

Cove and Southwood ward information

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Local democracy

Rushmoor Borough Council ward councillors for Cove and Southwood:

Member	Party	Year elected
Councillor Sue Carter	Conservative	2024
Councillor Steve Masterson	Conservative	2023
Councillor Martin Tennant	Conservative	2022

Member(s) of the County Council for Cove and Southwood ward:

Member	Party	Year elected
County Councillor Rod Cooper	Conservative	2021

Member of Parliament for Aldershot Constituency:

Member of Parliament	Party	Year elected
Alex Baker	Labour	2024

Election Turnout

Date	Type	Election Turnout for Cove and Southwood ward
2 May 2024	Local elections	34.5%

More information can be found on Rushmoor's web site at

<https://www.rushmoor.gov.uk/your-council/elections-and-voting/polling-stations-and-wards/cove-and-southwood-ward/>

Cove and Southwood covers an area in the west of Farnborough and is bounded by the railway in the north, Elles Road in the south and Marrowbrook Lane in the east.



Resident survey results

The last Rushmoor Borough Council residents' survey was carried out in 2024, the full results are available on our [website](#). The survey was an online survey and 1,686 surveys were returned, in total 226 residents in Cove and Southwood ward completed the survey. Although not all wards had a representative number of responses the results can give an indication to what respondents in a ward think.

Below is a summary of the results for Cove and Southwood ward.

Top five factors that are important in making somewhere good to live and need improving by ward

Here are the top things that Cove and Southwood ward respondents think is important in making somewhere good to live and need improving.

Important in making somewhere good	Top five	Need improving
Health services	1st	Road and pavement repairs
The level of crime	2nd	Sports and leisure facilities
Clean streets	3rd	The level of traffic congestion
Road and pavement repairs	4th	Clean streets
Parks and open spaces	5th	Shopping facilities

Satisfaction with Rushmoor (Aldershot and Farnborough) as a place to live (with 1 being very dissatisfied and 10 being very satisfied)

	All responses	Farnborough	Cove and Southwood
Average score	5.50	5.55	5.59

Respondents from Cove and Southwood ward have a slightly higher satisfaction with Rushmoor as a place to live than respondents from Farnborough, and all respondents to the survey.

How strongly do you feel you belong to your local area? (very and fairly strongly)

	All responses	Farnborough	Cove and Southwood
Average score	51.9%	51.5%	55.6%

Respondents from Cove and Southwood ward feel that they belong to their local area more than those from Farnborough, and all the those who responded to the survey.

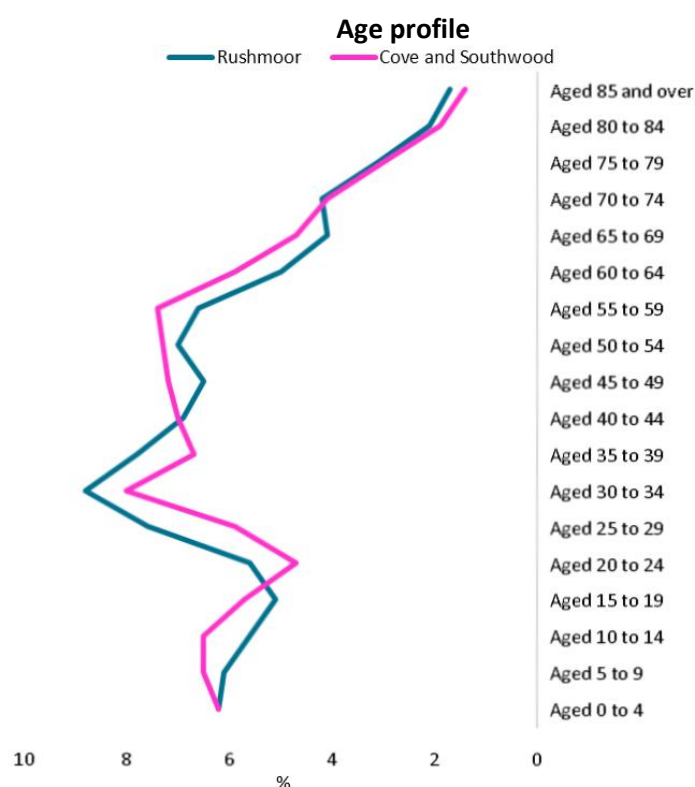
Ward population and makeup 2021

The following data is from the 2021 Census. The Office of National Statistics calculate ward data by aggregating data for small areas to best fit the ward boundaries, data may differ slightly from other ward data.

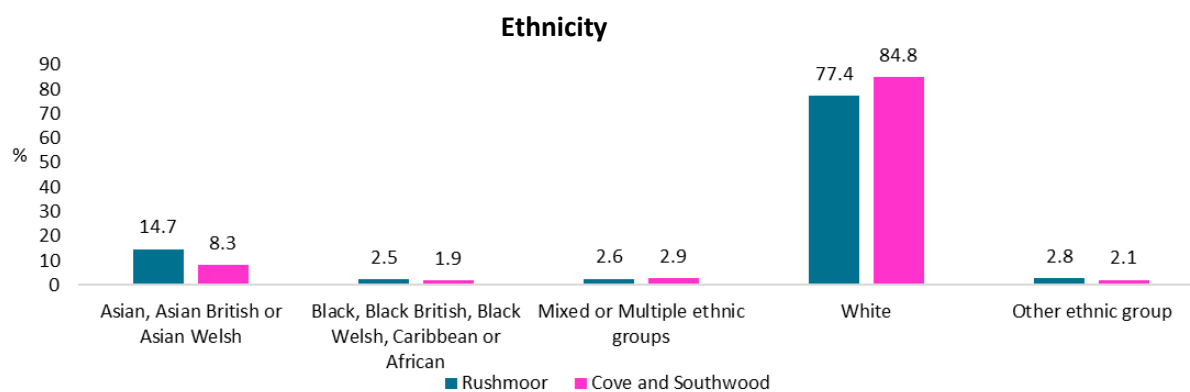
- **Population:**

2021 Census	Population	Total households	Female %	Male %
Cove and Southwood	7,400	2900	51.1	48.9

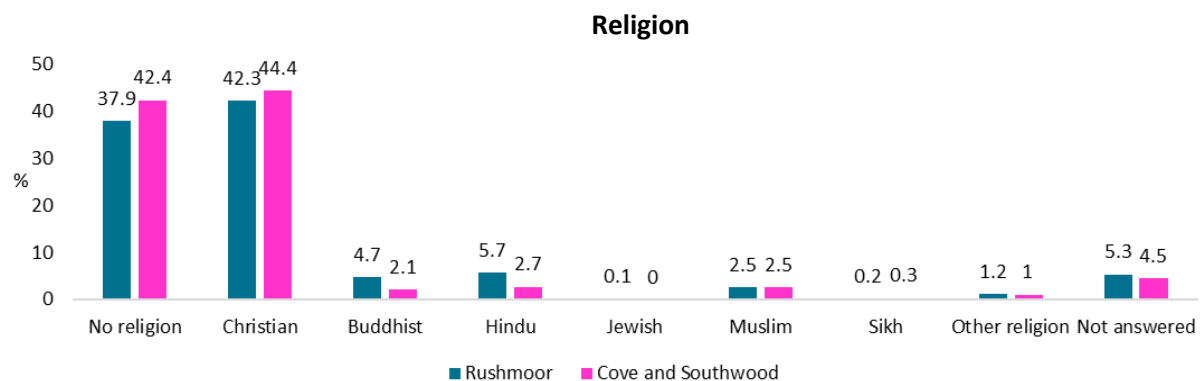
- **Age:** Cove and Southwood has a slightly higher percentage of 45-69 year olds and 10 to 15 year olds, than Rushmoor as a whole.



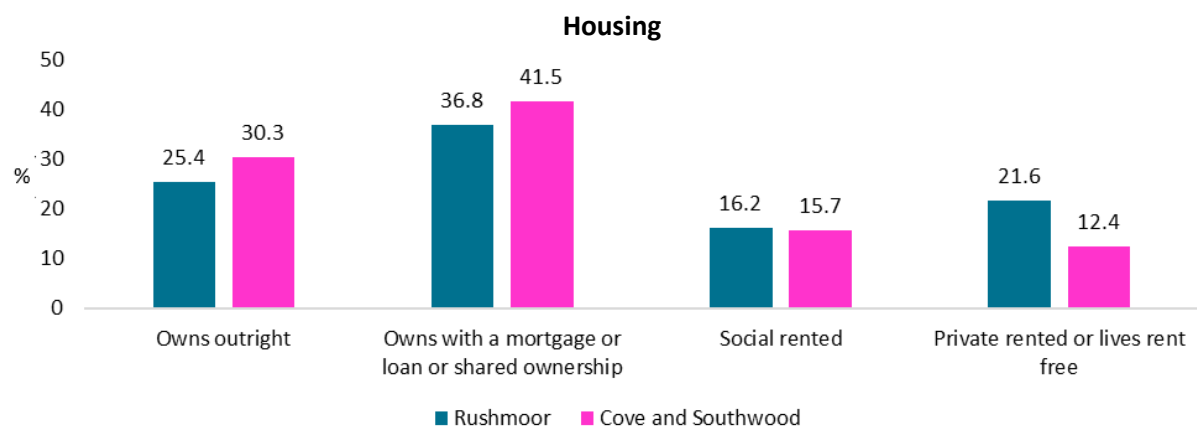
- **Ethnicity:** There is a difference between the ethnic makeup of Cove and Southwood and Rushmoor as a whole, with more residents classing themselves as White.



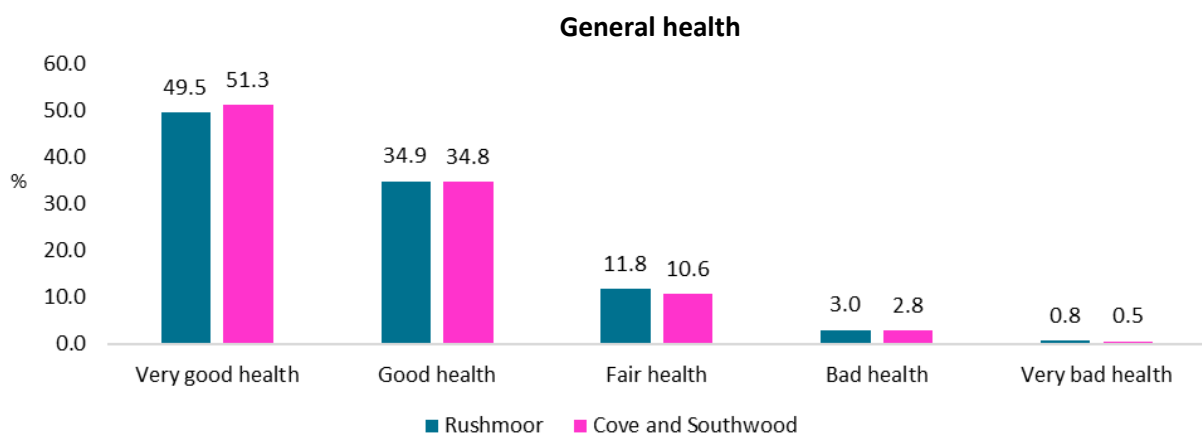
- **Religion:** A slight higher percentage of resident had no religion and a slightly lower percentage of residents were Buddhists or Hindus, when compared to Rushmoor as a whole.



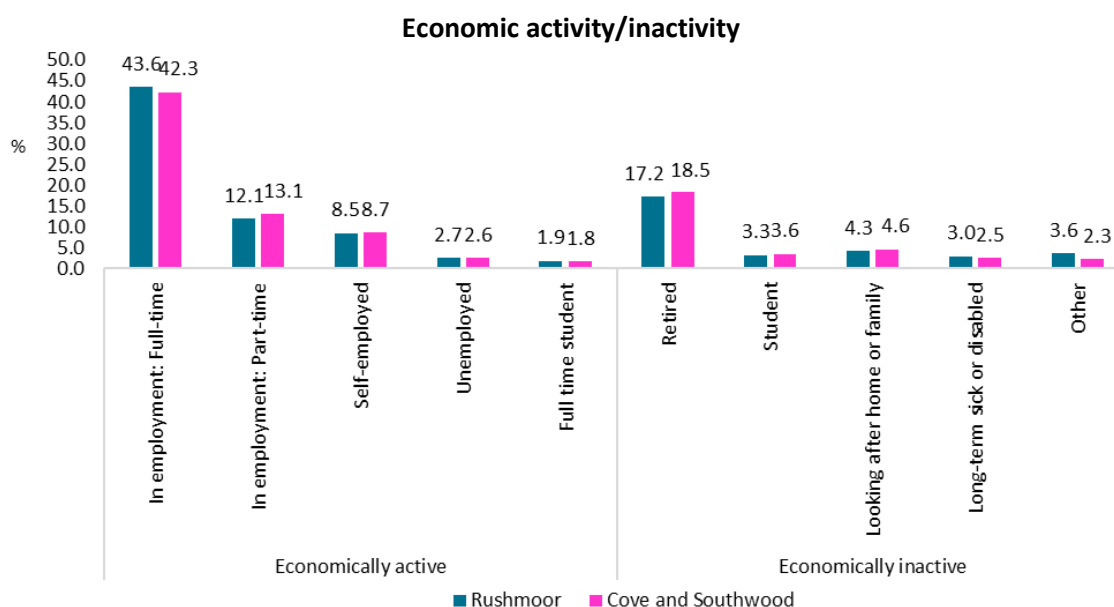
- **Housing:** A higher percentage of residents in Cove and Southwood own their own homes and less rent from private landlords, compared with Rushmoor as a whole.



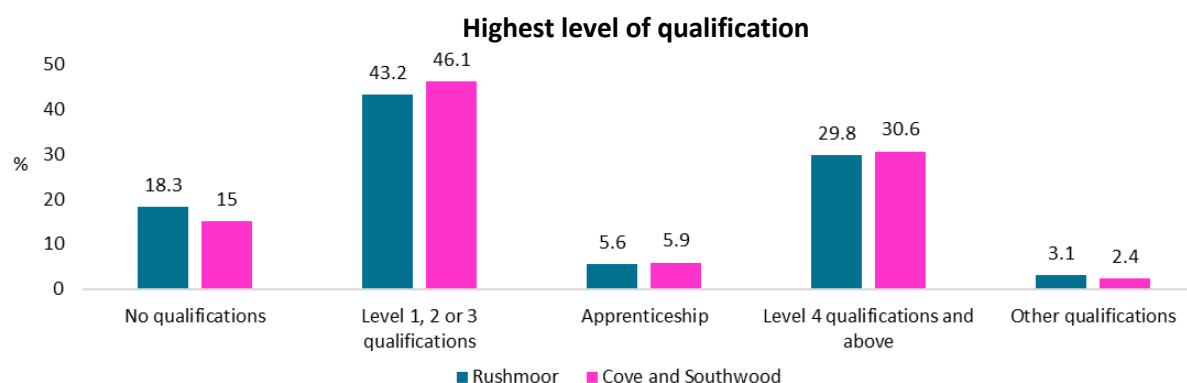
- **Health:** A slightly higher percentage of Cove and Southwood residents reported very good health, when compared to Rushmoor as a whole.



- **Economic activity/inactivity:** There is not much difference between the economically activity of Cove and Southwood and Rushmoor as a whole.



- **Qualifications:** A slightly lower percentage of Cove and Southwood residents have no qualifications, when compared to Rushmoor as a whole.

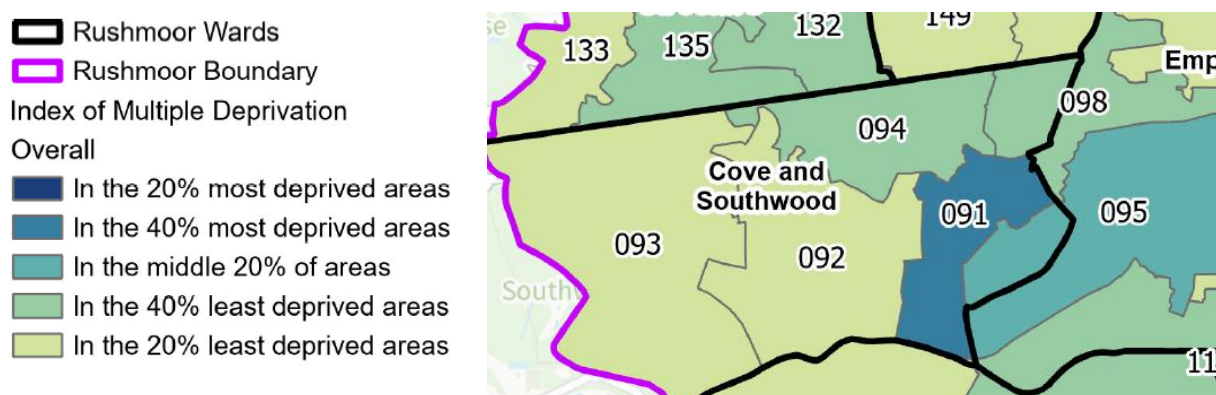


- Level 1 and entry level qualifications: 1 to 4 GCSEs grade A* to C , Any GCSEs at other grades, O levels or CSEs (any grades), 1 AS level, NVQ level 1, Foundation GNVQ, Basic or Essential Skills
- Level 2 qualifications: 5 or more GCSEs (A* to C or 9 to 4), O levels (passes), CSEs (grade 1), School Certification, 1 A level, 2 to 3 AS levels, VCEs, Intermediate or Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First or General Diploma, RSA Diploma
- Apprenticeship
- Level 3 qualifications: 2 or more A levels or VCEs, 4 or more AS levels, Higher School Certificate, Progression or Advanced Diploma, Welsh Baccalaureate Advance Diploma, NVQ level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma
- Level 4 qualifications and above: degree (BA, BSc), higher degree (MA, PhD, PGCE), NVQ level 4 to 5, HNC, HND, RSA Higher Diploma, BTEC Higher level, professional qualifications (for example, teaching, nursing, accountancy)
- Other: vocational or work-related qualifications, other qualifications achieved in England or Wales, qualifications achieved outside England or Wales (equivalent not stated or unknown)

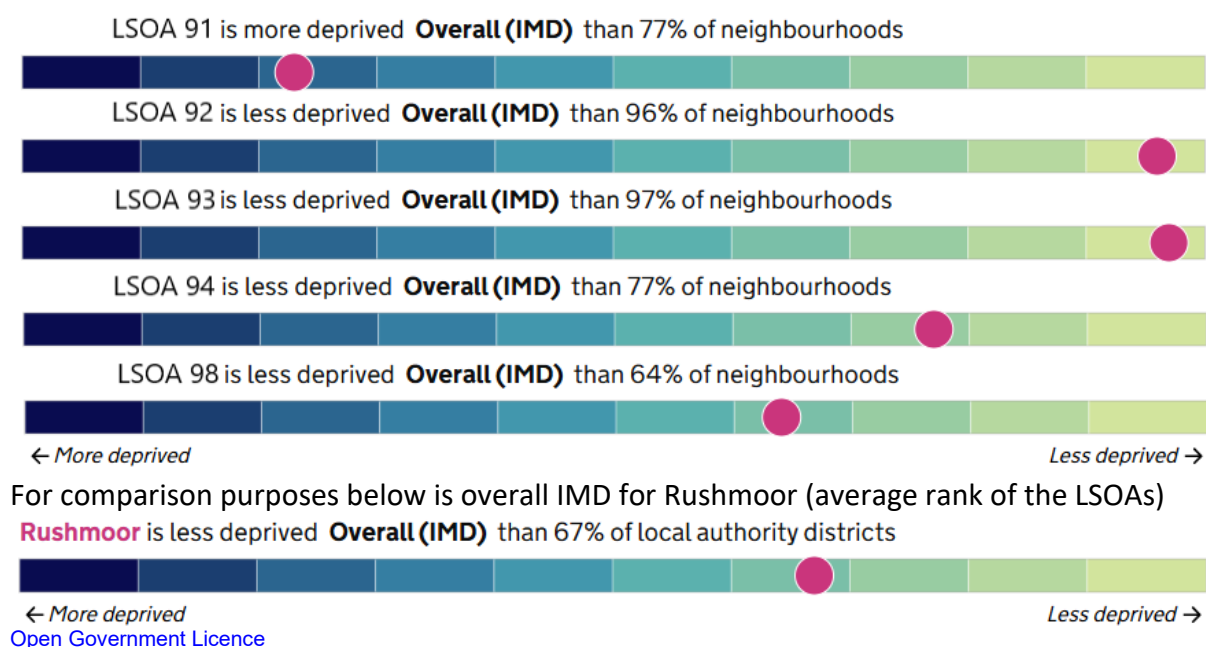
Deprivation breakdown - Cove and Southwood

The Government's Index of Multiple Deprivation (IMD) 2025 provides a relative deprivation score for each small area in England, it covers a range of economic, social and housing issues. The overall score is calculated using data from seven domains. Most of indicator data has come from 2022 to 2024 and some of the data is from the 2021 Census. The Indices of Deprivation cover geographical areas that are called Lower-layer Super Output Area level (LSOA), of which there are 33,755 in England. Each LSOA is ranked in order against all other LSOA in the country, where 1 is the most deprived and 33,755 is the least deprived.

There is a total of 60 LSOAs in Rushmoor. Unfortunately, LSOAs and the council's wards do not exactly line up. In Cove and Southwood ward there are parts of six LSOAs but only five which have more than 40% of their area in the ward.



Overall IMD



Cove and Southwood ward has no areas in the 20% most deprived areas in England for Multiple Deprivation For more information about the Index of Multiple Deprivation please see our IMD 2025 data sheet.