents are partly dissatisfied with both the quality and availability of colleges, adult training courses and learning for pleasure. They are slightly dissatisfied with the availability of after school provision.



4.4 Employment & jobs

Fewer than 10% of residents think job opportunities are good in Whitehill & Bordon. 45% of respondents think there is poor diversity of job opportunity, 44% think the desirability of jobs (work, conditions, pay etc) is low and over half (53%) say availability of jobs is poor too.

As might perhaps be expected, those aged 65 to 74 are significantly more likely to be neutral about the diversity of jobs than those aged 35-64. Those who have lived in the town between 11 and 20 years are significantly more likely to think diversity is poor.



The table below shows residents' perceptions of barriers to achieving new jobs and attracting businesses to locate in Whitehill & Bordon. The average score is shown, on a scale of 3 = High, 2 = Medium, 1 = Low. With Medium-High scores of 2.37 and 2.36, the two biggest barriers are seen as the number of major employers and Whitehill & Bordon's rural location (so relatively limited transport links etc).

Barriers to new jobs and businesses in Whitehill & Bordon

	Mean
Number of major employers	2.37
Rural location (e.g. transport links)	2.36
Costs of renting or building commercial premises	1.86
Availability of skilled labour	1.81
Availability of suitable buildings	1.79
Quality of life (education, recreation and arts/culture)	1.77
Infrastructure (e.g. broadband)	1.75
Availability of affordable, quality child care	1.68

Scale: 3 is High, 2 is Medium, 1 is Low

There are 37 responses suggesting other barriers to new jobs and businesses in Whitehill & Bordon. In the table below, percentages are of these 37 responses. The top 2 factors cited are transport (27%) and [Bordon/the area] having a negative reputation (22%).

Barriers to new jobs & attracting businesses. Other....	
Transport	27%
Negative reputation	22%
No reason for businesses to come to W&B	16%
More shops needed	8%

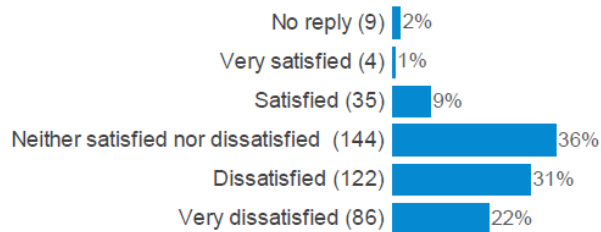
Suggestions for providing a reason for businesses to come to Whitehill & Bordon include:

- Providing incentives and reducing red tape,
- Not letting old parts of Whitehill & Bordon become run down,
- Providing shops facilities and larger houses for professionals,
- Replacing REME/SEME with a similar high tech educational establishment,
- Creating a science park/new business hub.

4.5 Transport & travel

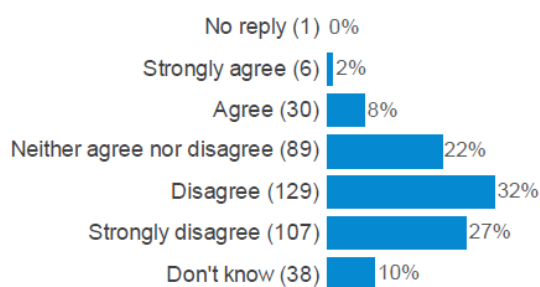
Over half of residents (53%) are dissatisfied with the local transport and only 10% are satisfied. Extreme dissatisfaction with local transport is significantly lower amongst the 16-34 age group, who are also much more likely to be neutral about it than the 45-54 years age group.

How satisfied are you with the local transport?

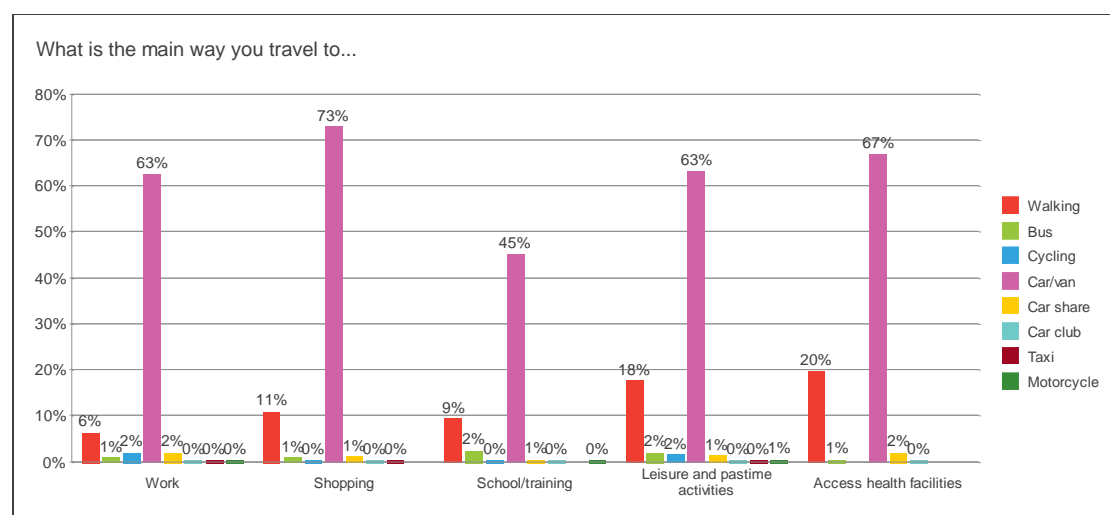


Similarly, only 10% of residents agree there are convenient, safe, affordable and efficient transport links in Whitehill & Bordon. 59% of respondents disagree. Serving or ex-military families and 16-34 year olds are less likely to strongly disagree. 16-34 year olds are significantly more likely to be neutral than 55-64 year olds.

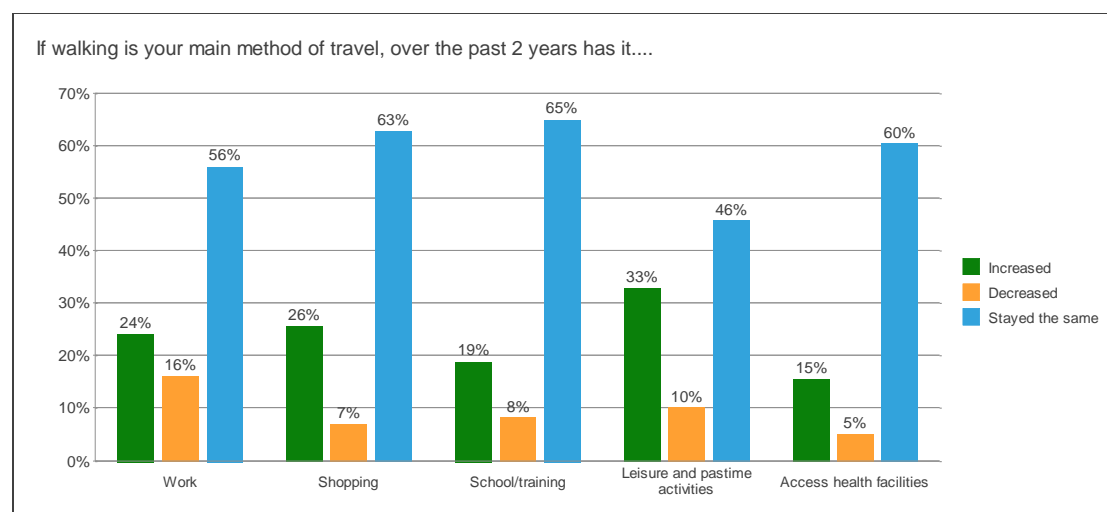
Do you agree there are convenient, safe, affordable and efficient transport choices in Whitehill & Bordon?



From the chart below it may be seen that car/van is by far the main mode of transport for Whitehill & Bordon residents. Walking is the second most common method, with 20% walking to access health facilities and 18% walking to (or as) leisure and pastime activities. Very few residents use any other form as their main mode of transport.



For those people for whom walking is their main method of travel, over the past 2 years the amount of walking they do has either stayed the same or increased in all categories:

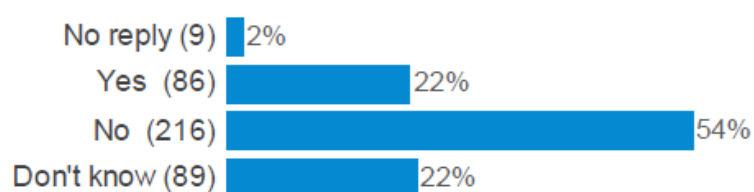


There were not enough cycling respondents to draw any meaningful conclusions about cycling.

Overall, the main reason for walking or cycling increasing is to make healthier choices.

22% of respondents would consider buying an electric car in the next 5 years, with another 22% not sure.

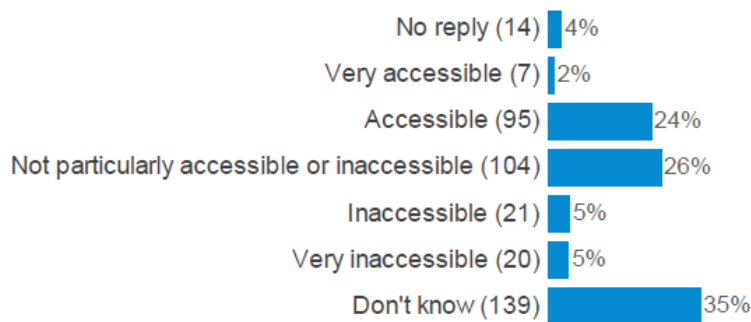
Would you consider buying an electric car in the next five years?



In the 2016 EHDC Residents Survey 14% of Whitehill & Bordon residents said they would consider buying an electric car in the next 5 years, with another 18% not sure.

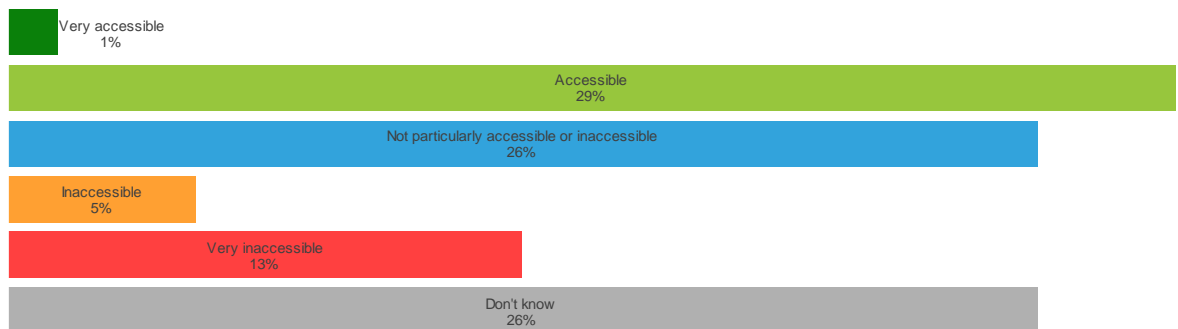
Overall residents feel the town is accessible for people with disabilities:

How accessible is the town for people with disabilities?



Looking specifically at the opinion of Whitehill & Bordon residents who have a health problem or disability, 30% think the town is accessible and over half (52%) are neutral or say they don't know. 18% of respondents with a health problem or disability say the town is inaccessible.

In the opinion of residents who have a health problem/disability, how accessible is the town for people with disabilities?



If respondents said it was inaccessible, they were then asked to give details. There were 40 responses to this. Percentages that follow are of these 40 responses:

- 35% said footpaths/pavements made the town inaccessible – this included the path being:
 - Uneven (15%),
 - Not wide enough (8%),
 - Obstructed (5%, including by fallen leaves),
 and not having enough dropped kerbs (5%).
- 15% of respondents said the town is too spread out.
- A further 8% said it is too hilly to be accessible.
- 13% of respondents said lack of facilities/disabled toilets made the town inaccessible.
- 13% said poor transport links / bus stop not near shops / lack of disabled transport made the town inaccessible.
- 8% of respondents said levels of traffic and/or not enough crossings were the problem.

Other problems cited were:

- Too many parked cars
- Chalet Hill dangerous when icy,
- Other people's attitudes / misuse of disabled parking bays,

- Too few disabled parking bays
- Lack of benches to rest on
- Doorway too narrow for electric wheelchair

5. Regeneration

The table below shows respondents' main source of information about what is happening in the town and their preferred method. The table shows actual counts of how many residents selected each option, rather than percentages. Some of the residents selected more than one option, hence the counts in each row sum to more than 400 (the number of respondents).

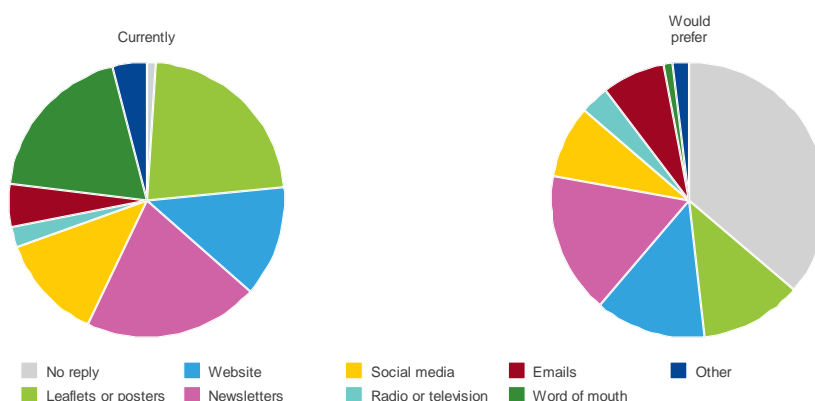
For those who answered 'Other' to current source of information (26 respondents), approximately two-thirds said local press. For those who answered 'Other' to preferred source of information (10 respondents), approximately half said local press.

Unfortunately, almost half of residents (192 out of 400) didn't reply to the question about their preferred method of communication, which makes it difficult to draw any firm conclusions about this.

	No reply	Leaflets or posters	Website	Newsletters	Social media	Radio or television	Emails	Word of mouth	Other
Currently	7	145	84	133	80	16	32	124	26
Would prefer	192	63	68	88	45	17	39	6	10

Pie charts of preferences are shown below as a guide.

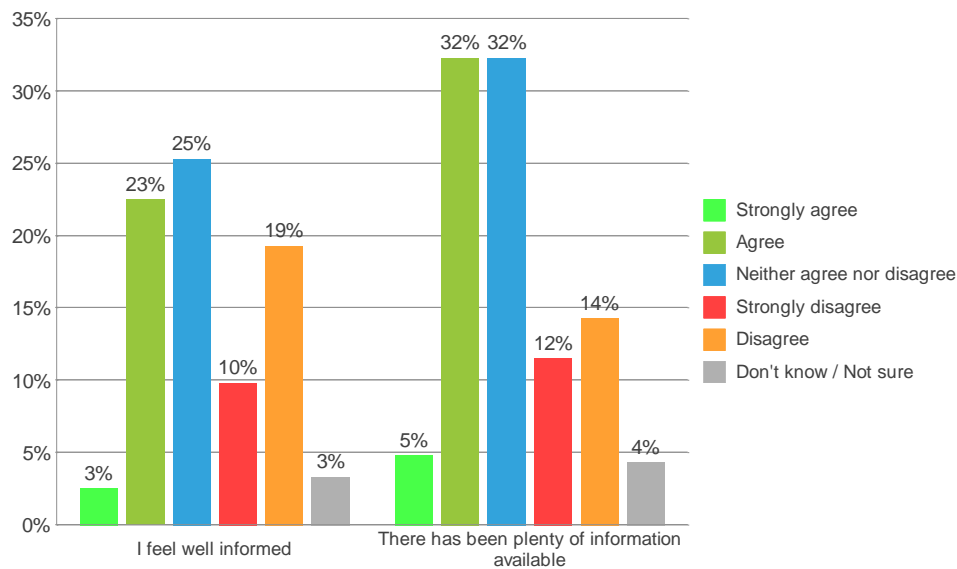
Main source of information about what is happening in town.:
(Note: Almost half of respondents did not give a future preference.)



26% of residents feel well informed about what is happening in the town, but 29% do not. 37% agree there has been plenty of information available, but 26% do not. Everyone else is either neutral, not sure or didn't answer the questions.

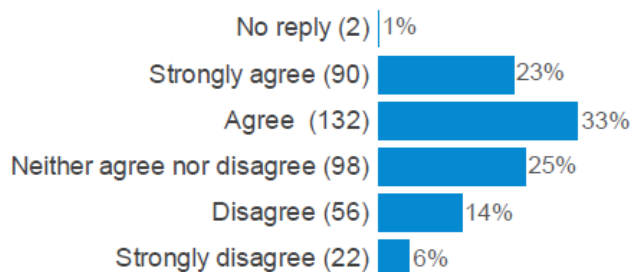
Those who have lived in Whitehill & Bordon for 6 to 20 years are significantly more likely to strongly disagree there has been plenty of information available. Males are significantly more likely than females to say they feel well informed about what is happening in the town.

Information on what is happening in the town



Just over half of residents (56%) say the regeneration of Whitehill & Bordon will have a positive impact on the town. A fifth (20%) disagree.

Do you think the regeneration of Whitehill & Bordon will have a positive impact on the future of the town and its residents?



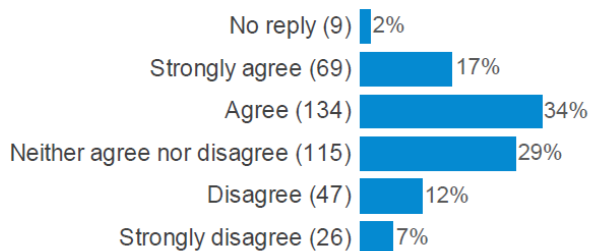
Residents were then asked why they think as they do about the impact of regeneration on the future of the town and its residents. This was an open question with freeform responses. There were 302 responses, of which 54% agreed regeneration would have a positive impact on the town and its inhabitants, 22% were neutral and 24% disagreed. The main reasons given for people thinking as they do are:

- Strongly agreeing – more entertainment/facilities, followed by making the town more desirable
- Agreeing - more entertainment/facilities, followed to a lesser degree by more jobs and more shops
- Neutral – depends on what new facilities are provided, closely followed by can't tell until later

- Disagreeing – lack of shops and facilities, followed by too many new houses
- Strongly disagreeing - need more regard for existing residents and better communication with them. This is closely followed by no shops or facilities, then by roads not being good enough / too much traffic, insufficient public transport, then the new houses – number, design and position.

Residents have a similar mix of positive and negative views about the impact on their own lives as about the impact on the future of the town and its residents generally: 51% of residents agree the regeneration will have a positive impact on their experience of living in Whitehill & Bordon. 19% disagree.

Do you think the regeneration of Whitehill & Bordon is going to have a positive impact on your experience of living in Whitehill & Bordon?



66% of respondents think the new town centre will most improve their quality of life in Whitehill & Bordon. This is followed by more attractive and enjoyable public places and streets (42%), better local transport (41%), more open spaces (39%) and more job opportunities (34%).

In your opinion, which development plans will most improve your quality of life in Whitehill & Bordon (W&B). Please select up to 5.



Those who selected 'Other' (6%, not shown in above graph) were asked what else would improve their quality of life. Respondents said shops & restaurants, leisure facilities, heritage/culture, better access to healthcare, and better roads and parking.

Residents were asked whether there is anything else the council should be considering for inclusion in the regeneration project to improve residents' quality of life. There are 198 responses, with some covering multiple themes. The different topics raised and the percentage of responses which included each particular topic are shown in the table below. The most common theme is public transport, with 21% of responses citing this. 12% of the responses cited rail specifically. The next most common theme is health facilities – hospital, Accident & Emergency (A&E), medical facilities, doctors. 15% of responses cited this. It was closely followed by leisure facilities which 14% of responses cited.

Is there anything else the council should be considering for inclusion in the regeneration project to improve residents' quality of life?	% of reponses
Public transport	21%
- including rail	12%
Hospital/A&E/medical facilities/doctors	15%
Leisure activities/facilities	14%
- including for specifically for children/young people	3%
New housing - different design / different siting / fewer houses/ locals first	8%
Renovate/improve the old town	8%
Clean up, remove/prevent litter & flytipping, provide more recycling bins	7%
Listen to residents / inform residents / involve people	7%
Repair / improve roads/traffic	6%
Parking - control / improve /provide more	6%
Shops - more / greater variety	6%
Consider the elderly, disabled and other groups with specific needs	5%
Focus on green & healthy / keep countryside / provide parks	4%
Trees - stop chopping down / plant more	4%
Bank	3%
Police	3%
Restaurants/pubs	3%
More jobs / employers. Integration of existing businesses	3%
Education	2%
Heritage/arts/culture (cinema include in facilities, above)	2%
Broadband	3%
Infrastructure	2%
Speed works	2%
Street lighting	2%

A. Appendix

A1.1 Methodology

Working with the Whitehill & Bordon team, a questionnaire was devised to meet the objectives. Questionnaire themes were discussed with, and approved by Cllr Cowper, Cabinet Member for Finance and Whitehill & Bordon. A paper was circulated to the Whitehill & Bordon Strategy Board outlining the aims and proposed scope of a residents' survey. The Strategy Board gave its endorsement on 16th January 2018 to proceed as outlined. The questionnaire was further discussed with Councillor Butler, Portfolio Holder for Customer Relations and Chair of the Community Trust, Councillor Davison, Leader of Whitehill Town Council and Councillor Watts, the chair of Xchange.

In line with previous surveys of East Hampshire residents overall, a postal self-completion methodology was selected. The mailing to households included a covering letter signed by Councillor Ferris Cowper, Cabinet Member for Finance and Whitehill & Bordon, a questionnaire and a freepost envelope. Once respondents had received their survey by post they were given the opportunity to complete and return their survey by post or online. To maintain a random sample the online survey link was only made available to those who had received a postal survey. Entry into a free prize draw was offered for those completing the survey.

Questionnaire structure:

- Living in Whitehill & Bordon
 - Overall
- Green & healthy town
 - Overall
 - Green & open spaces
 - Energy
- Community wellbeing
 - Healthy lifestyles
 - Safety
 - Education
 - Employment & jobs
- Regeneration
- About you

A1.2 Data Analysis Notes

- Where figures add up to more than 100%, these are multiple choice questions, where more than one answer can be chosen. These are indicated in the text/diagrams.
- Certain demographic groups have been highlighted within the analysis where interesting differences are displayed. Where significant differences are referenced, these are statistically significant.
- All charts in the report display the percentage of people giving any particular answer, except the diagram in Section 4.1 which displays average satisfaction with quality and availability.

- Unless stated otherwise, percentages are of the 400 respondents to the survey overall.
- Where only a very few people have given a particular answer, it is not shown if that could possibly lead to a risk to anonymity
- All averages calculated are mean scores.
- Unless otherwise stated, in graphs and tables 'No response' is included in the calculations, so percentages are percentages of all respondents including those who did not answer that particular question and those who selected 'Prefer not to say' as their answer option. Some of the graphs specifically show the 'No response' and 'Prefer not to say' percentages and some do not.
- When calculating whether there are statistically significant differences between particular groups, however, the 'No response' and 'Prefer not to say' answer options are excluded.
- Tests for statistically significant differences are made within the following categories, using the banding shown:
 - Length of time respondent has lived in Whitehill & Bordon
2 years or less, 3-5 years, 6-10 years, 11-20 years, 21 years or more
 - Military
Serving or ex-military family, not military family
 - Gender
Male, female
 - Age
16-34, 35-44, 45-54, 55-64, 65-74, 75+
 - Health
Whether respondent has a long-term health problem / disability or not

Where relevant, results from this survey are compared to results from the 2016 EHDC Residents' Survey. Results for the Whitehill & Bordon area specifically are not weighted, to enable direct comparison with this Spring 2018 Whitehill & Bordon Residents' Survey. Overall results from the 2016 EHDC Residents' Survey are sometimes given to provide context, and these are weighted by age, gender and employment status to make the overall survey profile more representative of East Hampshire as whole.

There were 78 respondents to the 2016 EHDC Residents' survey from the Whitehill & Bordon area. There are 400 respondents to the Spring 2018 Whitehill & Bordon Residents' Survey.

A1.3 Sample selection

The LGA provides a question set and guidance to help local authorities measure resident satisfaction. This guidance prescribes the conditions that must be met to enable the results to be benchmarked against other authorities who follow the same approach. This has driven the sampling plan for this survey too.

Random sampling (whereby all population members/households have a random one in 'n' chance of being selected) is the LGA's prescribed method of sampling to enable benchmark comparisons with other local authorities and so was also used for this survey.

A response rate of about 25% was assumed, based on the previous overall EHDC Residents' Survey response rate of 27%.

At the 2011 census Whitehill & Bordon had 5,162 households. So, a random sample of 1,510 addresses was used - drawn from the Local Land and Property Gazetteer (LLPG, an address base maintained by local authorities) - with the aim of getting at least 358 responses.

Postal questionnaires were sent out in a single wave to Whitehill & Bordon residents (only, not residents of Lindford or surrounding villages) in the week commencing 12th February 2018. These were followed up by reminder postcards sent the week commencing 19th March. The survey closed on Thursday 29th March.

A press release was sent on 19th February informing Whitehill & Bordon residents about this and a parallel-running Healthy New Town survey, and encouraging them to respond.

Recipients who had received the paper survey could complete the survey online if they wished.

400 replies were received, achieving the aim. 400 replies represent a response rate of 26%.

A note on the number of replies:

The number of replies is a guide to the level of confidence we can have that the responses we received in this survey are a true representation of Whitehill & Bordon residents generally. (As an extreme example, with a sample of 1, we could not be at all sure that the opinions given were representative of Whitehill & Bordon residents generally). Achieving 373 responses gives a confidence interval of $\pm 5\%$ at a 95% level of confidence, which are typical levels used. This means that if 37% of people in the sample are happy, say, then 95 times out of 100 a random sample of the same size would have 37% plus or minus 5% (32% to 42%) of people who are happy.

A1.4 Weighting

Results data were not weighted. This is because weighting figures would be derived from the 2011 census and weighting back to 2011 would be likely to reduce the effect of changes in population as Whitehill & Bordon regeneration proceeds, whereas measuring the effect of these changes is actually one of the aims of the programme.