



Phase1 Consultation Results

23rd September 2014

Phase 1 Consultation

△ The Phase 1 Consultation took place during the summer

- △ We used royal mail to distribute to all homes in post codes GU27 1 and GU27 2.
- △ Others in surrounding settlements like Camelsdale were invited to take part
- △ In addition the consultation document and questionnaire were available online

△ There has been considerable comment on the consultation,

- △ We all accept that it was a long document and the issues sometimes complex
- △ It was anticipated that some people would be put off by its length
- △ It was agreed that the options warranted full explanation

△ We should bear in mind

- △ WBC consultations have received far less response
- △ Commercial online surveys that people are paid to complete often receive less than 10% response

△ What we now have is a sound basis for the development of the Neighbourhood Plan in these areas

△ We will be able to focus the shorter phase II consultation on housing related issues

Who Participated

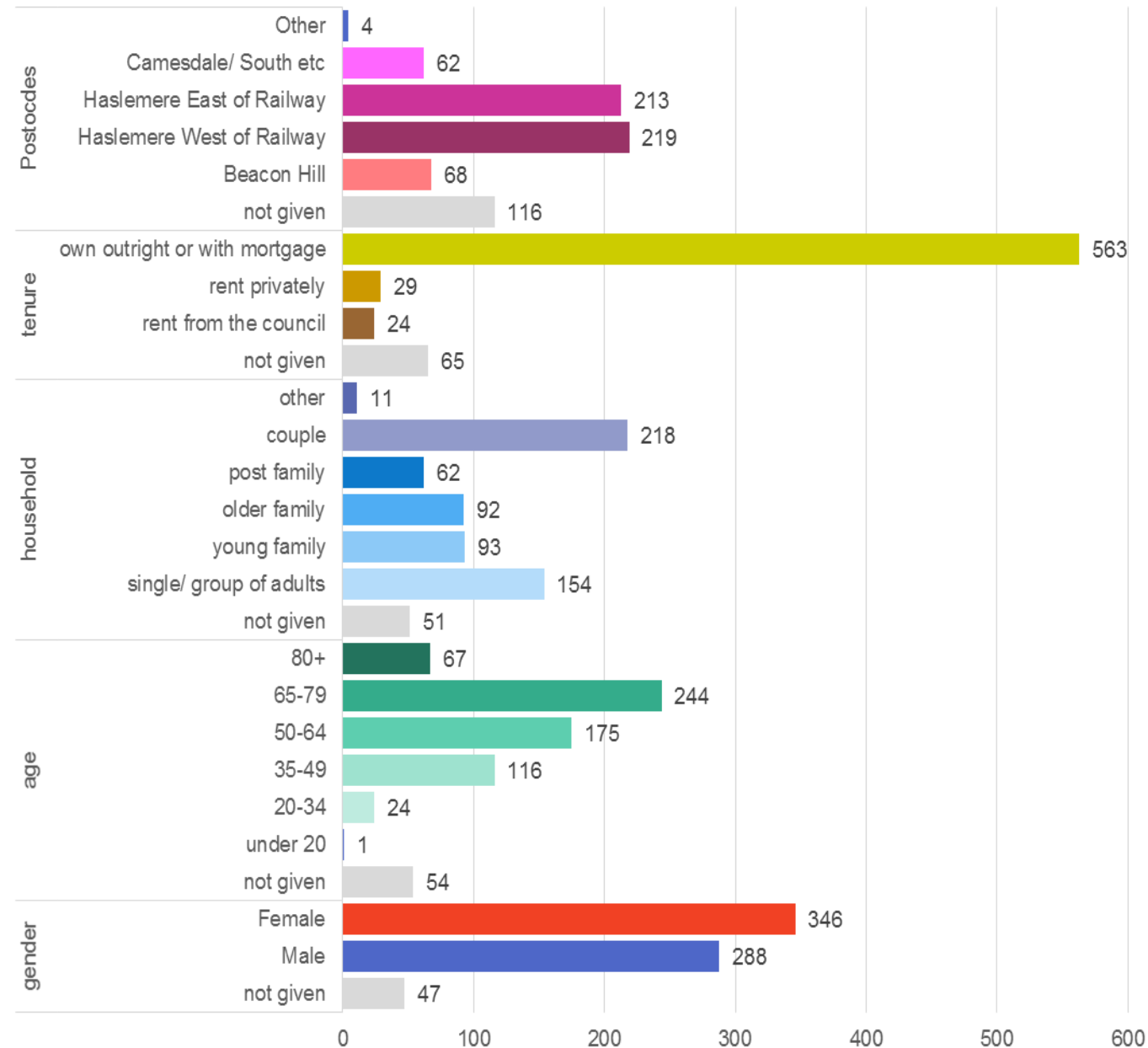
△ We have received **681 responses**

- △ A good balance of genders
- △ Low participation from the under 35s
- △ A good cross section of households
- △ More home owners
- △ Good geographical distribution

△ The results presented below are unweighted
i.e. they have not been adjusted
e.g. to boost the responses from under 35s

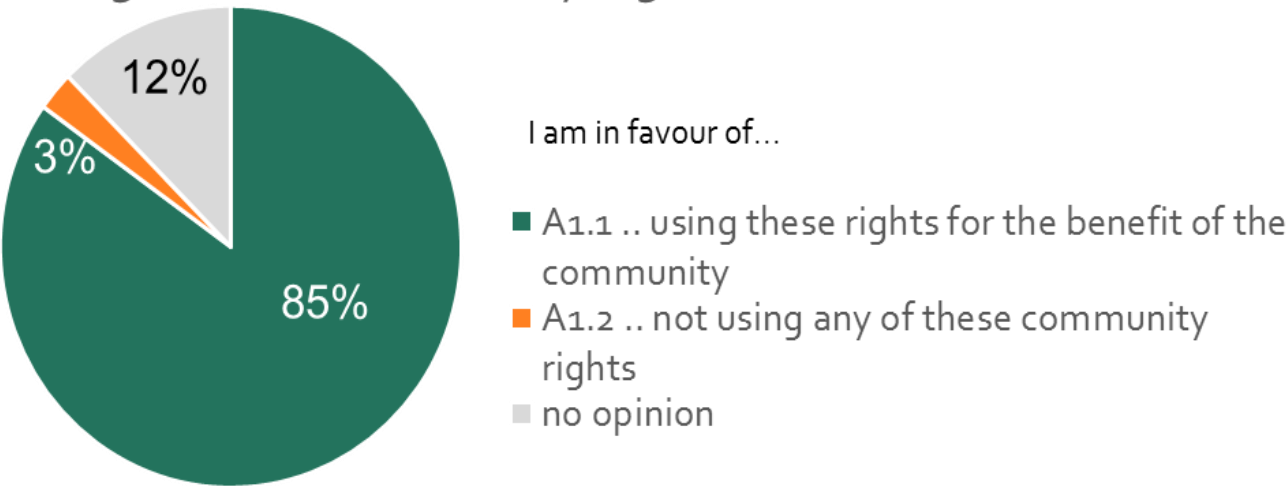
△ This is for 2 reasons:

- △ On the whole there is strong agreement across all types of people so weighting would not change the result substantially
- △ Not weighting allows everyone to see exactly what everyone has said

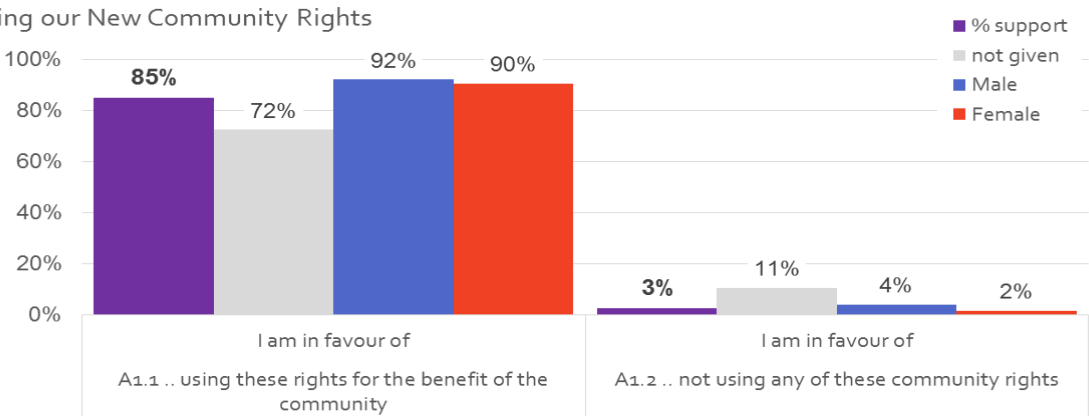


A1 Using our New Community Rights

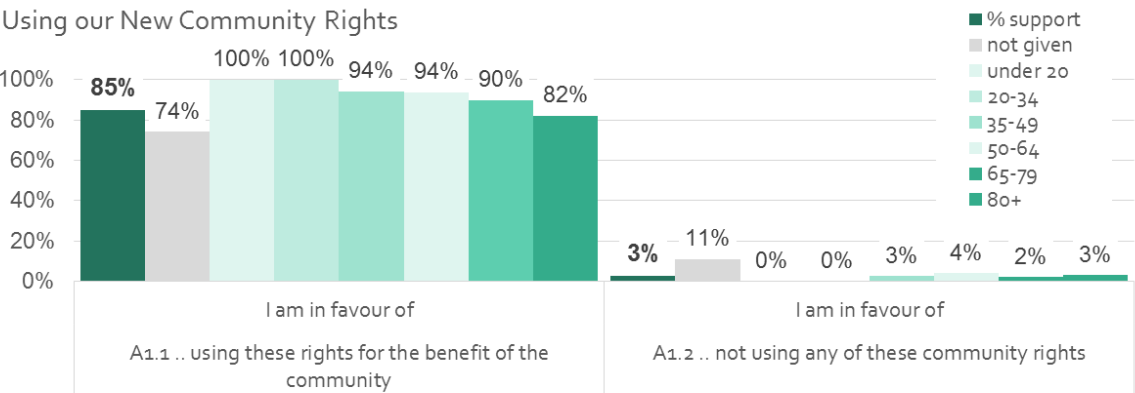
Using our New Community Rights



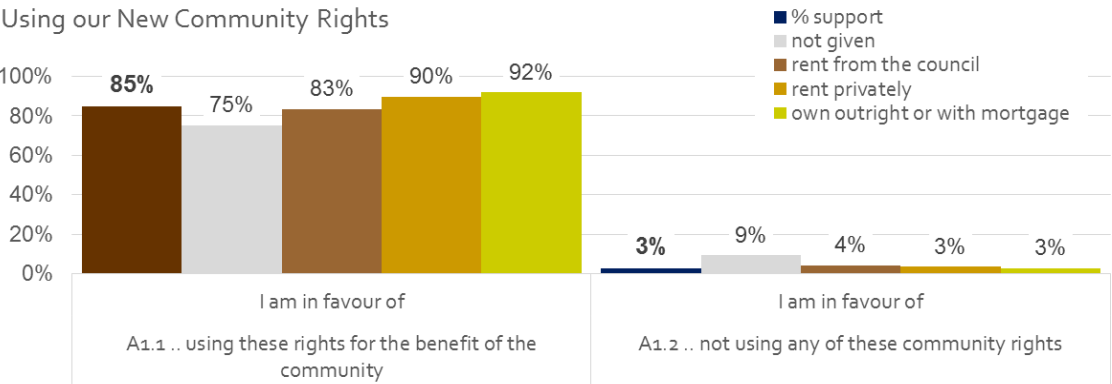
Using our New Community Rights



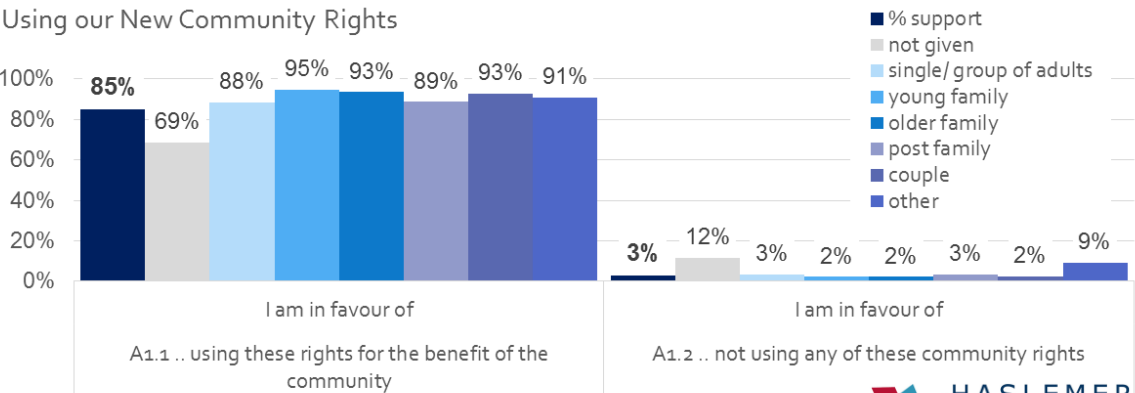
Using our New Community Rights



Using our New Community Rights

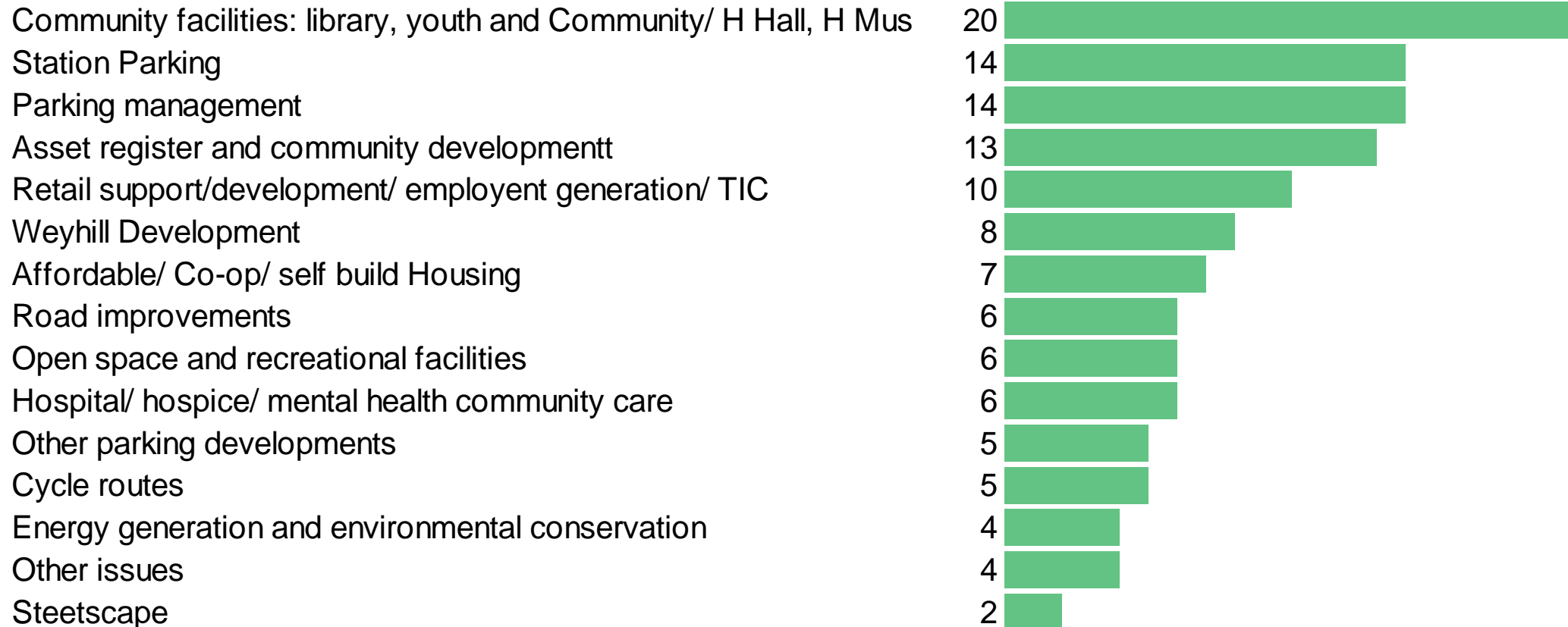


Using our New Community Rights



How to use our Community Rights

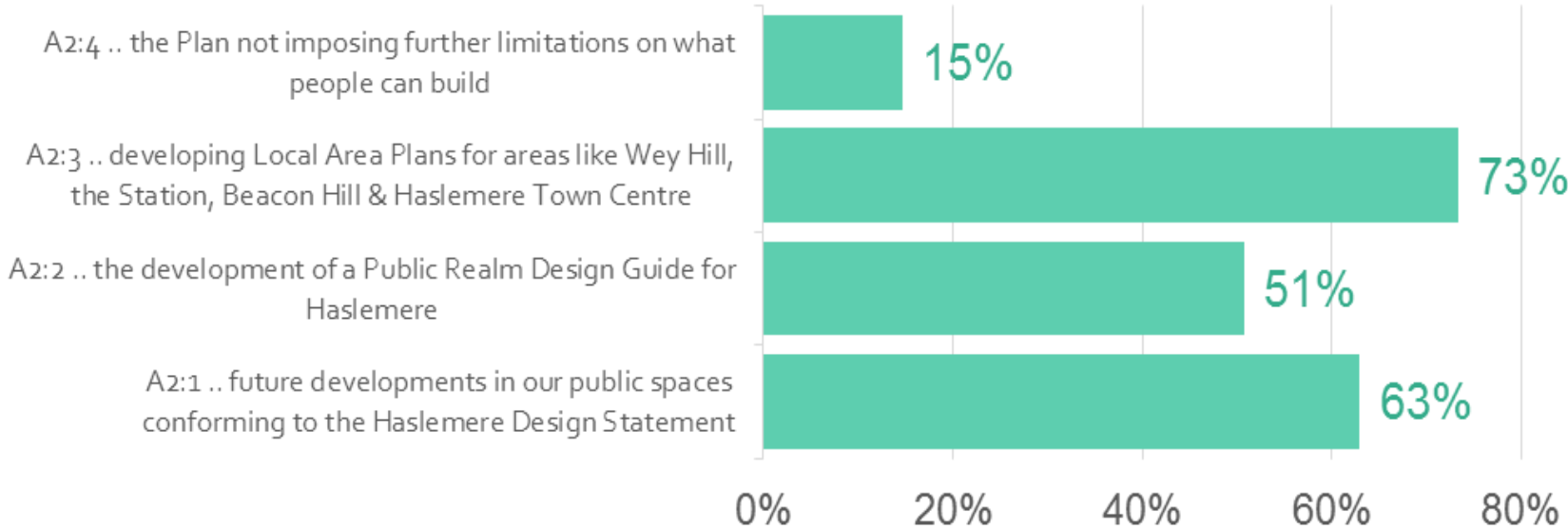
- △ We received more than 130 comments on how we might use our community rights
- △ There are a great diversity of ideas
- △ The most popular themes are:
 - △ To develop community assets and facilities for youth and community use (33)
 - △ To deal with Haslemere parking issues (33)



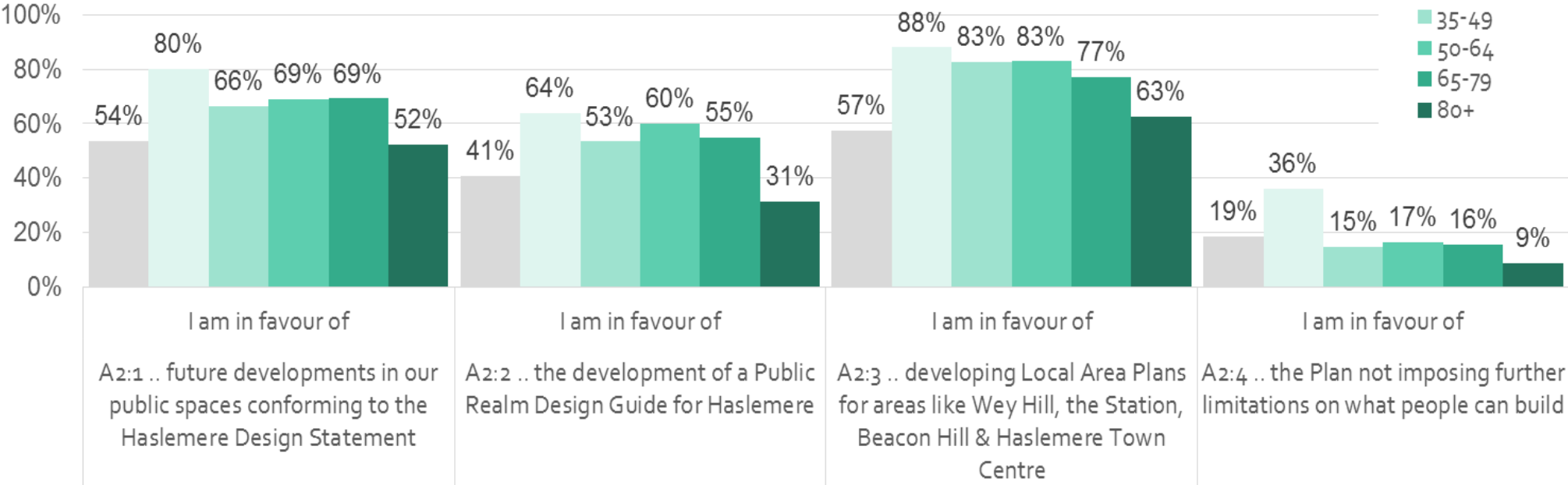
A2 The Future Look and Feel of our Town and Villages

Strongest support is for developing Local Area Plans and for the Haslemere Design Statement

Younger people are most in favour of the area plans

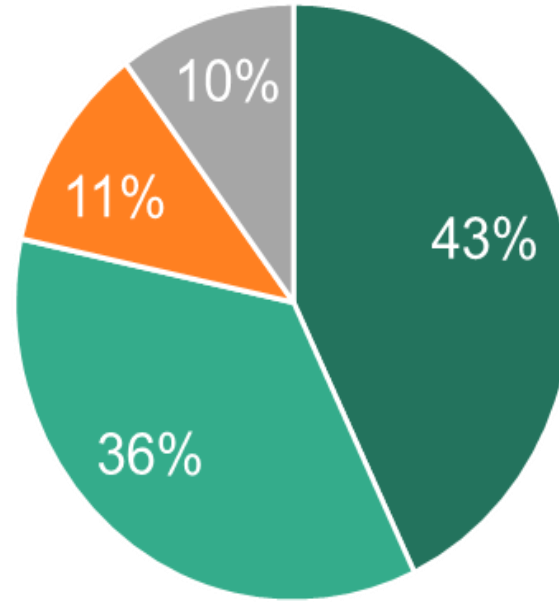


The Future Look and Feel of our Town and Villages



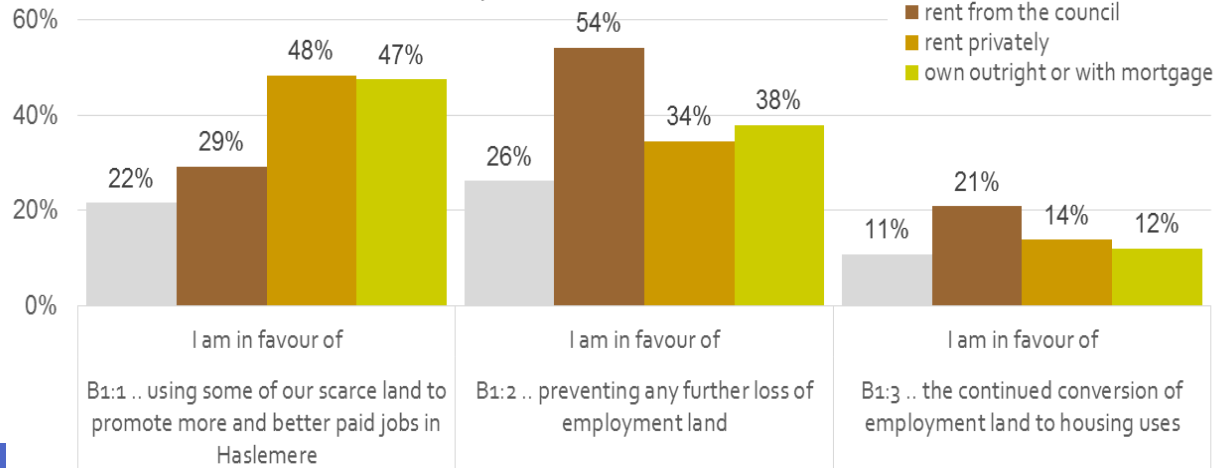
B1 The Future Focus of our Local Economy

- 79% of respondents favour protecting or increasing employment land uses in Haslemere
- A proactive policy is most strongly supported by the 35-64 age bracket
- Those in council accommodation want to prevent any further loss

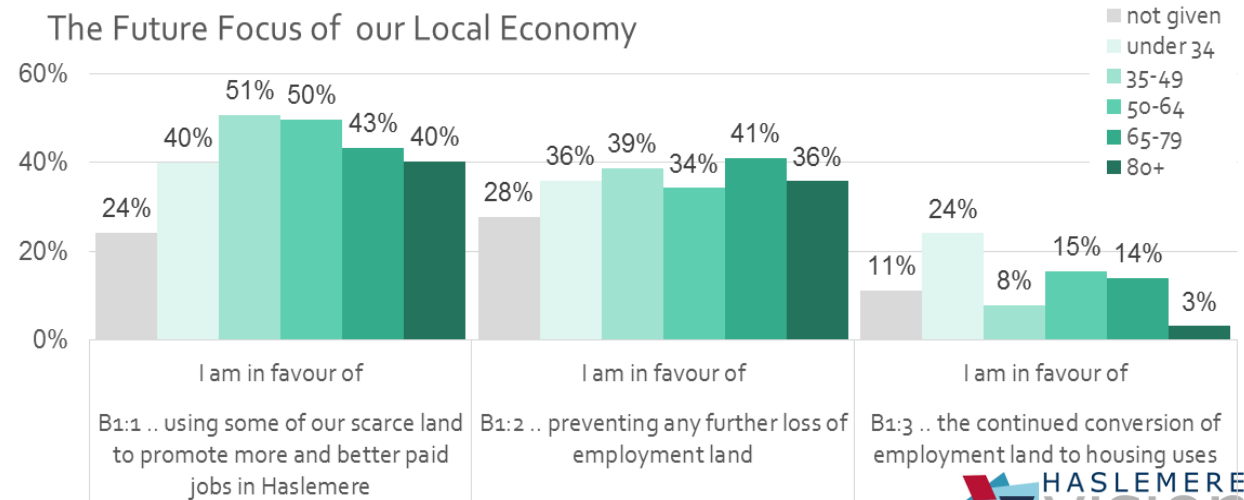


- B1:1 .. using some of our scarce land to promote more and better paid jobs in Haslemere
- B1:2 .. preventing any further loss of employment land
- B1:3 .. the continued conversion of employment land to housing uses
- no opinion

The Future Focus of our Local Economy



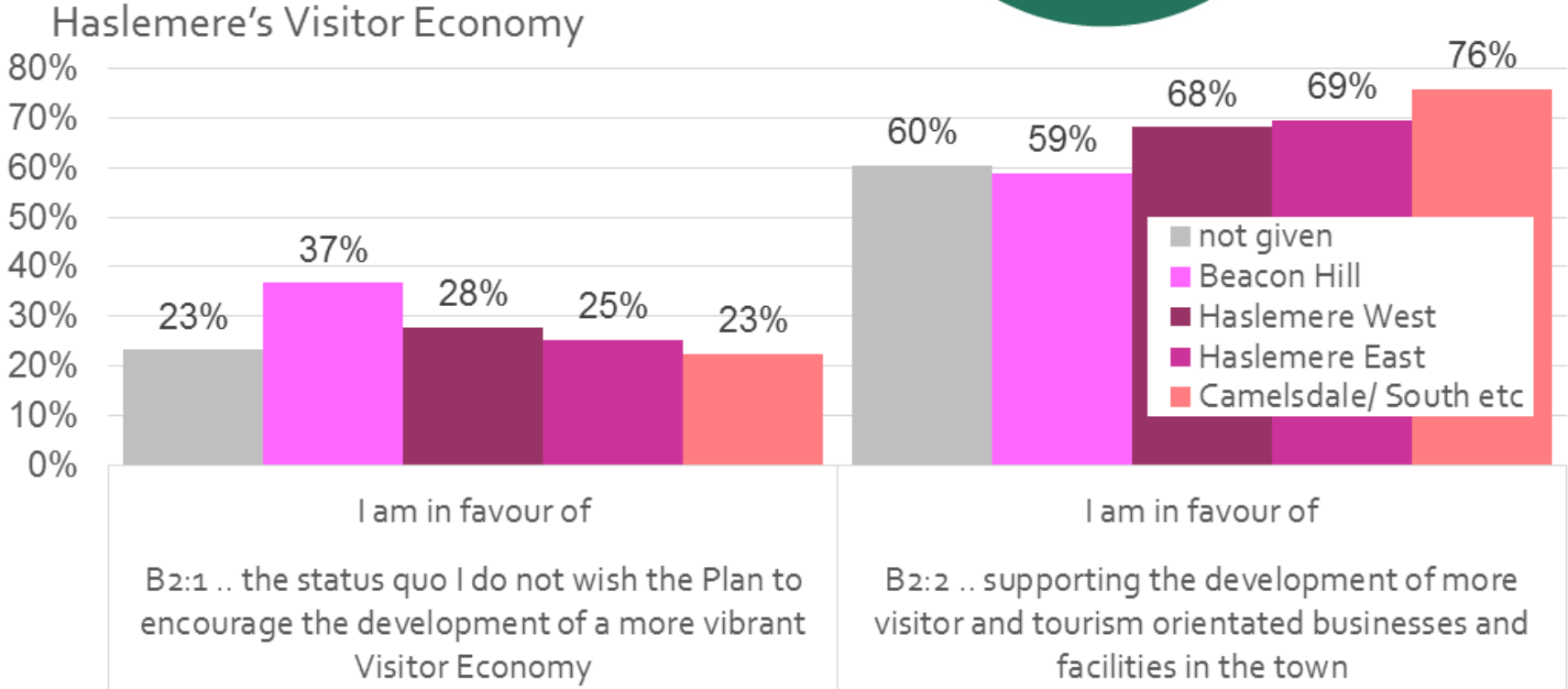
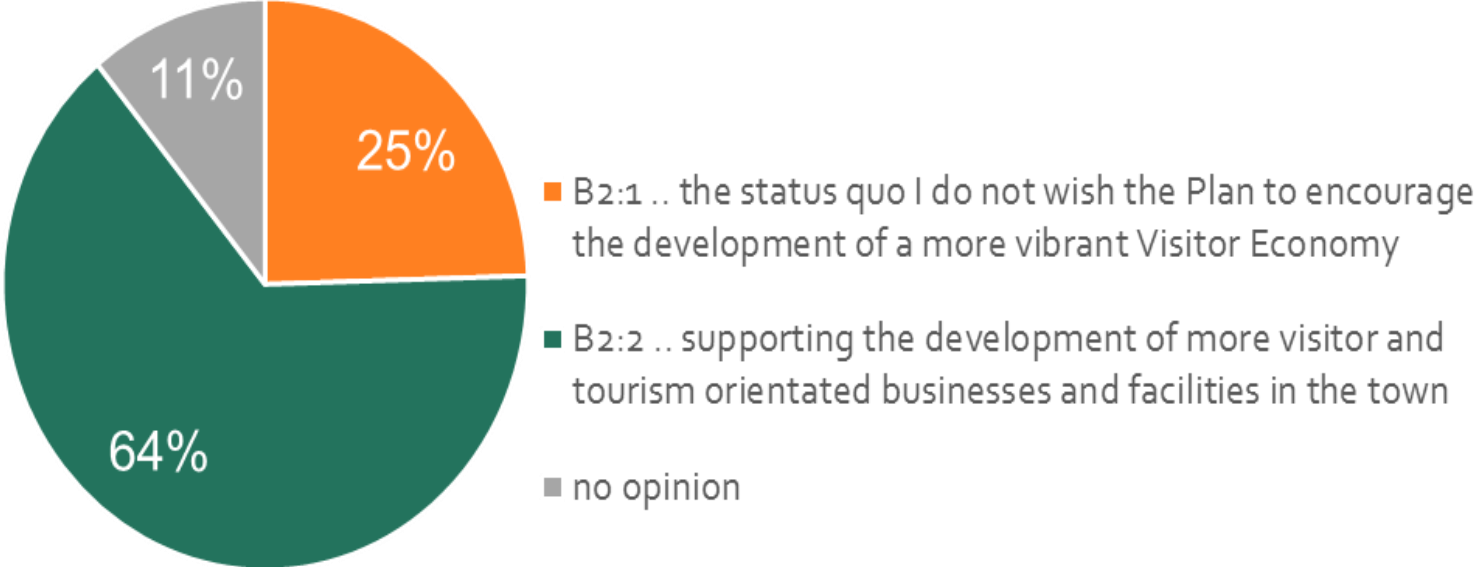
The Future Focus of our Local Economy



B2 Haslemere's Visitor Economy

64% of respondents favour supporting the development of more visitor and tourism related business and facilities in the town

Beacon Hill residents are the least likely to be enthusiastic



B3 Planning the Future of Our Central Areas

- △ The clearly preferred option is development that promotes the integration of Wey Hill and Old Haslemere
- △ Beacon Hill Residents are more in favour of spreading retail and employment
- △ Those from Camelsdale and the South are the group most interested in Wey Hill (and those renting from the council)

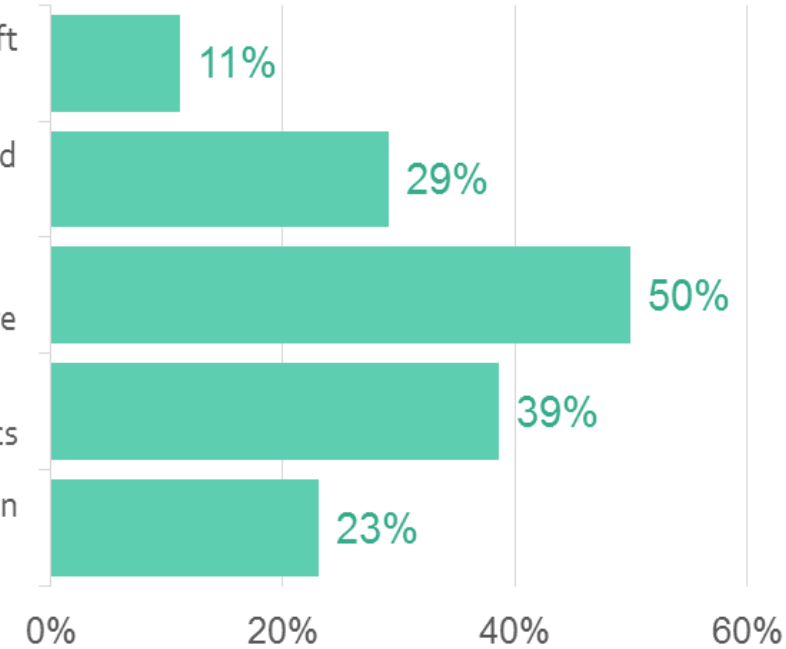
B3:5 .. the changes in our centres should be left to market forces to dictate

B3:4 .. new retail/service development focused around a new Wey Hill Fairground...

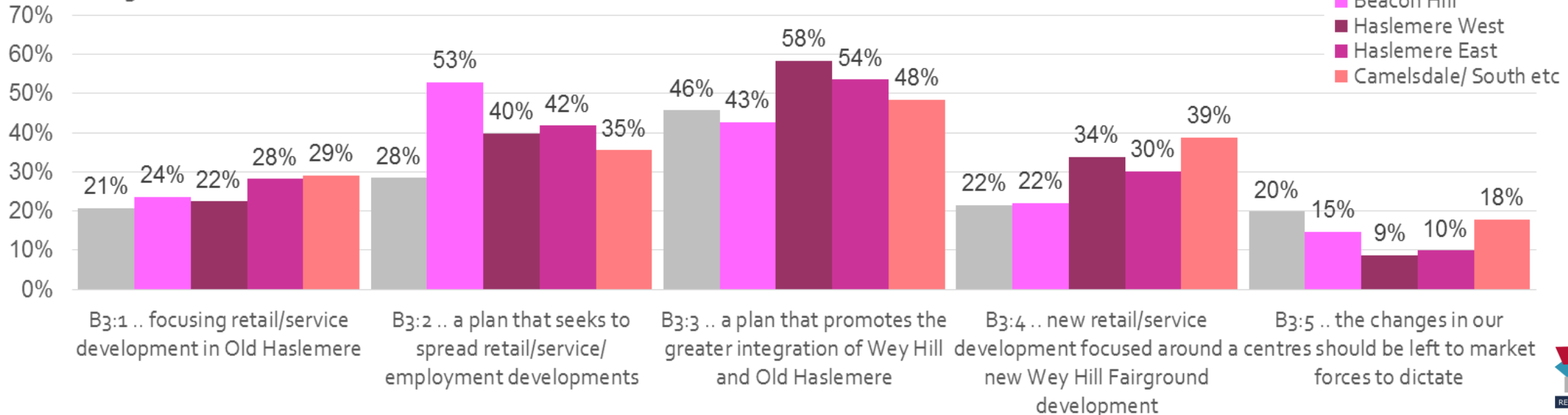
B3:3 .. a plan that promotes the greater integration of Wey Hill and Old Haslemere

B3:2 .. a plan that seeks to spread retail/service/ employment developments

B3:1 .. focusing retail/service development in Old Haslemere

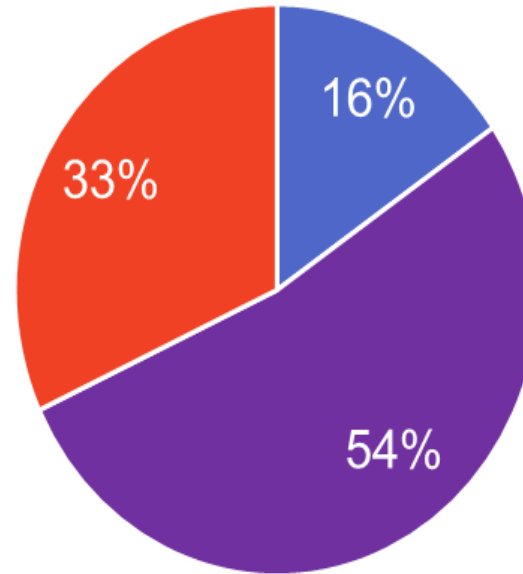


Planning the Future of Our Central Areas



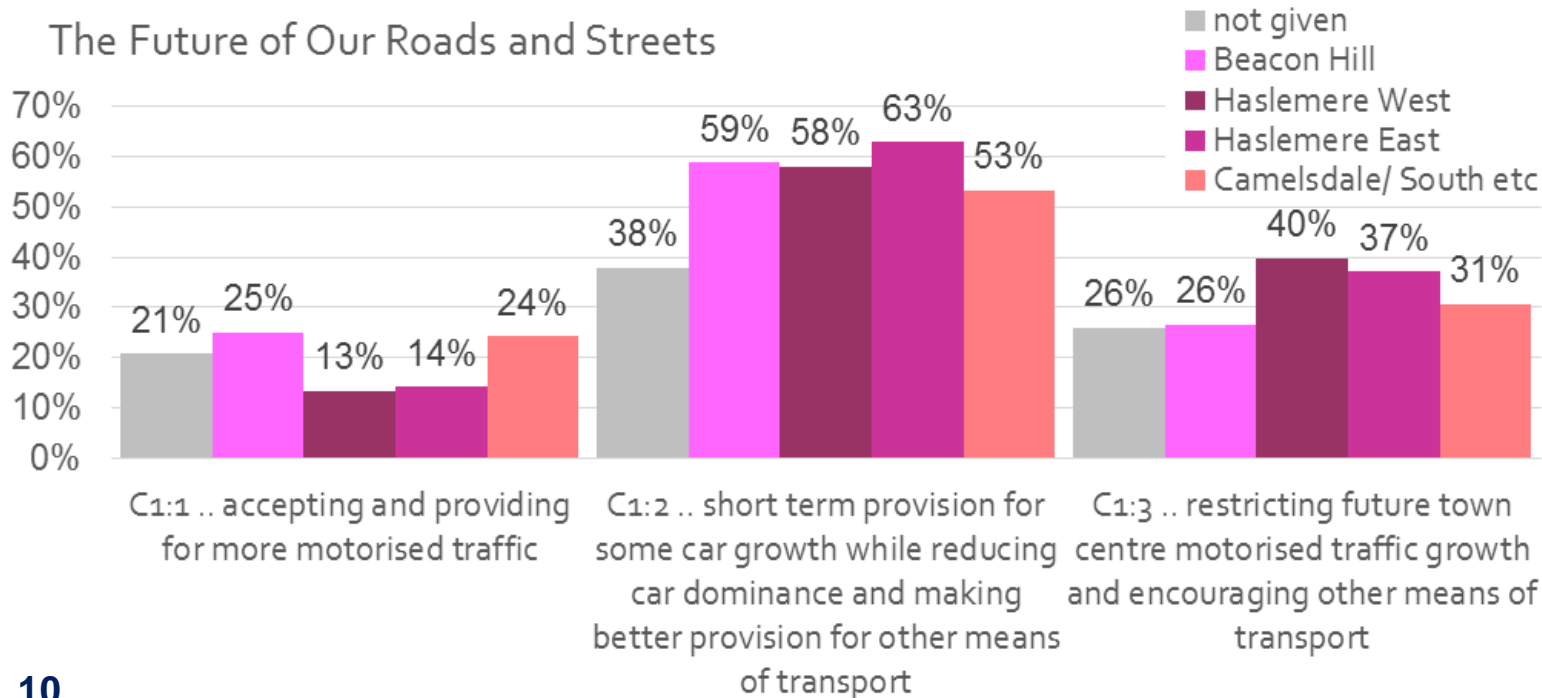
C1 The Future of Our Roads

- △ The largest group of residents favour a balanced approach
 - △ Making short term provision for some car growth but
 - △ Seeking ways to reduce car dominance and improving public transport



- C1:1 .. accepting and providing for more motorised traffic
- C1:2 .. short term provision for some car growth while reducing car dominance and making better provision for other means of transport
- C1:3 .. restricting future town centre motorised traffic growth and encouraging other means of transport

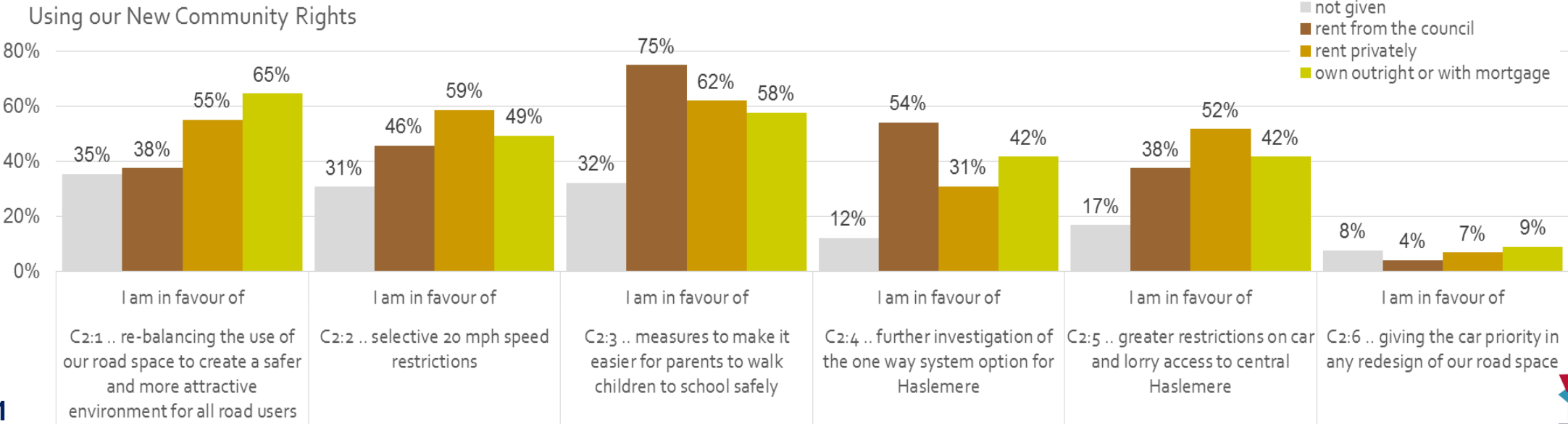
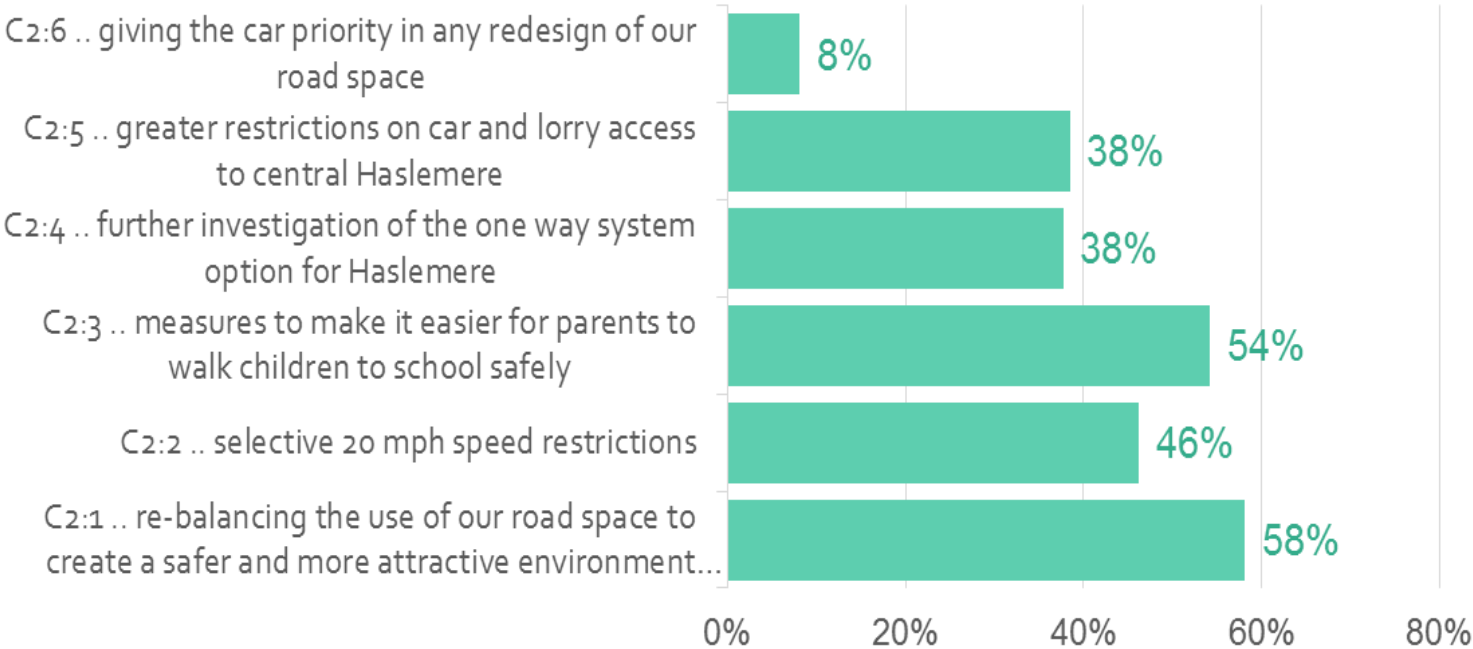
The Future of Our Roads and Streets



C2 Balancing the Needs of All Road Users

The most popular option among all residents is to re-balance the use of our road space to create a safer and more attractive environment.

Measures to make it safer for parents to walk children to school are also popular especially among those living in council accommodation



C3 Promoting Access for All

Improving alternative transport access to the station gains strong support from all groups

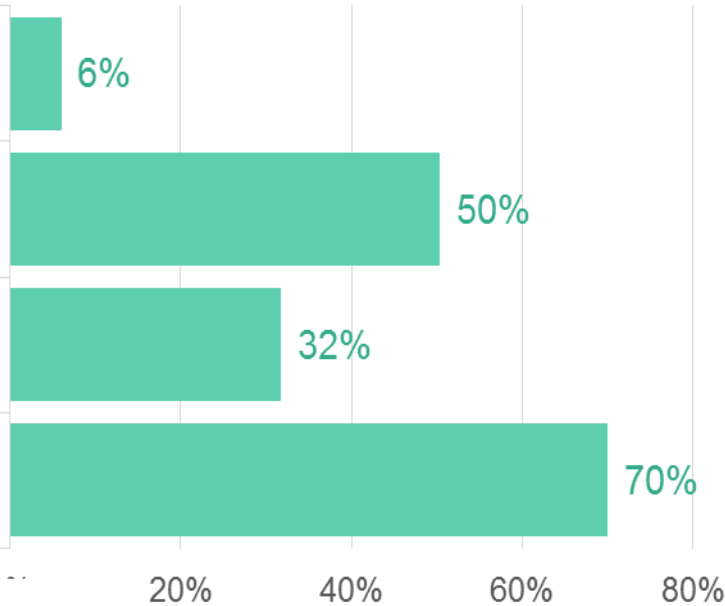
Using community funds to give assistance to young people needing help to travel to work is most popular among those living in council properties

C3:4 .. no investment or subsidy to improve access for those members of our community who do not own a car

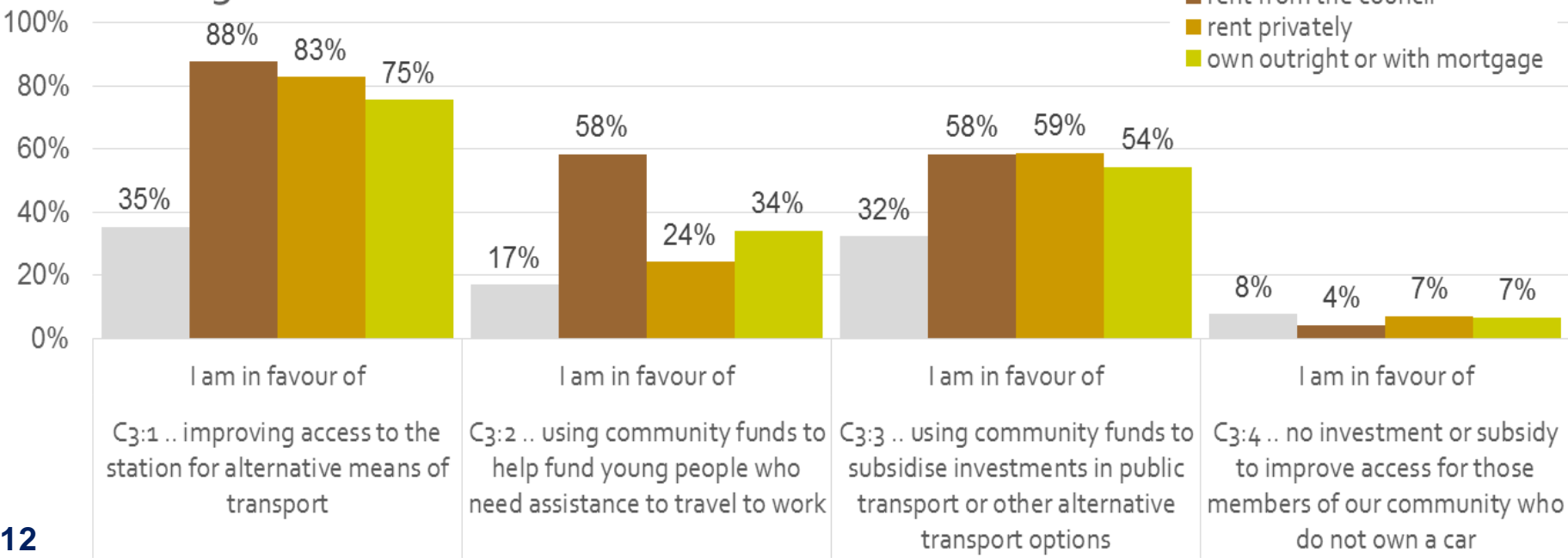
C3:3 .. using community funds to subsidise investments in public transport or other alternative transport options

C3:2 .. using community funds to help fund young people who need assistance to travel to work

C3:1 .. improving access to the station for alternative means of transport

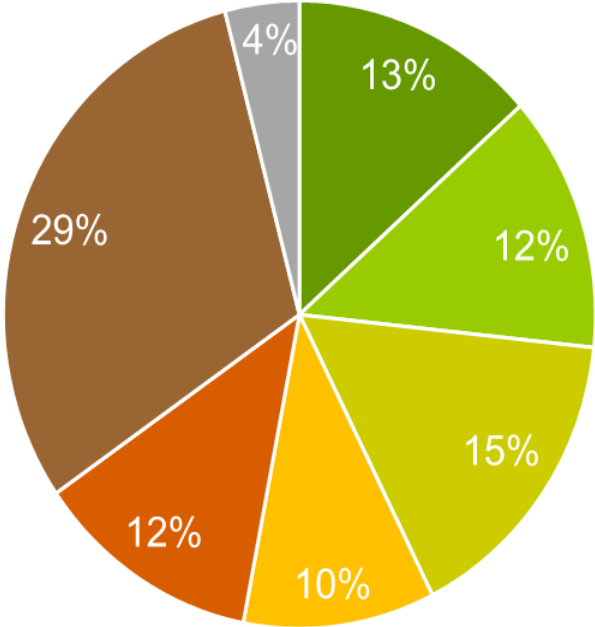


Promoting Access for All

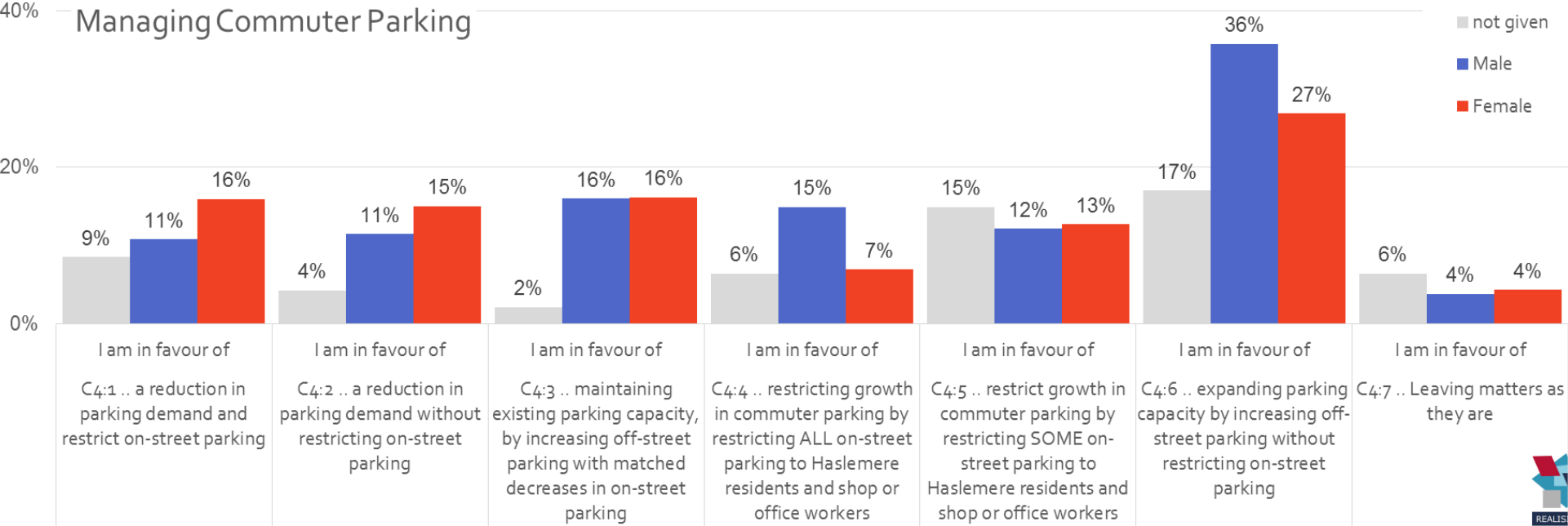


C4 Managing Commuter Parking

- △ The most popular option expands off street parking – without restricting on street parking.
- △ C4.3 was the 2nd most popular option also favouring more off street parking
- △ However, the two options seeking to restrict parking demand when combined are more popular among women



- C4:1 .. a reduction in parking demand and restrict on-street parking
- C4:2 .. a reduction in parking demand without restricting on-street parking
- C4:3 .. maintaining existing parking capacity, by increasing off-street parking with matched decreases in on-street parking
- C4:4 .. restricting growth in commuter parking by restricting ALL on-street parking to Haslemere residents and shop or office workers
- C4:5 .. restrict growth in commuter parking by restricting SOME on-street parking to Haslemere residents and shop or office workers
- C4:6 .. expanding parking capacity by increasing off-street parking without restricting on-street parking
- C4:7 .. Leaving matters as they are



C5 Improving our Town Centre

△ The most popular option for all but Haslemere West residents is more convenient shopper parking

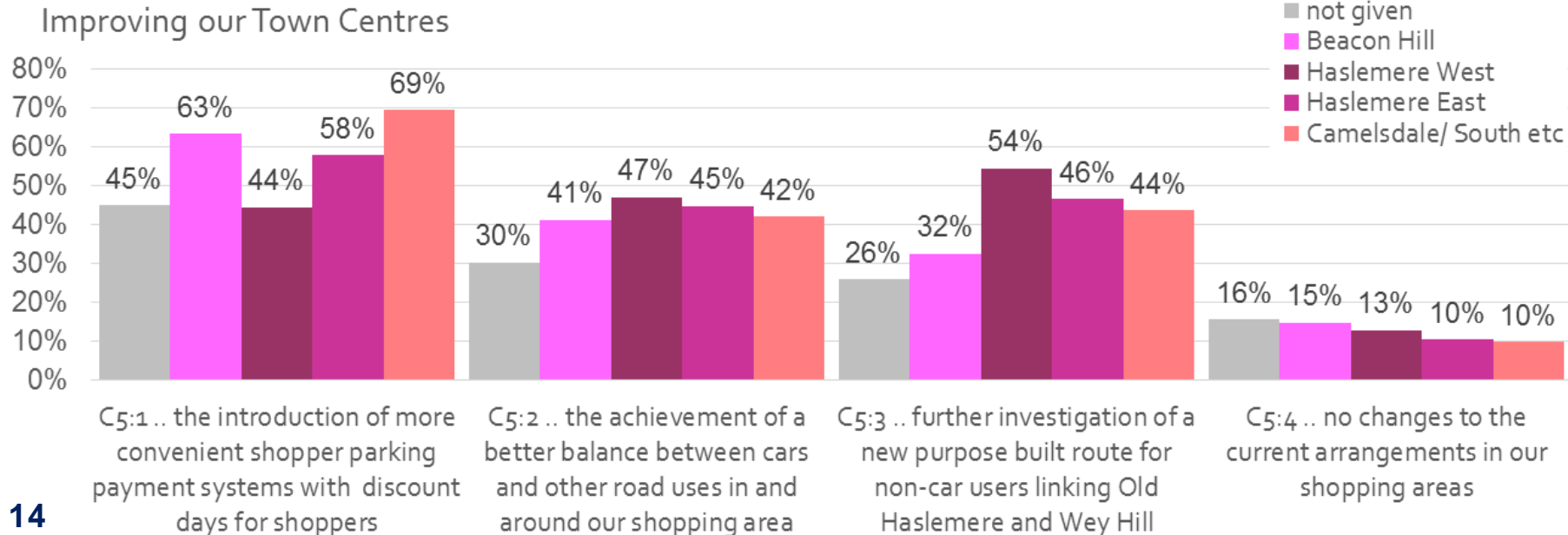
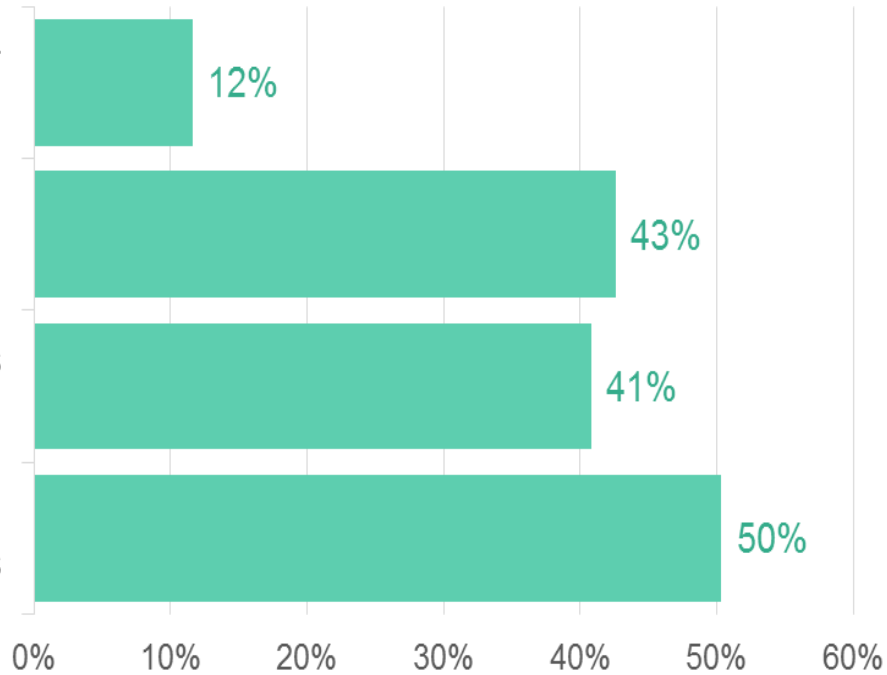
△ More Haslemere West residents are in favour of a new non car link between Wey Hill and Old Haslemere

C5:4 .. no changes to the current arrangements in our shopping areas

C5:3 .. further investigation of a new purpose built route for non-car users linking Old Haslemere and Wey Hill

C5:2 .. the achievement of a better balance between cars and other road uses in and around our shopping area

C5:1 .. the introduction of more convenient shopper parking payment systems with discount days for shoppers



C6 Residential Parking

Residents want to ensure new developments are built with enough parking within the curtilage of the property to prevent overspill onto the street

However they chose potentially conflicting policies to increase minimum parking provision and development that encourages other means of transport

