

**Hart District Council  
Sense of Place Survey 2007**



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## Summary

### Background

Hart District Council (Hart DC) is currently reviewing some of the parish boundaries within the District. As part of the review Hart DC wishes to determine those small, distinctive and recognisable communities that could be used to define future parishes in the District. A postal 'Sense of Place' survey was sent out to local residents in the areas under review to assist in the process.

The sample for the Sense of Place survey was drawn randomly from within 21 polling districts in areas under review. The final response rate to the survey overall was 45%, (or 3,241 surveys out of 7,273 sent).

### Results

From the data it is clear that the majority of 'resident defined local area' names used generally follow the present ward boundaries, or town or village delimitations.

Overall, four names ('Fleet', 'Church Crookham', 'Blackwater' and 'Yateley') account for 69% of all respondents' 'resident defined local area names'.

Of those 2004 respondents from the areas within the Fleet and Church Crookham polling areas surveyed, 1,323 gave their local area name as 'Fleet' or 'Church Crookham'. This equates to two-thirds of all respondents (66%) in these two broad areas. Those who consider either 'Fleet' or 'Church Crookham' to be their local area lie within current ward boundaries, with only a few exceptions on either side, although respondents from areas within the town of Fleet were slightly more likely to be divided in the use of the name 'Fleet' and another more localised area name.

The most uniform responses came from the areas surveyed in Yateley and Church Crookham. 'Yateley' was barely used in the Frogmore and Darby Green areas which are much more likely to use the name 'Blackwater' (53%) for their local area name than anything else. It is clear from mapping of responses, that 'Yateley' residents form an almost homogenous community to the west within the three 'Yateley' wards, whereas 'Blackwater', 'Darby Green', 'Frogmore' and 'Hawley / Hawley Hill' appear to form another semi-homogenous community in the east.

Overall, 54% said they used the name they do to describe their local area because it is 'officially defined that way', with 19% saying that it is a 'traditional name', and 16% saying that 'everyone in the area calls it that'.

About two-thirds of respondents who used one of the four biggest 'resident defined local area names' ('Fleet' (66%), 'Church Crookham' (67%), 'Yateley' (65%) and 'Blackwater' (66%)) said that they used this name because the area is 'officially defined that way'.

Respondents who used smaller, more specific 'resident defined local area names' such as 'Hawley / Hawley Hill' or 'Courtmoor' were far more likely to say that it was either 'a traditional name for the area' ('Hawley' 45%, 'Courtmoor' 52%) or 'everyone in the area calls it that' ('Hawley' 25%, 'Courtmoor' 36%).

Overall, 59% of respondents think they live in a 'parished area', with 17% thinking they live in an 'unparished' area. Just under a quarter (24%) said they did not know.

Of the 'big four' resident defined local areas, 'Yateley' had the highest proportion of residents (92%) who said they were in a 'parished area', with no respondents thinking they were not.

Respondents who said they lived in 'Church Crookham' were the least likely of the 'big four' to believe they were in a 'parished area' (37%).

Of those who indicated 'Fleet' was the local area in which they lived, 54% said they live in a 'parished area'.

The 33 respondents who said their local area was 'Courtmoor' were by far the most likely group to indicate they 'did not live in a parished area' (53%).

Overall, 73% of respondents think it is somewhat important that boundaries should reflect 'their local area'. Those who think their local area is one of the smaller 'resident defined local areas' tend to be slightly more likely to think that District and Parish / Town Council boundaries reflect the local areas.

Overall, respondents were more likely to say they feel a strong sense of belonging to their local area (43% very strong, 41% fairly strong) than they do to Hampshire County (24%, 40%), Hart District (27%, 46%) or their 'closest town' (26%, 44%).

Three-fifths of respondents overall (62%) said they 'definitely' enjoy living in their local area, with a further third (34%) saying they do only 'to some extent'.

With regards to the 'big four', the area that had the largest number of respondents indicating they definitely enjoyed living in the area was 'Church Crookham' (68%), followed by 'Yateley' (62%).

Those whose 'resident defined local areas' are smaller tend to be more likely to say they 'definitely' enjoy living in their local area than those who define their area as larger.

Overall, 50% of respondents agreed to some extent that residents pull together to improve things in their local area. Some areas such as 'Ancells / Farm / Park' (38%) and 'Courtmoor' (47%) had somewhat lower levels of agreement although, generally the results were slightly higher in the smaller 'resident defined local areas'.

Overall, 85% of respondents were satisfied with their local area as a place to live (28% very satisfied and 57% fairly satisfied). Satisfaction in the 'big four' resident defined local areas was similar to the overall result, except in 'Blackwater' (73% – 18% very satisfied and 55% fairly satisfied.). In smaller 'resident defined local areas' the satisfaction level tended to be somewhat higher.

Most respondents say they have access to and use local shops (89%), a local Post Office (83%), health services (78%) and a park / open space (75%). The facilities respondents say they are most likely to go elsewhere to use because there are no local ones are leisure centres (13%), libraries (13%) and health services (9%). Leisure centres (17%), parks and open spaces (11%) and health services (11%) are the services that respondents are most likely to say they have access to, but have to go elsewhere.

The 'big four' areas tend to have the same or more respondents saying they have access to facilities than those who define their local area as smaller, which may not be unexpected. Of the four, 'Blackwater' is the area where respondents are least likely to say they have access to services in their local area.

Over half of the respondents (58%) said they currently work. Of the 1,652 respondents who said they currently work, a fifth (20%) said they do so in their local area, with a further fifth working within the wider Hart District area.

### Discussion and conclusion

The easiest place to start when summing up the results of the Sense of Place survey is in the areas north of the large town of Fleet. It would seem from the results that Yateley forms a distinctive individual community, with the residents in Blackwater, Frogmore, Darby Green and Hawley / Hawley Hill feeling less homogenous, but still seeming to form a fairly obvious community boundary.

It appears that the residents of Ancells Farm PA consider that they are part of the Fleet community (46%) rather than Blackwater parish (0%) to which this part of the estate currently belongs.

The picture is slightly less clear in the unparished area of Fleet and Church Crookham. This is because within this area there appear to be two general groups of people. There are those who generally see themselves as from 'Fleet' or 'Church Crookham' and who make up two thirds (66%) of the population, but who feel slightly less strongly about their local community. This is true particularly for those who say they live in 'Fleet'.

The other basic group draw their boundaries much smaller, often based on estates, smaller parts of town or what they consider to be traditional parts of the town. This group is a significant minority, with under a third (30%) seeming to correspond to this particular set of attitudes. They appear, however, to be slightly more likely to have stronger feelings about their local area.

If Hart District Council were to offer the choice of a wider Fleet & Church Crookham parish, versus a parish for Fleet and a parish for Church Crookham, it would seem the latter would be the most popular with those residents who wished to parish the area, based on the evidence.

It appears that the residents of Zebon Copse QK3 consider that they are part of Church Crookham (64%) rather than Crookham Village parish (4%) to which the estate currently forms part. This may be a significant consideration in the review discussions.

Finally, it also appears that there is a localised concentration of residents within Ewshot QJ who consider that they are part of Church Crookham rather than Crondall parish in which they currently live. This concentration of residents is on the northern boundary of Ewshot parish ward. Again, this may be a significant finding with regards to the review.

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## 1.0 Introduction

### 1.1 Background and objectives

Hart District Council (Hart DC) is currently reviewing some of the parish boundaries within the District. As part of the review Hart DC wishes to determine those small, distinctive and recognisable communities that could be used to define future parishes in the District. Some of the areas under review are currently in existing parishes, and other areas are currently 'unparished'. However, any changes that the District Council decides to make to the unparished area could possibly have an impact on the boundaries of the existing parishes.

This Sense of Place survey was undertaken within those parts of the District under review, with the aim of informing councillors which areas, if any, have strong community identities. The main aim was to establish what residents' perceptions are of the geographical community in which they live, and how this is related to (a) their own attitudes and behaviour and (b) the existing administrative arrangements within the District.

The information from the Sense of Place survey will assist Hart District Council in determining future parish arrangements in the appropriate areas of the District. Any new parish boundaries would be drawn such that new parishes would be established where common community identity is strongest and widely held among residents.

### 1.2 Method, sample and analysis

The Sense of Place survey was conducted by post. A four page questionnaire, consisting predominantly of closed, tick-box questions and some open questions where necessary, was designed by Marketing Means in conjunction with the Hart DC.

The package was sent with a covering letter on Hart DC paper explaining the reason for the survey. The package was sent on 26<sup>th</sup> July with a reminder letter to all those who had not replied sent on 16<sup>th</sup> August to ensure a good response rate. The reminder mail-out included a copy of the questionnaire in case the original survey had been disposed of or lost.

The closing date for the survey was 24th August. However we allowed surveys to continue arriving until 31st August, as receipt was affected by the postal strikes in August.

#### Sample

The sample for the Sense of Place survey came from the Postcode Address File provided by Hart District Council, to identify addresses within each of the areas included in the respective phases of the project. The sample was a stratified random sample of polling districts in the areas of Hart District that are under review. The aim was to get proportional responses for each polling district which were large enough that a confidence interval between those two districts samples alone was not so small as to be statistically unreliable.

Marketing Means wanted to ensure a minimum of 75 responses in each polling district so that in a two-tailed significance test there was a minimum confidence level of +/- 17% at the 95% level – in other words an ability at some statistical level to be able to say that any difference between results is a result of genuine differences.

There were 7,273 surveys sent out with the intention of getting a minimum of 2,890 responses across the 21 polling districts. Most of the polling districts were sampled with the intention of receiving a proportional response, with the exception of QK3 Netherhouse, which only has 205 households, and thus every household received a survey in that area.

Please refer to section 2 for the detailed table showing sample and responses.

## Analysis

Data was processed using the Formic scanning package and data analysis was conducted using SPSS and MapInfo.

The majority of the data analysis was eventually performed using the 'resident defined local area names' rather than being based on the polling districts used in the sample. 'Your local area' was self defined by respondents at the beginning of the questionnaire, with the majority of responses being able to be coded into specific 'resident defined areas'. The analysis was aimed at comparing and contrasting these 'resident defined areas' to determine whether they give some guidance as to the strength of a 'natural community'. It was considered that analysis on these 'resident defined areas' made more sense within the context of a survey that asked people to consider most of the questions in terms of 'your local area'.

Where overall figures are given, this should not necessarily be considered an 'average', rather as a 'benchmark figure' due to the nature of the sampling structure.

## 1.3 Acknowledgements

Marketing Means would like to thank Andrew Tiffin for his help with this project, and all those who took part in this survey.

## 1.4 Author and publication

Marketing Means produced this report in September 2007.

Any press release or publication of the findings of this survey requires the approval of the author/Marketing Means. Approval would be refused only if it were felt the intended use was inaccurate or a misrepresentation.

## 1.5 About reading this report

### Rounding

Figures for graphs and most tables have been rounded and may not add up to 100%.

### Confidence intervals

Confidence intervals have been stated for proportions using the guidelines.

A confidence interval (CI) is a measure of the reliability of the results from the sample compared to the wider population. E.g. a CI stated as +/-3% @ 95% would mean that any proportion given could in reality be 3% higher or lower in the wider population; so if a result comes out at 65%, then the true figure for the population may be anything between 62% and 68%, 95% of the time.

The calculation is as follows:

$$\left( \sqrt{\frac{(\% \text{ satisfied} \times \% \text{ dissatisfied}^1)}{N \text{r who answered the question}}} \right) \times 1.96^2$$

<sup>1</sup> 'Dissatisfied' includes those who said 'neither satisfied nor dissatisfied'.

<sup>2</sup> 1.96 is the constant for 95%.

## 2.0 Response

The final response rate to the survey overall was 45%, (or 3,241 surveys out of 7,273 sent) versus a predicted response rate of 40% (or 2,890 completed surveys).

This is a very good response rate from a postal survey, with just one reminder sent, and should lend a good level of confidence to the survey results (the overall confidence interval for the survey is +/- 1.7%).

The response rates from each of the polling districts (with their codes, which will be used as shorthand in some of the analysis) sampled were:

Code	Polling District	Nr H/holds	Nr Surveys Sent	Nr Surveys Received	Ineligible	Response Rate (%)	% H/Holds	CI @ 95%
QB2	Fleet North, Ancells	579	300	123	0	41%	21%	8.8
PA	Ancells	496	300	104	1	35%	21%	9.6
QK3	Netherhouse	205	205	84	0	41%	41%	10.7
QK2	Zebon	1139	350	144	0	41%	13%	8.2
QJ	Ewshot	660	310	90	11	31%	14%	10.3
PD	Blackwater, Blackwater & Hawley	665	310	140	0	45%	21%	8.3
PC	Blackwater, Minley	1204	353	171	0	48%	14%	7.5
PH	Yateley, West	1843	410	205	2	50%	11%	6.8
PF	Yateley, East	2094	430	206	0	48%	10%	6.8
PG1, PG2	Yateley, North	2018	435	206	0	47%	10%	6.8
PE	Yateley, Frogmore	2039	435	180	0	41%	9%	7.3
QE	Church Crookham East	1984	425	200	2	47%	10%	6.9
QD1	Church Crookham West	563	300	162	0	54%	29%	7.7
QD2	Church Crookham West	414	290	139	0	48%	34%	8.3
QF	Courtmoor	1911	415	220	0	53%	12%	6.6
QG	Fleet Pondtail	1896	415	196	2	47%	10%	7.0
QC	Fleet Central	2505	540	224	3	42%	9%	6.5
QA1	Fleet West	1388	370	173	0	47%	12%	7.5
QA2	Fleet West	333	280	139	0	50%	42%	8.3
QB1	Fleet North, Elvetham	1871	400	140	2	35%	7%	8.3
U/C	Unclassified							
	<b>Total</b>	<b>25807</b>	<b>7273</b>	<b>3246</b>	<b>23</b>			<b>1.7</b>

Additional notes are:

- 111 surveys have been received since the closing date.
- We received calls from 23 people who specifically did not want to take part in the survey, a proportion of whom felt that they were too new to the area to comment.
- We received 32 surveys back from the post office because they were unable to deliver to addresses that were under construction/demolished/inaccessible; 22 of these relate to residences in Ewshot which have been demolished.

There has been a differential response rate by area:

- The lowest response rate has been from Ewshot (31% or 90 surveys) and Fleet North, Elvetham (35%, 140 surveys) and Ancells (35% or 104 surveys). However, this should not cause a particular problem with the analysis as the minimum number of responses required to make a statistically valid sub-group is 50 and most of the analysis will be looking for differences in how respondents answered the question based on how their local area was defined.

- Areas that have responded particularly well are the Church Crookham areas (47% to 54%) and Fleet, Pondtail (54%) and Fleet West (47%).

## 3.0 Results

### 3.1 Resident defined local area name

The first question of the Sense of Place survey was an open question, the answers to which have been recoded to the major names mentioned above, allowing for statistical analysis. An open question was asked in order that the names given were 'user defined', rather than led in any way by the Council. The question read:

*'Thinking about the local area that you live in, what name do you usually use to describe it?'*

The majority of respondents answered this question the way it was intended to be, giving a name to their local area. The local area name given by these respondents varied from very local road names to 'Hampshire'.

There were 255 respondents (7.9%) who either gave no answer, or described the attributes of their local area in some way (i.e. 'semi-rural' or 'a very nice place').

There were also a small number of respondents who used the terms 'the Town' (27 – 0.9%) or 'the Village' (58 – 1.8%). These respondents were spread across the geographical area included in the survey. These responses have been considered valid for the purposes of the analysis as they are often used as the name that residents will describe their local area as in everyday conversation.

There were a further 58 respondents (1.8%) who gave local area names that only one or two other respondents gave. Again, these responses were spread across the geographic area of the study, but each name was mentioned too infrequently to be given their own category. For analysis, these were grouped as 'other area name given'.

The map overleaf shows all the valid, coded responses (2,976) mapped to where residents lived.

The map shows that the majority of names used generally follow the present ward boundaries, or town or village delimitations. The most uniform responses came from the areas surveyed in Yateley and Church Crookham.

Between 74% and 87% of respondents from the polling districts sampled in Yateley (PF, PG1, PG2, PH) described the name of their local area as 'Yateley'.

Equally in the three polling districts QD1, QD2 and QE between 80% and 88% called their local area 'Church Crookham', with between 7% and 10% calling it 'Fleet'.

'Church Crookham' was also the most popular name given by respondents from QK2 (64%) although 20% gave the more specific 'Zebon Copse'. Ewshot (59%) was more commonly used in QJ, although 23% of respondents from this polling district gave their local area as 'Church Crookham'.

'Yateley' was barely used outside of the four polling areas mentioned above, with respondents in the Frogmore and Darby Green areas being much more likely to use the name 'Blackwater' (53%) for their local area than anything else. Another popular name used in the area is Hawley / Hawley Hill, used by 51% (80) residents in the PC polling district.

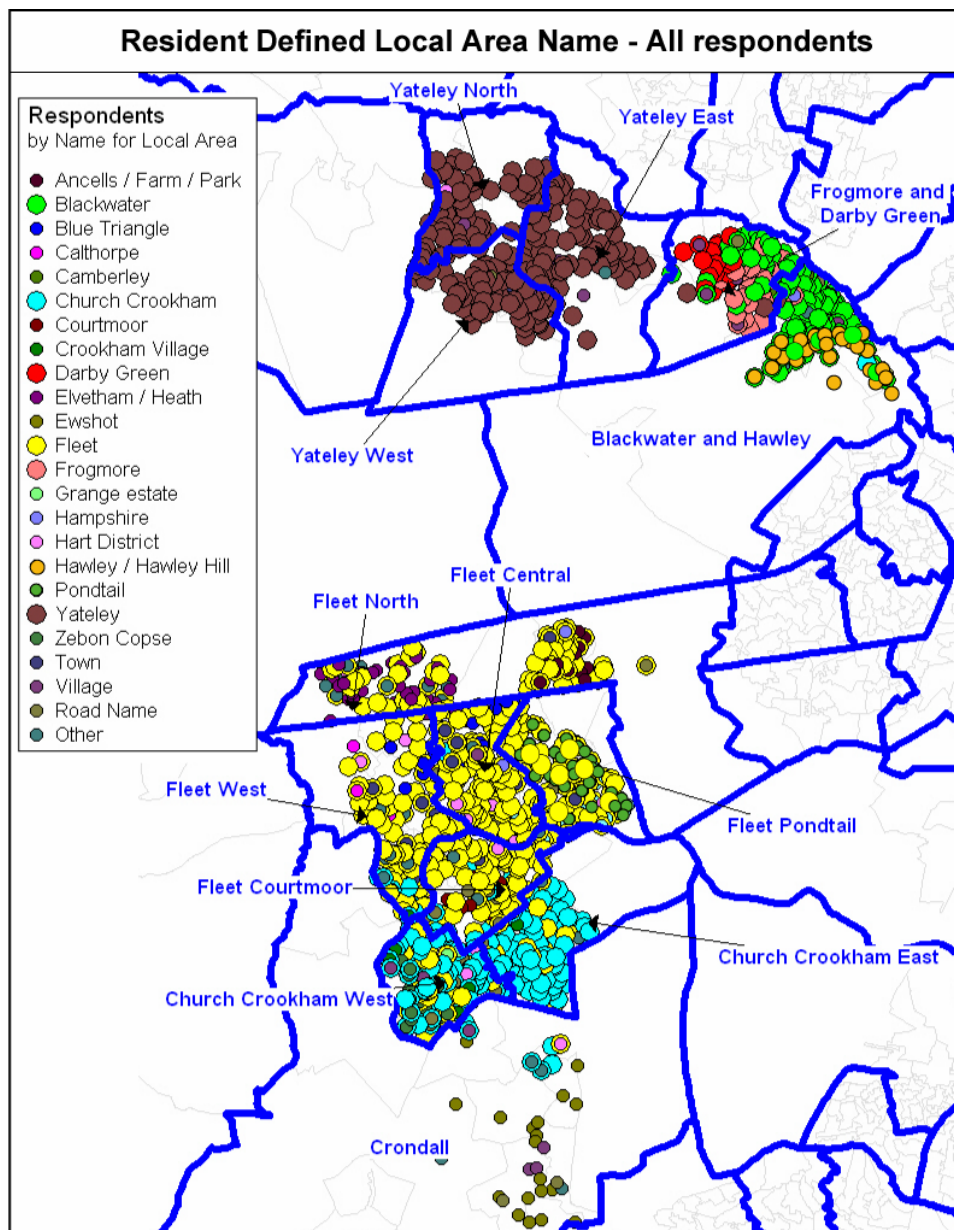
Respondents from areas within the town of Fleet were divided between the use of the name 'Fleet' and another more localised area name. For instance, 83 respondents (43%) from the QG polling district described their local area as Pondtail. However, this was a slightly smaller proportion than the 49% (87) who described their local area as 'Fleet'. The reverse was the case in the PA polling district where 49% (48) described the area as 'Ancells/Farm/Park' as opposed to only 46% (45)

calling the area 'Fleet', with 49% in QB2 also using a variation of the name 'Ancells/Farm/Park', and 50% describing their local area as 'Fleet'.

Other areas in Fleet, i.e. QA1 (69%) and QC (75%) had relatively high numbers of respondents who said their local area was 'Fleet', with a slightly lower proportion in QF (62%), with 16% using the name 'Courtmoor'.

Overall, four names ('Fleet', 'Church Crookham', 'Blackwater' and 'Yateley') account for 69% of all respondents' 'resident defined local area names'. And of those 2004 respondents from the areas within the Fleet and Church Crookham polling areas surveyed, 1323 gave their local area name as 'Fleet' or 'Church Crookham'. This equates to two-thirds of all respondents (66%) in these two broad areas.

With this relatively large sample of the polling districts in this area, there is a high confidence level of +/-2% over the area as a whole.

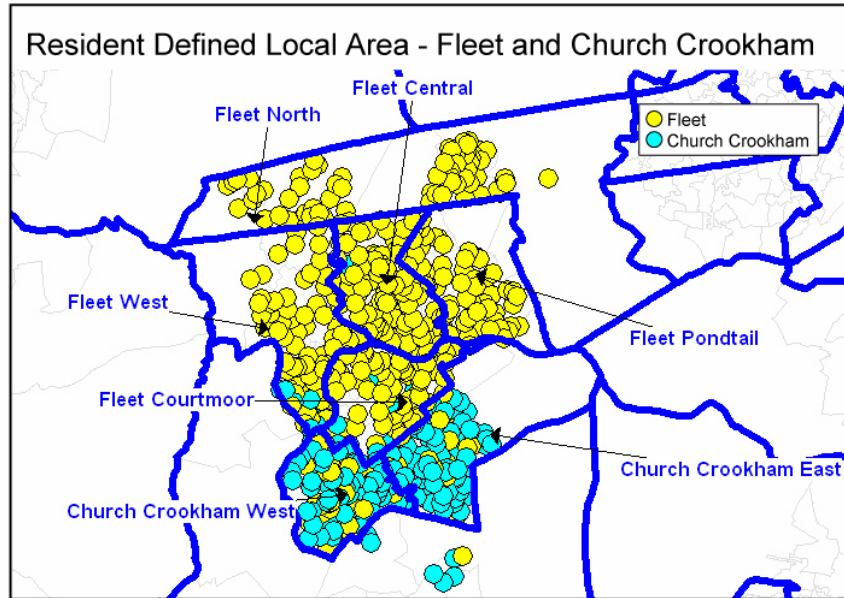


Source: Marketing Means 2007

Base: All respondents who gave a valid answer 2,976

**Fleet and Church Crookham**

The second map (below) shows how those who consider either 'Fleet' or 'Church Crookham' to be their local area are located with regards the current ward boundaries. What can be seen is that the majority of respondents who say they are from either one or the other community lie within current ward boundaries, with only a few exceptions on either side.

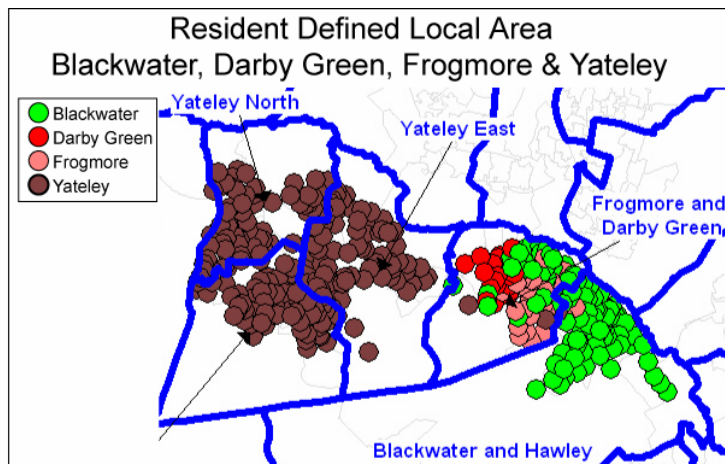


Source: Marketing Means 2007

Base: Respondents who said 'Fleet' or 'Church Crookham' 1,323

**Blackwater, Darby Green, Frogmore and Yateley**

Similarly, the third map (below) shows how those who consider themselves to be from 'Blackwater', 'Darby Green', 'Frogmore' or 'Yateley' are located with regards the current ward boundaries. It is clear from this map, that 'Yateley residents form an almost homogenous community to the west within the three 'Yateley' wards, whereas the other three (plus those from Hawley / Hawley Heath that have not been mapped) appear to form another community in the east.



Source: Marketing Means 2007

Base: Respondents who said 'Blackwater', 'Darby Green', 'Frogmore', or 'Yateley' 817

(Appendix 2: Table 1)

### 3.2 Reason why residents use the name they do for their local area

*'Thinking about 'your local area' what is the main reason that you use that name?'*

Overall, 54% said they used the name they do to describe their local area because it is 'officially defined that way', with 19% saying that it is a 'traditional name', and 16% saying that 'everyone in the area calls it that'.

About two-thirds of respondents who used one of the four biggest 'resident defined local area names' ('Fleet' (66%), 'Church Crookham' (67%), 'Yateley' (65%) and 'Blackwater' (66%)) said they used this name because the area is 'officially defined that way'.

Respondents who used smaller, more specific 'resident defined local area names' such as 'Hawley / Hawley Hill' or 'Courtmoor' were far more likely to say that it was either 'a traditional name for the area' ('Hawley' 45%, 'Courtmoor' 52%) or 'everyone in the area calls it that' ('Hawley' 25%, 'Courtmoor' 36%).

#### **Differences**

There were no significant differences by age or gender with regards to the reason given why a specific name was used. Respondents from older age groups were just as likely to use the 'official name' for their local area, and younger age groups were equally likely to say that it was a 'traditional name' or that 'everyone in the area calls it that'.

Those who have lived in the area they describe for over 5 years are slightly more likely to say that they use the name they do because it is the 'traditional name for the area', whereas those who have lived in the area a shorter period of time are more likely to say 'everyone in the area calls it that way'. There is though, no difference with regards to whether the 'official defined name' is used.

*(Appendix 2: Table 2.0)*

### 3.3 Whether the local area has a parish or town council

*'Do you know if 'your local area' has a parish / town council?' (This question did not, however, ask what parish respondents might believe they are in).*

Overall, 59% of respondents think they live in a 'parished area', with 17% thinking they live in an 'unparished' area. Just under a quarter (24%) said they did not know whether they were in a parished area or not. There were, however, some wide disparities based on the local area they said they were in.

Of the 'big four' resident defined local areas, 'Yateley' had the highest proportion of residents (92%) who said they were in a 'parished area', with no respondents thinking they were not. 'Blackwater' (71%) also had a high proportion of respondents who thought they were in a 'parished area', although it had a higher proportion (25%) who said that they did not know.

Respondents who said they lived in 'Church Crookham' were the least likely of the 'big four' to believe they were in a 'parished area' (37%) with nearly a third (32%) thinking they are 'not in a parished area' and 31% indicating that they do not know.

Of those who indicated 'Fleet' was the local area they lived in, 54% said they did live in a 'parished area', with 21% saying they did not, and 25% saying they did not know.

Respondents who said their local areas were 'Grange Estate' (63%), 'Elvetham / Elvetham Heath' (46%) and 'Ancells / Farm / Park' (45%) were the most likely of the respondents from the smaller 'resident defined local areas' to say they did not know if they lived in a parished area or not.

Among those saying they lived in 'Crookham Village' (87%), 'Hawley / Hawley Hill' (86%) or 'Zebon Copse' (82%), more were likely to say they lived in a 'parished area' than those living in other areas. The 33 respondents who said they lived in 'Courtmoor' were most likely to indicate they 'did not live in a parished area' (53%)

#### **Differences**

There were no real differences by age or gender with regards to whether they thought they lived in a parished or unparished area, except that the younger two age groups, particularly those under 35 (44% and 29%) were more likely than others to say they did not know.

There were differences according to the length of time people had lived in their area. The longer a respondent had lived in the area, the less likely they were to say they did not know whether the area was parished or not. Only 14% of those that said their household had been in the area for over 21 years said they did not know, compared to 47% of those that had lived in the area less than a year.

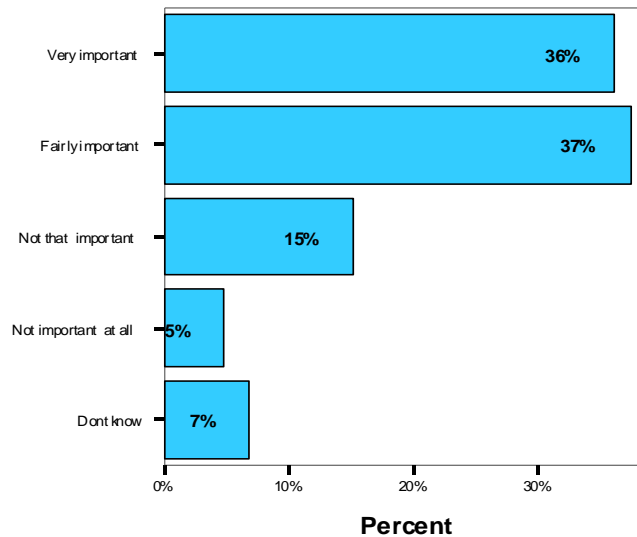
*(Appendix 2: Table 3.0)*

### 3.4 Importance that boundaries reflect ‘resident defined local areas’

‘How important do you think it is that the boundaries of the District and Parish / Town Councils reflect ‘your local area’?’

Overall, 73% of respondents think it is somewhat important that boundaries should reflect ‘their local area’ (36% very important, 37% fairly important).

**And how important do you think it is that the boundaries that the District and Parish Councils use reflect your local area?**



Source: Marketing Means 2007

Base: All respondents 1099

Again, however, there are quite wide discrepancies between respondents from different ‘resident defined local areas’. Of the ‘big four’ areas in the study, respondents from ‘Yateley’ are the most likely to think it is important (47% very important, 34% fairly important). Respondents who say their local area is ‘Church Crookham’ are the next most likely to think that boundaries reflecting the local area is important (35% and 41%), followed by ‘Blackwater’ (35% and 38%). Respondents who say their local area is ‘Fleet’ are the least likely of the ‘big four’ to think it is important (29% and 37%).

Those who think their local area is one of the smaller ‘resident defined local areas’ tend to be slightly more likely to think that District and Parish / Town Council boundaries reflect the local areas. For example 60% of those who think their local area is Crookham Village think it is very important, with 31% thinking it is fairly important. Of the respondents from ‘Frogmore’, 58% thought it was very important and 19% fairly important.

Conversely, there were some smaller ‘resident defined local areas’ that had a smaller proportion of respondents thinking that boundaries reflecting their local areas were important. ‘Pondtail’ (28% and 37%) and ‘Ancells / Farm / Park’ (24% and 39%) were typical examples.

#### Differences

There are no significant differences by gender, but there are some differences by age, with the two age groups consisting of younger respondents being less likely to think that boundaries reflecting their local areas are very important. As may be expected, those that have lived in their local areas for longer than 10 years are more likely to think it important than others, and those who have lived in the same area for over 20 years are the most likely of all to think it important.

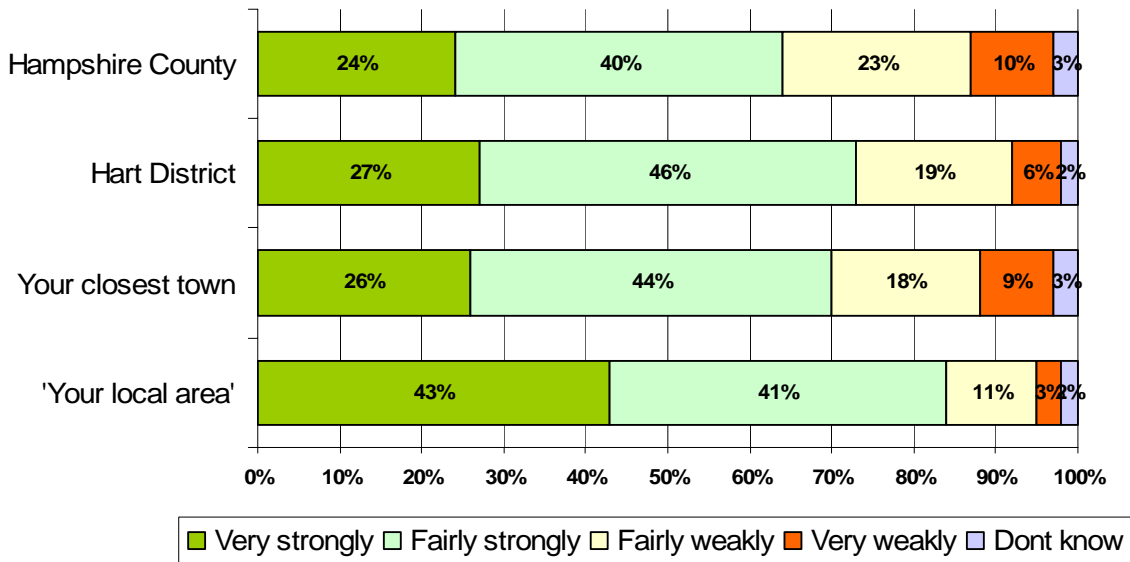
(Appendix 2: Table 4.0)

### 3.5 Strength of belonging

*'How strongly or weakly do you feel you belong to the following? (Hampshire County, Hart District, your closest town, your local area)'*

Overall, respondents were more likely to say they feel a strong sense of belonging to their local area (43% very strong, 41% fairly strong) than they do to Hampshire County (24%, 40%), Hart District (27%, 46%) or their 'closest town' (26%, 44%).

**Strength of belonging**



Source: Marketing Means 2007

Base: All respondents who gave a valid answer 2,976

The same basic patterns are seen in all 'respondent defined local areas', although some such as 'Frogmore' (65%) 'Crookham Village' (62%) and 'Ewshot' (60%) had slightly higher numbers saying they very strongly belonged to their 'local area'.

**Differences**

There were some significant differences between men and women. It appears that women are slightly more likely to feel they belong to their 'local area' than men. Also, respondents from older age groups are more likely to feel they very strongly belong to their local area than respondents from younger age groups.

As may be expected, the longer a respondent has lived in their area, the more likely they are to say they feel they strongly belong to their 'local area'.

*(Appendix 2: Tables 5.1 to 5.4)*

### 3.6 Enjoy living in the 'resident defined local area'

*'Do you enjoy living in 'your local area?''*

Three-fifths of respondents overall (62%) said they 'definitely' enjoy living in their local area, with a further third (34%) saying they do 'to some extent'. 3% of respondents said they did not enjoy living in their local area.

There were significant differences between the 'resident defined local areas'. With regards to the 'big four', the area that had the largest number of respondents indicating they definitely enjoyed living in the area was 'Church Crookham' (68%), followed by 'Yateley' (62%). Respondents who define themselves as being from 'Fleet' (56%) and 'Blackwater' (49%) were less likely to say they enjoy living in their local area.

Those whose 'resident defined local areas' are smaller tend to be more likely to say they 'definitely' enjoy living in their local area than those who define their area as larger. Particularly high levels of respondents saying they enjoy living in their local area are found in 'Ewshot' (94%).

#### Differences

There were no statistically significant differences by age or gender with regards to the degree people enjoy living in 'their local area'.

There were significant differences according to how long respondents had lived in their local area, however, they were perhaps somewhat counter-intuitive. People who had resided in their local area for less than a year were the most likely to say they enjoy living in their local area (76%), with those who had lived there over 20 years being the least likely (60%), with the proportion declining the longer respondents said they had lived there.

*(Appendix 2: Table 6.0)*

### 3.7 Whether people in 'resident defined local areas' pull together to improve things

*'To what extent do you agree that people in 'your local area' pull together to improve things?'*

Overall, 50% of respondents agreed to some extent that residents pull together to improve things in their local area, with 12% definitely agreeing and 38% tending to agree. Over a third or 37% said they neither agree nor disagree with this.

Agreement in the 'big four' resident defined local areas tended to be lower than the overall level, except in 'Church Crookham' (58%). Respondents from 'Yateley' (47%) and 'Fleet' (48%) and 'Blackwater' (37%) agreed the least with this statement.

Smaller 'resident defined local areas' were more mixed in their answers regarding whether people in the local area pull together. Some areas such as 'Ancells / Farm / Park' (38%) and 'Courtmoor' (47%) had somewhat lower levels of agreement although, generally, the results were slightly higher in the smaller 'resident defined local areas'. Respondents who called their local area 'Ewshot' (84%) and the small group who called their area 'Blue Triangle' (81%) stood out as having significantly higher levels of agreement.

#### Differences

Women were slightly more likely to 'tend to agree' that local residents pull together to improve things than men (41% vs. 37%), but were no more likely to definitely agree. Respondents in the age groups over 55 were more likely to agree overall. The age group that had the highest level of agreement overall were those respondents over 75, with 43% tending to agree and 17% definitely agreeing that people in their local area pulled together to improve things.

*(Appendix 2: Table 7.0)*

### 3.8 Overall satisfaction with the 'resident defined local area' as a place to live

*'Overall, how satisfied or dissatisfied are you with 'your local area' as a place to live?'*

Overall, 85% of respondents were satisfied with their local area as a place to live (28% very satisfied and 57% fairly satisfied).

Satisfaction in the 'big four' resident defined local areas was similar to the overall result in 'Church Crookham' (88%), 'Yateley' (84%) and 'Fleet' (83%). It was somewhat lower in 'Blackwater' (73%).

In smaller 'resident defined local areas' the satisfaction level tended to be somewhat higher, with areas such as Ewshot (93% overall satisfaction, with 60% saying they were very satisfied) and Elvetham / Elvetham Heath (94%, with 39% saying they were very satisfied).

#### **Differences**

There were no significant differences by age or gender with regards to this question.

*(Appendix 2: Table 8.0)*

### 3.9 Access and use of facilities in 'resident defined local areas'

'Which of the following facilities do you have access to and use in 'your local area'?' (Local shops; schools; health services; place of worship; park / open space; community centre / hall; leisure centre; library; Post Office.)

The table below shows the overall access to facilities and usage of those facilities across all the areas of the study. It shows that most respondents say they have access to and use local shops (89%), a local Post Office (83%), health services (78%) and a park / open space (75%).

The facilities respondents are most likely to say they go elsewhere to use because there are no local ones are leisure centres (13%), libraries (13%) and health services (9%).

Leisure centres (17%), parks and open spaces (11%) and health services (11%) are the services respondents are most likely to say they have access to, but go elsewhere. Schools could also be included because, of the 33% that say they need schools, 15% say they go elsewhere to use them, although only 5% do overall.

**Access to facilities and usage - overall**

		Have access - use	Have access - go elsewhere	Have access - don't need	Don't have access - go elsewhere	Don't have access - don't need
Local shops	%	89%	7%	0%	3%	0%
Schools	%	26%	5%	64%	2%	3%
Health services	%	78%	11%	2%	9%	0%
Place of worship	%	32%	8%	55%	2%	2%
Park / open space	%	75%	11%	11%	2%	0%
Community centre / hall	%	46%	7%	42%	3%	1%
Leisure centre	%	40%	17%	28%	13%	2%
Library	%	56%	9%	19%	13%	2%
Post office	%	83%	8%	1%	7%	0%

The 'big four' areas tend to have the same or more number of respondents saying they have access to facilities than those who define their local area as smaller, which may not be unexpected. Of the four, 'Blackwater' is the area where respondents are least likely to say they have access to services locally.

Respondents who said their 'resident defined local area' was 'Fleet' are more likely to say they use schools outside their local area than respondents from the other 'big four' areas. However, it is unclear whether they mean outside 'Fleet' itself, or whether they are considering a smaller 'local area' for the purposes of this question, but still use schools within the town of 'Fleet'.

#### Differences

There were no significant differences by age or gender with regards to this question.

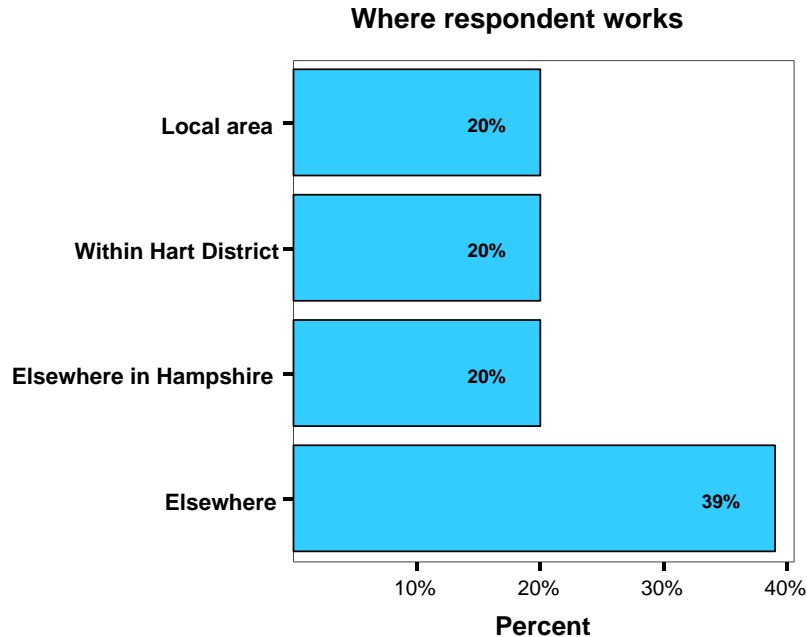
(Appendix 2: Table 9.0)

### 3.10 Working in the area

*'Do you work?' and 'Where do you work?'*

Over half of the respondents (58%) said they currently work.

Of the 1,652 respondents who said they currently work, a fifth (20%) said they work in their local area, with a further fifth working within the wider Hart District area. A further fifth work in Hampshire County (20%), with two-fifths (39%) indicating they work elsewhere.



Any differences between the areas appeared to be very minor, and the statistical differences between each 'resident defined area' would not appear to be valid.

#### **Differences**

There were no significant differences by age with regards to where people went to work. However, women appear to be more likely than men to work in their 'local area' (23% vs. 16%), or elsewhere within Hart (25% vs. 15%), and are less likely to work further away.

*(Appendix 2: Tables 10.0 & 11.0)*

## Appendix 1: Questionnaire

