Appendix B - Draft New Corporate Strategy 2023-2029 Consultation Analysis

Fareham Borough Council is preparing its new Corporate Strategy which will help inform budget planning, day-to-day service delivery and the large-scale projects we will complete over the next six years. An online survey was produced to gather feedback from local residents to understand if they agreed with our approach and if they thought anything was missed. The survey took place from 5 June to 5 July and received a total of 74 responses. The following analysis outlines the main results and themes to emerge.

1. **To what extent do you agree with our approach to priority 1 - Provides Housing Choices?**

Agree	52%
Neutral	19%
Disagree	11%
Strongly Disagree	9%
Strongly Agree	8%
Don't know	2%

- 60% of respondents answered positively with either 'agree or strongly agree' when asked to what extent they agreed with the approach to priority 1. While 19% of respondents felt neutral.
- Compared with 20% that responded with either 'disagree or strongly disagree'.

2. **If you would like to tell us why, please enter your comments here:**

Themes	Comments
There is no infrastructure to support the many housing developments. Schools, surgeries, hospitals and roads are already overloaded.	7
Areas of green land are being lost	2
Deliver Welborne in a timely manner	2
Welborne is unnecessary/ I don't agree with it	3

- The most common theme in response to priority 1 with 7 comments, was that there is already a lack in infrastructure therefore, there was concern over how new housing developments will be supported.
- The second most frequent theme was that residents thought Welborne was unnecessary or that they did not agree with the development.

3. **Would you add anything to this priority?**

No	71%
Yes	29%

4. **What would you add to this priority?**

Themes	Comments
Provide infrastructure	3
Strategy to find and develop brown sites and abandoned homes	2

Make sure there are adequate park areas and green spaces	1
the Council should describe how it will support those threatened by loss of their home and those who are homeless (in particular how it will address rough sleeping).	1

- The most frequent response from residents was concern over the infrastructure provision in the Borough.
- Another common suggestion was that existing brown field sites were prioritised as development areas.

5. To what extent do you agree with our approach to Priority 2 - Respond To Climate Change and Protect the Environment?

Agree	48%
Neutral	21%
Strongly Agree	18%
Disagree	11%
Strongly Disagree	3%
Don't know	-

- 66% of respondents answered positively with either 'agree or strongly agree' when asked to what extent they agreed with the approach to priority 1. Compared with 14% that responded with either 'disagree or strongly disagree'. While 21% of respondents felt neutral.

6. If you would like to tell us why, please enter your comments here:

Themes	Comments
Expand recycling collection	5
Why promote a local airport with its associated pollution and then seek other ways to reduce pollution	3
No real concrete commitment here.	3
Where is the science that this should be a priority	2

- The main response to question 6 was why the Council has not expanded its recycling collection.
- Another reoccurring theme was questioning the pollution that Solent Airport creates and how that is justified.

7. Would you add anything to this priority?

No	65%
Yes	35%

8. What would you add to this priority?

Themes	Comments
Expand recycling collection	6
New environmental technologies e.g. solar panels, heat-exchange pumps etc/ subsidise for households	3
Provision of electric vehicle charging points across the Borough	2
Encourage more cycling and provide safe routes for bikes. Better buses running more frequently to encourage greater use of public transport.	1

- The most common response was that residents would like to see an expansion of recycling collection options in the Borough.
- The second most frequent theme was that the Council should encourage new environmental technologies in new properties and provide subsidies for households.
- Another common theme was that respondents would like to see the provision of electric charging points across the Borough.

9. **To what extent do you agree with our approach to Priority 3 - Strong, Safe and Healthy Communities?**

Agree	33%
Strongly Disagree	19%
Neutral	18%
Strongly Agree	14%
Disagree	13%
Don't know	3%

- 47% of respondents answered positively with either 'agree or strongly agree' when asked to what extent they agreed with the approach to priority 1. While 18% of respondents felt neutral.
- 32% that responded with either 'disagree or strongly disagree'.

10. **If you would like to tell us why, please enter your comments here:**

Themes	Comments
Disagree with the Longfield Avenue development - green space	7
Lack of infrastructure Need more available services for people who already live here	5
Maintain strategic gap	2
Aviation will increase pollution	2

- The most frequent response to question 10 was that respondents disagreed with the Longfield Avenue development.
- Another popular theme was that residents emphasised the lack of infrastructure already.

11. Would you add anything to this priority?

No	69%
Yes	31%

12. What would you add to this priority?

Themes	Comments
Housing Development - Overcrowded - Infrastructure provision - Standards/requirements	5
Monitor the air quality but take active measures.	3
Focus on the town centre improvements	2
Access to health and other key services	2
Maintain quality of sea and beaches	1

- The most common response was that residents would like to see proposals for how infrastructure in the Borough will cope with the new housing developments.
- Another frequent suggestion was that the Council monitor the air quality in the Borough.

13. To what extent do you agree with our approach to Priority 4 - Promote Economic Development?

Agree	31%
Neutral	25%
Strongly Agree	17%
Strongly Disagree	15%
Disagree	12%
Don't know	-

- 48% of respondents answered positively with either 'agree or strongly agree' when asked to what extent they agreed with the approach to priority 1. While 25% of respondents felt neutral.
- Compared with 27% that responded with either 'disagree or strongly disagree'.

14. If you would like to tell us why, please enter your comments here:

Themes	Comments
Disagree with the development of the airport at Daedalus	12

The need to regenerate Fareham Town Centre is a top priority	9
Osborn Road surface car park won't be large enough	6
No focus on other centres eg Portchester	2

- The most significant negative response was that 12 residents disagree with the development at Solent Airport @ Daedalus.
- The second most common answer was that more priority should be placed on the town centre regeneration.
- Another reoccurring comment was that respondents stated the new Osborn Road surface car park will be too small to accommodate the needs of the town centre.

15. **Would you add anything to this priority?**

No	64%
Yes	37%

16. **What would you add to this priority?**

Themes	Comments
Continue to develop public transport links	2
Provide further parking in the town centre	2
Address the number of empty shops and business premises	2
Regeneration of Portchester precinct	1

- A key theme was that respondents would like to see further development public transport links.
- Another popular comment was that the Council should look to provide further parking in the town centre.

17. **To what extent do you agree with our approach to Priority 5 - Leisure Opportunities for Wellbeing and Fun?**

Agree	44%
Neutral	27%
Strongly Agree	13%
Strongly Disagree	8%
Disagree	7%
Don't know	2%

- 57% of respondents answered positively with either 'agree or strongly agree' when asked to what extent they agreed with the approach to priority 1. While 27% of respondents felt neutral.
- Compared with 15% that responded with either 'disagree or strongly disagree'.

18. **If you would like to tell us why, please enter your comments here:**

Themes	Comments
Disagree with Fareham Live	7

Disagree with Longfield Avenue
    - Keep the green space
    - Bad for the environment
	5

Open green space, conservation areas and allotments are important	2

- There was a high number of comments disagreeing with the developments att Fareham Live and Longfield Avenue.

19. **Would you add anything to this priority?**

No	71%
Yes	30%

20. **What would you add to this priority?**

Themes	Comments
Expand and improve cycle and walking infrastructure - Ensure pathways and roads are fit for use	7
Stop parking charges at green spaces/coastal eg Wicor rec - Parking permits per household	2
Create green, healthy, clean spaces for people to visit	2
Fareham Town Centre have no village hall/meeting hall for low key/low-cost activities	1

- The most frequent comment that respondents suggested was the improvement and expansion of cycling and walking infrastructure.
- Another popular comment was that residents would like to see charging at green spaces and coastal areas stopped.

21. **To what extent do you agree with our approach to Priority 6 - Responsive, Inclusive and Innovative Council?**

Agree	35%
Neutral	25%
Strongly Agree	16%
Disagree	13%
Strongly Disagree	11%
Don't Know	-

- 51% of respondents answered positively with either 'agree or strongly agree' when asked to what extent they agreed with the approach to priority 1. While 25% of respondents felt neutral.

- Compared with 24% that responded with either 'disagree or strongly disagree'.

22. **If you would like to tell us why, please enter your comments here:**

Themes	Comments
Transitioning to cloud-based servers does not improve data security	2
More detail/transparency	2
You ask for feedback/comments and as far as I can see you ignore them	1
The "Opportunities Plan to generate additional revenue" implies that part of this could be investment of council taxpayer's money in schemes which may or may not be successful and which are therefore risky.	1

- Some respondents stated that they did not believe transitioning to a cloud-based server would improve data security.
- A few comments suggested that the priority needed more detail and transparency.

23. **Would you add anything to this priority?**

No	78%
Yes	22%

24. **What would you add to this priority?**

Themes	Comments
Definition and limits as to what the council may do to generate additional revenue	3
Listen to residents' views and respond and take action to their needs	2

- The most frequent response was that there needs to be clarity around what the Council may do to generate additional income.
- A few respondents stated that the Councils should listen to the views of residents and take action.

25. **If you have any further comments, please leave them below**

Themes	Comments
Hampshire County Council issues - Potholes - Services	3
Listen to your residents	3
Stick to dealing with the basics well	2
More detail and transparency	2

- The most common answer from respondents were problems with services associated with Hampshire County Council such as road maintenance. There was also the suggestion of putting pressure on the County.
- Another frequent comment was that residents felt that their concerns will not be listened to regarding the new strategy.