


## Appendix 7: Statutory Consultees

3 Counties Church Haslemere	Haslemere Rugby Club	South East Water
Age UK Waverley	Haslemere Society	South West Trains
All Saints Grayswood	Haslemere Swimming Club	Southern Gas Networks SGN
Alzheimer's Society	Haslemere Tennis Club	Southern Water
Amesbury School	Haslemere Town Youth Football	Sport Haslemere
Beacon Hill Junior Football Club	Haslemere Vision	SSE
Beacon Hill Nursery School	Haslemere Wheelchair Rugby Club	St Alban's Church Hindhead
Beacon Hill Primary School	Haslewey	St Anselm's Church Hindhead
Beacon Hill United Reform Church	Headley Parish Council	St Bartholomew's CE (Aided) School
Bramshott & Liphook Parish Council	Highways England	St Bartholomew's Church Haslemere
Haslemere Chamber of Trade	Hindhead (RBL) Bowls Club	St Christopher's Church Haslemere
Chichester District Council	Hindhead Dental Clinic	St Edmunds School
Chiddingfold Parish Council	Hindhead Football Club	St Ives Haslemere
Churt Parish Council	Hindhead Golf Club	St Stephen's Church Shottermill
Citizens Advice Waverley	Hindhead Playing Fields	Stagecoach buses
CPRE Hampshire	Historic England	Stricklands Dental Fitness Centre
CPRE Surrey	Homes England	Surrey County Council
CPRE Sussex	Hope Baptist Chapel	Surrey Community Action
East Hampshire Community Rail P'ship	Hoppa	Surrey County Council Highways
East Hampshire District Council	Horsham District Council	Surrey Hills AONB Board
EE	Jamia Ahmadiyya	Surrey Minority Ethnic Forum
Enterprise M3	Jehovah's Witnesses Haslemere	Surrey Wildlife Trust
Environment Agency	Lurgashall Parish Council	Thames Water
Fernhurst Parish Council	Lynchmere Parish Council	The Coal Authority
Frensham Parish Council	Marine Management Organisation	The Royal School
Grayshott Parish Council	Mole Valley District Council	Thursley Parish Council
Grayswood Cricket Club	National Trust	Transition Haslemere
Grayswood Nursery	Natural England	UK Power Network
Grayswood Primary School	Network Rail	Vicarage Lane Dental Clinic
Guildford Borough Council	NHS Guildford and Waverley CCG	Vodafone
Hampshire County Council	No. 5 Dental Care	Voluntary Action Waverley
Hart District Council	Orange	Waverley Borough Council
Haslemere Border Athletics Club	Our Lady of Lourdes Haslemere	West Sussex County Council
Haslemere Bowling Club	Petworth Parish Council	Weydown Nursery School
Haslemere Cricket Club	Rainbows Nursery, St Stephens	Weyhill Montessori School
Haslemere Dental Centre	Rushmoor Borough Council	Witley Parish Council
Haslemere Health Centre	Shottermill & Haslemere Football Club	Woolmer Hill Men's Keep Fit Club
Haslemere Hockey Club	Shottermill Infant School	Woolmer Hill School
Haslemere Methodist Church	Shottermill Junior School	Woolmer Hill Sports Association
Haslemere Rotary	South Downs National Park Authority	

# Appendix 8: Publicity


## Summary mailed to all homes 2<sup>nd</sup> March – Front cover and pages 1-5



**HASLEMERE**  
TOWN COUNCIL

### Haslemere Neighbourhood Plan: Summary


*Beacon Hill, Critchmere, Grayswood, Haslemere, Hindhead & Shottersmill*




Our very first Neighbourhood Plan is now written and a consultation on the policies within it will run from **2<sup>nd</sup> March to the 27<sup>th</sup> April 2020**.

It is vital policies receive support to take them forward, so we urge all those (16+) who live or work in the area to respond to the online survey at [www.haslemereetc.org/neighbourhood-plan](http://www.haslemereetc.org/neighbourhood-plan).

The following is a summary of what is included in the 2013-2032 Plan. It is intended as a convenient and helpful guide in completing the survey. For further information sources please see the back cover.

IN PARTNERSHIP WITH 

- Front cover -



**HASLEMERE**  
TOWN COUNCIL

The Haslemere area Neighbourhood Plan was produced by Haslemere Vision (a community organization of over 80 local volunteers) guided by the views of our community following widespread consultation involving hundreds of people over the last six years.

### The Vision

(derived from widespread community consultations)

That Haslemere and its villages continue to thrive for all sections of the community; that what is best about the town and its surrounding environments be protected; and that in future a larger, more diverse and vibrant local economy be accommodated with more local workers living and working in the area. The main aims of the Plan are:

- To encourage development of high quality socially and environmentally conscious housing that **meets the needs of the community** and respects the character of the area. In particular to encourage development of more homes for young people, local workers and homes suitable for downsizers
- To **protect and enrich our green spaces**, biodiversity and the natural environment that surrounds us
- To protect existing employment and to **encourage the development of a more diverse range of local employment opportunities** to create an increasingly vibrant and sustainable local economy
- To **re-balance road use** and limit the adverse impact of motor vehicles by improving provision for off-street parking and/or improving facilities for alternative forms of transport

The following summary is divided into **three sections**:

**Principles:** These key principles, derived from our community consultations, are the ideals which the policies included in the Plan are designed to promote.

**Policies:** This lists the policies which will be used to help determine future planning applications, encourage the type of development that is in keeping with our area and guide where it should be located. Following a successful referendum, these will have legal effect and will apply to all planning applications in the area.

**Opportunities:** In the course of our consultations a number of opportunities with broad community support were identified. They lie outside the scope of the Neighbourhood Plan but we strongly commend them for future action.

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**Respecting the character of the Town:** The Plan recognises and supports the objectives of the Haslemere Design Statement and reiterates that its guidance is a material consideration for any planning application. Nothing in this document should be considered to supersede or contradict the policies laid down in the Haslemere Design Statement.

**Achieving a suitable housing mix:** Community consultations consistently highlighted support for provision of housing affordable to local workers, to younger and to first-time buyers and a growing need for smaller properties suitable for people wishing to downsize. The policies therefore encourage the development of fewer large executive houses and a greater proportion of smaller properties, preferably within walking distance of amenities. This is necessary as without such provision in an area like ours developers prefer to build larger houses for the open market resulting in less efficient use of the land available and fewer affordable homes.

**Managing our road network and parking needs:** There is substantial growth projected in demand for the railway station, together with associated traffic and parking. The Plan seeks to ensure when development takes place that it facilitates more sustainable or non-motorised forms of transport. Dealing with congestion is the domain of Surrey Highways and not within the scope of the Haslemere Neighbourhood Plan, however the Opportunities component of the document highlights the community's priorities and proposals for community action to improve our streets.

**Protecting the local environment:** We have a diverse and high quality natural environment with more accessible green space than most other places in the country. The Plan seeks to protect this space from damage and loss. Therefore any development exterior to the settlement boundary is expected to conform to sustainable building standards set higher than national standards.

**Promoting a vibrant local economy:** Retention of local employment promotes a healthy sustainable community; however, there is direct competition between land use for housing and land for employment, with many employment sites having been lost and not replaced. The Plan therefore seeks to promote the retention of existing local employment and the growth of new employment opportunities. Providing employment in other parts of the borough will not be considered a substitute for local employment.



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### Principles

**Delivering the required housing numbers:** The high quality of surrounding countryside, all of which has some form of protected status, combined with past growth and a difficult topography, severely limit available land for new homes.

The Waverley Local Plan Part 1 has identified a need for many new homes within the borough, and recognising the constraints within the Haslemere area, has allocated 990 of these homes to our Neighbourhood Plan area (the "Plan area"). Reflecting the community's preferences and the ecologically sensitive nature of the area, the Haslemere Neighbourhood Plan (the "Plan") accepts the 990 homes allocated by the Waverley Local Plan but does not propose that additional homes be built during the Local Plan period of 2013 to 2032.

Waverley Borough Council ("WBC") has taken on assessment of the environmental sustainability of potential development sites and is therefore responsible for designating 'Allocated Development Sites' in their Local Plan Part 2. Haslemere Town Council and Haslemere Vision along with other local organisations have been consulted on the allocation and had some influence upon it. However, the primary purpose of our Neighbourhood Plan is to guide the use made of the designated Allocated Sites and any windfall development, ensuring that new developments contribute to our local objectives.


**Setting a settlement boundary:** 65% of respondents, expressing an opinion on the public consultation, wished to see 'as many houses as possible' built 'within settlements'. The Plan establishes a formal settlement boundary based on the built up areas of the four settlements (Grayswood, Beacon Hill, Hindhead and Haslemere).


The Plan does not foresee a need for any house building outside the new settlement boundary during the life of the Plan as long as sites proposed within the boundary come to fruition and are built at sufficient densities.

**Balancing land scarcity and housing development densities:** There is not enough suitable land identified to accommodate all the housing the Waverley Local Plan states is needed to 2032 without relying on a reasonable level of windfall development (sites that are as yet unknown). Therefore we should make the most efficient and best use of each site (design standards permitting) to minimize the total land take required. This means building at sufficient densities to minimise the need to encroach into surrounding green spaces in the later years of the Plan.

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H1.5: Sets out desired housing densities for developments, so as to develop our available land to produce high quality housing environments in keeping with our existing settlement and at sufficient density to minimise the total required land take within the Plan area. In general, we would expect the best use of all development land within the settlement boundary, with higher densities to be developed in areas closer to the centre of Haslemere, the station and next to areas already developed at higher densities.

H2: Constrains development on existing built land outside the settlement boundary by allowing subdivisions of existing buildings and by limiting any extension of existing property to a maximum of 40% of the baseline footprint.

H3: Requires any new development outside the new settlement boundary to be constructed to a standard at least as rigorous as the BRE's Home Quality Mark 4 star rating and to contribute a net biodiversity gain across the Plan area or be developed as community-led genuinely affordable housing.

H4: Requires developers to consult the local community effectively about proposals for developments of 50 or more properties, prior to the submission of any development application.

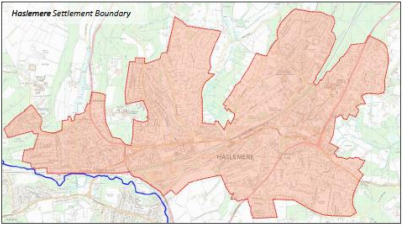
H5: Seeks to guide windfall developments (development on sites not allocated by Waverley Borough Council in their plan) by requiring them to demonstrate how they will meet the housing needs of the local community (mix and size of dwellings) and the need for affordable housing for local residents and those that work in the town.

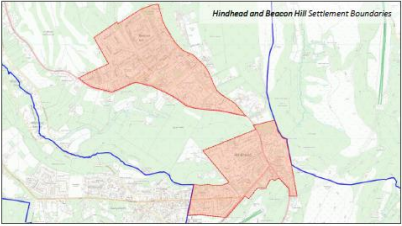
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### Policies

H1: Adopts formal settlement boundaries, which set a presumption against development of new green land outside the boundary. The maps (below and right) show the proposed settlement boundaries, defined by the built up areas shaded in red. If sites within the boundary are not developed at a rate or density to deliver the homes allocated by the Waverley Local Plan however, it may be necessary to develop one or more sites that include land designated as Areas of Outstanding Natural Beauty or Areas of Great Landscape Value. Any such site must demonstrate that delivery rates are not commensurate with achieving required housing numbers.






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# Appendix 8: Publicity (continued)

## Summary mailed to all homes – Pages 6 – 9 and back cover

### Policies cont.



H6: Access and transport policy that seeks to ensure new developments are well and safely connected with the existing town. It does this by:

- promoting safe non-motorised routes within sites and connections to the wider pedestrian network including new routes linking the High Street and Wey Hill and on to the Devil's Punch Bowl
- requiring all new developments to provide sufficient off-street parking for cars and cycles
- increasing the provision and priority for non-motorised and public transport
- promoting electric car technologies

H7.1: Requires developments to conform to the guidelines given in the Haslemere Design Statement, including respecting the character and appearance of the surrounding area and neighbouring plots. This is intended to challenge developers to propose high quality design that responds to its immediate surroundings and is appropriate for the Plan area.

H7.2: Encourages more green space in larger developments.

H7.3: Requires developments to accord with the principles of the Building for Life Standards no. 6 "Working with the Site and its Context" and no. 11 "Public and Private Space" (or any successor scheme), to help deliver Haslemere's vision to remain an attractive, functional, and sustainable place to live, as it grows.

H8: Ensures new developments provide adequate space as set out in the Nationally Described Space Standards and to provide high speed internet infrastructure to accommodate the growing numbers of people who work and/or study from home.

H9: Supports the Waverley Local Plan policies that seek to provide sufficient affordable housing in the Haslemere area to meet local needs and to build them as part of the overall mix of properties on each site. The policy seeks to encourage developers to engage with the Community Land Trusts to deliver their affordable homes so they can remain affordable in perpetuity.

H10: Requires developers to demonstrate that they are providing housing sizes suitable for meeting the needs of the local area. In our case this promotes more smaller properties for first time buyers and downsizers.

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H11: Seeks to protect our trees and hedgerows and the habitats that they shelter and supports development proposals which have a positive net impact on the ecology of the Plan area.

H12: Designates Natural, Rural and Suburban lighting zones and supports development proposals that seek to limit light pollution from new and existing developments.

H13: Designates Local Green Spaces which offer the highest level of protection (against development) available within a suburban environment and seeks to protect specific 'green fingers' – areas that can provide safe havens for wildlife and act as vital corridors or stepping stones that connect one habitat to another.

H14: This policy seeks to retain, protect and enhance biodiversity and extend ecological networks and green infrastructure to assist the migration and transit of wildlife, flora and fauna. It requires development proposals that create a risk to the links between the Wealden Heath Phase II SPA, the 12 Sites of Special Scientific Interest (SSSIs) and the 20 SNCIs that lie within the Plan area to demonstrate how any risks will be mitigated.

H15: Seeks to retain existing employment sites by supporting development that retains the same number of jobs on the site and/or by requiring evidence that an applicant has taken reasonable steps over a sufficient time period to establish there is no reasonable prospect of an employment use before change of use can be granted.

H16: Encourages the growth of new and existing small businesses by supporting developments that will provide appropriate facilities (including parking and up-to-date technology/communications infrastructure).

H17.1: Supports small retail businesses by seeking Article 4 directions for the High Street/West Street area of Haslemere, the Wey Hill area of Haslemere and the commercial areas of the London Road and Telford Road, Hindhead. An application for Beacon Hill is already in progress.

H17.2: For retail businesses, allows change of use of floors other than the ground floor to residential provided that such a change of use will not negatively impact the operation of the retail premises below.

H18: Supports the conversion of houses to hotel space and encourages developments of recreational and leisure facilities (class D2) aimed at creating employment and attracting more visitors. This includes new developments and/or conversions outside the current settlement boundary, provided they meet the provisions of other policies in the Plan, are in keeping with the surrounding natural environment and make adequate infrastructure provisions (including parking).

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### Opportunities for Community Action

Planning policies alone cannot make anything happen and it is important that the community complements the Plan with action. With this in mind Haslemere Vision ("HV") has already initiated or supported the following projects in the course of preparing the Plan:

- 2013: HV organised a community survey that persuaded WBC to defer the introduction of paid parking on the Wey Hill Fairground.
- 2015: HV volunteers worked with Surrey County Council and Harris Consulting to conduct the station transport survey that informed the new, more pedestrian/ cycle friendly remodelling of the forecourt of Haslemere station.
- 2016: HV became a founding partner in setting up the Haslemere Community Rail Partnership.
- 2016: HV convened a town meeting that backed the idea of forming a Community Land Trust ("CLT") to seek land and build affordable housing. It then recruited volunteers and supported them in setting up the, now independent, Haslemere CLT.
- 2018: Played a key part in persuading WBC to remove AONB (Areas of Outstanding Natural Beauty) protected sites from their proposed list of sites to be allocated in the Waverley Local Plan Part 2.
- 2018: Assisted HTC to set up a working party that now includes HTC, HV, The Chamber of Trade and the Haslemere Society to develop properly costed proposals for the development of the Wey Hill Fairground site.

We hope the Plan will continue to be a catalyst for positive change. The following projects have been identified as having broad community support in the course of our consultations:

1. Develop Wey Hill Fairground with a mixed-use development including affordable housing and parking.
2. Carry out a feasibility study for creation of a new business park with better access to the A3 and subsequent relocation of the industrial units north of Haslemere station to give more space for housing close to the town centre and the station.
3. Develop an overall Central Design Brief to guide the above two projects.
4. Develop a public realm design guide to improve the look of our streets and enhance the effectiveness of signage.

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### Opportunities cont.

5. Investigate the long-term housing needs of the area (beyond 2032) in preparation for the next Neighbourhood Plan.

6. Create new foot and cycle paths and improve existing routes (e.g. pavement improvements).

7. Improvements to public transport services (e.g. digital displays at bus stops).

None of these will happen without the proactive involvement of local residents. Any readers taking an interest in any of these projects are invited to contact Haslemere Vision at [info@haslemerevision.org.uk](mailto:info@haslemerevision.org.uk) to find out more, and potentially, to set up a community action group of their own.

### What happens now

The Plan has now been published in full for public consultation. The consultation will run from 2<sup>nd</sup> March to 27<sup>th</sup> April 2020.

Once responses have been processed, Haslemere Town Council and Haslemere Vision will review support and/or opposition for each of the policies and ascertain if changes need to be made.

The Plan will then be submitted for examination to the relevant authorities, including a government appointed inspector. If successful, it will then be put to the public in the form of a local referendum. If more than 50% of residents vote YES, the policies will become part of planning regulations for the area.



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### Further information


The full Neighbourhood Plan (including the full wording of the policies) is available to read or download at [www.haslemerec.org.uk/neighbourhood-plan](http://www.haslemerec.org.uk/neighbourhood-plan) together with the online survey and links to the evidence base.

**Public drop-in events** are taking place as below, to view the Plan and ask questions of the volunteers responsible for its inception.

- The Town Hall: **7<sup>th</sup> March 11am-3pm**
- Haslemere Station Hub: **16<sup>th</sup> March 4.30pm-7.30pm**
- Haslewey: **26<sup>th</sup> March 12pm-4pm and 6pm-8pm**
- Hindhead British Legion: **31<sup>st</sup> March 3.30pm-8pm**
- Grayswood Club: **8<sup>th</sup> April 10.30am-12pm**

Hard copies of the Plan are available to read at Haslemere Library, Haslemere Town Hall, Grayswood All Saints Church, Haslemere Museum, the Station Information Hub, Haslewey, the Hindhead Cookie Bar and the Hub in Beacon Hill. Hard copies of the survey can be collected from these locations, but must be returned to the Town Council offices (address below).

Hard copies of the Plan or the survey can be obtained by telephoning the Town Council on 01428 654305, by email at [nplan@haslemerec.org](mailto:nplan@haslemerec.org) or via a letter of request to Haslemere Town Council, High Street, Haslemere GU27 2HG.



- Back cover -



## Appendix 8: Publicity (continued)

Letter mailed to all homes in Plan area w/c 4<sup>th</sup> May 2020



### IMPORTANT REMINDER

#### Haslemere Neighbourhood Plan

*Beacon Hill, Critchmere, Grayswood, Haslemere, Hindhead & Shottermill*

Dear Sir or Madam,

In light of the current situation with COVID-19, the consultation on the Haslemere Neighbourhood Plan has been **extended until the end of May**.

The delay gives us more time to engage with those not online and those who had hoped to attend one of the public drop-in events that, sadly, had to be cancelled. However, it also extends the period in which there are no rules in place to guide development from a local point of view.

Our town's future depends on your support for the Plan and we want it to reflect your views. Complete one (but preferably 4!) of the 10min Neighbourhood Plan surveys at [www.haslemeretc.org/neighbourhood-plan](http://www.haslemeretc.org/neighbourhood-plan). The full length Plan and links to the evidence base are also available here.

For those without online access, contact us for more information on 07873 383943 or send a letter to Haslemere Town Hall, High St. Haslemere GU27 2HG. Please respond as we need your thoughts on the policies and, hopefully, support for the plan.

Yours sincerely,

Councillor John Robini  
Mayor of Haslemere

IN PARTNERSHIP WITH



## Appendix 8: Publicity (continued)

### Haslemere Herald - 14<sup>th</sup> March 2020

#### Help us make it the town plan you want

Saturday, 14 March 2020 - Local People

**THE FIRST** drop-in event at the town hall on Saturday in the final public consultation on Haslemere Neighbourhood Plan triggered a steady stream of visitors.

Haslemere mayor John Robini joined a team of volunteers on hand to answer questions.

A hefty 15,000 summaries of the 73-page document detailing the 'blueprint' for future development in Haslemere, Beacon Hill, Critchmere, Grayswood, Hindhead and Shottermill have been delivered to each household.



Haslemere county councillor Nikki Barton

Four banners across the area also flag up the importance of responding – whether positively or negatively – to the document, which will become a key planning tool when deciding applications.

Urging everyone to make their views known, Cllr Robini said: "This is an exciting opportunity we have to help shape the future growth of the Haslemere area, and to claim an improved share of the community infrastructure levy (CIL).

"This is your chance to let us know of any improvements or ideas you would like to see added."

Waverley Borough Council currently applies CIL on all developments, of which 15 per cent – capped in large developments – goes to Haslemere Town Council.

Once it has an adopted neighbourhood plan, the town council will be given more responsibility for decision making and its share of CIL will rise to 25 per cent.

The funding increase will mean Haslemere Town Council can undertake more ambitious projects, or partner with Waverley and Surrey County Council to deliver large schemes.

The plan was drawn up by localism group Haslemere Vision's 80-strong team over six years and it is now the responsibility of the town council to see it through the final stages.

Haslemere Vision chair Lesley Banfield said on Saturday: "We have had some very informed questions about housing.

"The Haslemere area needs to allow for 990 new homes to be built by 2032. We already have permissions for 550, so we are a long way down the track."

Hindhead town councillor Geoff Whitby added: "For the first time, people have been given the opportunity to look at planning in detail and have some input into how the environment might look.

"One of the biggest issues is building density. We have so many homes to build and that increases the density, because areas like Beacon Hill are bounded on two sides by National Trust land."

Haslemere county councillor Nikki Barton hopes for a good turnout next Monday at the station hub.

The public consultation closes on April 27 and four more drop-in events are being held:

- March 16: Haslemere Station Information Hub 4.30pm to 7.30pm.
- March 26 Haslewey Community Centre midday to 4pm and 6pm to 8pm.
- March 31 Hindhead British Legion 3.30pm to 8pm.
- April 8 Grayswood Club 10.30am to midday.

See [www.haslemeretc.org/neighbourhood-plan](http://www.haslemeretc.org/neighbourhood-plan)

## Appendix 8: Publicity (continued)

Haslemere Herald newspaper – 17<sup>th</sup> April 2020

### Haslemere town plan consultation goes online during lockdown

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**ALL UPCOMING** drop-in consultation events for the Haslemere Neighbourhood Plan have been cancelled in light of the Covid-19 lockdown.

However, the Haslemere Vision volunteers in the neighbourhood planning team have now regrouped and are planning webinars so residents who prefer to talk things through have an opportunity to talk directly to those involved.

The first webinar will take place on Monday (April 20) at 7pm, with a second on Tuesday, April 21 at 10am.

To register for these events, email [nplan@haslemeretc.org](mailto:nplan@haslemeretc.org) or for more information visit [www.haslemeretc.org/neighbourhood-plan](http://www.haslemeretc.org/neighbourhood-plan)

Further dates will be announced in due course and publicised on the Haslemere Town Council and Haslemere Vision Facebook pages and Twitter.

Each household in the area received a summary of the plan in the post at the beginning of the consultation and many have been having their say by completing the online surveys.

The survey, plus a full copy of the plan and the evidence base, is also available online.

Any residents without online access, who wish to receive information or ask questions, can call 07873 383943 or send a letter to Haslemere Town Hall, High Street, Haslemere GU27 2HG.

If adopted, the town plan will direct development in the Haslemere area.



Haslemere High Street

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*“The first webinar will take place on Monday (April 20) at 7pm, with a second on Tuesday, April 21 at 10am.”*

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<https://www.haslemer Herald.com/article.cfm?id=139775&>



### Vantage Point Magazine – April 2020



## Building up to protect the countryside

COMMUNITY

HASLEMERE and the villages of Hindhead, Beacon Hill and Grayswood lie nestled in the most southerly Surrey Hills, with Blackdown and the border shared with the South Downs National Park to the south. Areas of Outstanding Natural Beauty stretch into central areas and the ease of access to this natural environment of great diversity and beauty is a key hallmark of the area.

Surveys carried out during preparation of the area's very first Neighbourhood Plan (now open for consultation 2nd March to 27th April 2020) indicated a majority desire to protect and cherish these green spaces. 65% of respondents wished to see 'as many houses as possible' built 'within settlements'. The scarcity of developable land however, makes it difficult to provide new homes without building beyond settlement boundaries and this has been one of the greatest challenges facing the Neighbourhood planning team.



If development continues 'business as usual' at historic densities, there will not be enough land to accommodate the homes needed. The Plan therefore proposes building at higher densities within settlement boundaries (defined by the exclusion of surrounding green spaces). To make this work, developments must make the most efficient and best use of each site to minimize the total land take.

There can be resistance to building at higher densities as it brings to mind poor quality, pokey flats. This does not have to be the case. The plan imposes space standards to provide larger, more flexible room sizes. An extra 1.3sqm is enough room for a desk to work from home – it can make a big difference!

New developments in central areas may stretch to 3, 4 or even 5 storeys, where it fits with surrounding architecture and provides enhancements to the streetscape. Done well, accommodation with attractive links to amenities and green spaces encourages friendlier neighbourhoods with more foot traffic, which makes for more vibrant central and retail areas.

Volunteers from the Neighbourhood Planning team are manning drop-in events to view the Plan. Remaining events are at Haslewey (Thurs 26th Mar 12pm-4pm and 6pm-8pm) Hindhead British Legion (Wed 31st Mar 3.30pm-8pm) and Grayswood Club (Wed 8th Apr 10.30am-12pm).

It is vital plan policies are supported to take them forward, so all those (16+) who live or work in the area are urged to respond to the online survey at [www.haslemeretc.org/neighbourhood-plan](http://www.haslemeretc.org/neighbourhood-plan).

This is the last opportunity for residents and businesses to comment on the policies that will influence future planning decisions.

*Please do have your say before it closes on the 27th April 2020.*



## Appendix 8: Publicity (continued)

Round and About Magazine – April 2020

📍 COMMUNITY

# Haslemere plan

*Creating a bright future for our towns and villages*

**H**aslemere and the villages of Hindhead, Beacon Hill and Grayswood lie nestled in the most southerly Surrey Hills, surrounded by beautiful countryside and protected habitats; a walkers' paradise.

This natural environment of diversity and beauty is combined with good local amenities. The wide catchment area yields opportunities for the local economy. Independent shops are a proud hallmark of the town and have proved resilient in recession, though retail in surrounding villages is struggling to hold on to space. As elsewhere, light industry has declined and home businesses have increased.

The Neighbourhood Planning team has identified the need to diversify

sources of employment (eg through tourism) to replace lost jobs. It also aims to support retail and the business community by preserving employment sites where possible and by providing affordable housing for local workers - key to retaining staff.

The area's first Neighbourhood Plan is open for public consultation until



27th April and highlights retail, green tourism and home businesses as key pillars of the area's future economy.

A busy, vibrant shopping area where people can gather and communicate is essential to a healthy and happy town. Local events are held throughout the year to encourage visitors and to support these initiatives, the Plan seeks to improve walking routes and to encourage hotel and B&B businesses.

Drop-in events are being held at Haslewey (26th March, 12pm-4pm & 6pm-8pm) Hindhead British Legion (31st March, 3.30pm-8pm) and Grayswood Club (8th April, 10.30am-12pm). To take part in the online survey visit [www.haslemeretc.org/neighbourhood-plan](http://www.haslemeretc.org/neighbourhood-plan).



## Appendix 8: Publicity (continued)

Email circulated to members of local organisations



### **Haslemere Neighbourhood Plan**

#### **Notice of extension to Regulation 14 Consultation**

The Haslemere Neighbourhood Plan consultation has been extended until 31<sup>st</sup> May.  
Information about the Consultation can be found on the Neighbourhood Plan webpage –  
<https://www.haslemeretc.org/neighbourhood-plan.html>.

Haslemere Town Council and Haslemere Vision are holding webinar events via Zoom so that you can ask any questions you have about the neighbourhood plan.  
If you would like to participate the dates are:

Thursday 14<sup>th</sup> May 7pm  
Saturday 16<sup>th</sup> May 10am

For information on how to join email [info@haslemerevision.org.uk](mailto:info@haslemerevision.org.uk) stating which date you wish to take part.

You can also provide comments by completing the Neighbourhood Plan surveys:

Haslemere's Housing policies 1 <https://www.surveymonkey.co.uk/r/SZL5QTJ>

Haslemere's Housing policies 2 <https://www.surveymonkey.co.uk/r/RLLBVJJ>

Haslemere's Environmental policies <https://www.surveymonkey.co.uk/r/RVJYK8M>

Haslemere's Economy policies <https://www.surveymonkey.co.uk/r/R7LTK8S>

# Appendix 9: Online Surveys

## Survey – response data

### Neighbourhood Plan Survey Response Data - Final Totals

Data as of 31/05/2020

**1227**

Total Responses  
**200**  
in the last 24hrs

How many responses have been received for each of the 4 surveys?

**546**



**237**



**231**



**213**



## Survey - front pages

Survey - Housing policies H1 to H5 (Settlement boundaries, designated land, consultation, windfall) 15/04/2020, 10:47



### Survey - Housing policies H1 to H5 (Settlement boundaries, designated land, consultation, windfall)

#### Welcome to our survey

Our Neighbourhood Plan consultation will run from 2nd March to the 27th April 2020. It is vital the policies receive support to take them forward, so we urge all those (aged 16+) who live or work in the area to respond to this survey.

We recommend that before you start the survey you look at the draft plan at [www.haslemere.org.uk/neighbourhood-plan](http://www.haslemere.org.uk/neighbourhood-plan) which gives more information on the background of each policy and provides links to the evidence base.

There are a total of 18 policies and this survey covers the Housing Policies H1 to H5. You will get the opportunity to comment on each policy but you can skip through the survey using the

<https://www.surveymonkey.co.uk/j/SZL9TJ>

Page 1 of 1

Survey - Housing policies H6 - H10 (Access and transport, design, affordable homes, housing mix) 15/04/2020, 10:50



### Survey - Housing policies H6 - H10 (Access and transport, design, affordable homes, housing mix)

#### Welcome to our survey

Our Neighbourhood Plan consultation will run from 2nd March to the 27th April 2020. It is vital the policies receive support to take them forward, so we urge all those (aged 16+) who live or work in the area to respond to this survey.

We recommend that before you start the survey you look at the draft plan at [www.haslemere.org.uk/neighbourhood-plan](http://www.haslemere.org.uk/neighbourhood-plan) which gives more information on the background of each policy and provides links to the evidence base.

There are a total of 18 policies and this survey covers the Housing Policies H6 to H10. You will get the opportunity to comment on each policy but you can skip through the survey using the

<https://www.surveymonkey.co.uk/j/RLB9ZJ>

Page 1 of 1

Survey - Environmental policies H11 - H14 15/04/2020, 10:50



### Survey - Environmental policies H11 - H14

#### Welcome to our survey

Our Neighbourhood Plan consultation will run from 2nd March to the 27th April 2020. It is vital the policies receive support to take them forward, so we urge all those (aged 16+) who live or work in the area to respond to this survey.

We recommend that before you start the survey you look at the draft plan at [www.haslemere.org.uk/neighbourhood-plan](http://www.haslemere.org.uk/neighbourhood-plan) which gives more information on the background of each policy and provides links to the evidence base.

There are a total of 18 policies and this survey covers the Environmental Policies H11 to H14. You will get the opportunity to comment on each policy but you can skip through the survey using the NEXT and PREV buttons at the bottom of the page if you wish. Do not use your browser arrows at the top of your screen as it will exit the

<https://www.surveymonkey.co.uk/j/RV193M>

Page 1 of 1

Survey - Economy Policies H15 - H18 15/04/2020, 10:50



### Survey - Economy Policies H15 - H18

#### Welcome to our survey

Our Neighbourhood Plan consultation will run from 2nd March to the 27th April 2020. It is vital the policies receive support to take them forward, so we urge all those (aged 16+) who live or work in the area to respond to this survey.

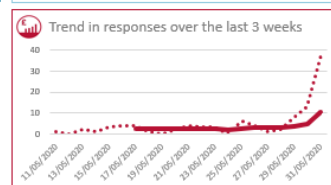
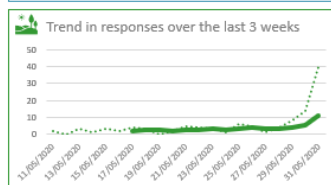
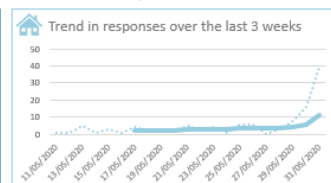
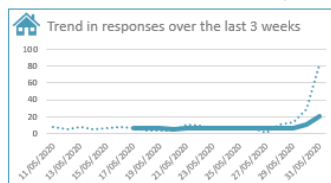
We recommend that before you start the survey you look at the draft plan at [www.haslemere.org.uk/neighbourhood-plan](http://www.haslemere.org.uk/neighbourhood-plan) which gives more information on the background of each policy and provides links to the evidence base.

There are a total of 18 policies and this survey covers the Economy Policies H15 to H18. You will get the opportunity to comment on each policy but you can skip through the survey using the NEXT and PREV buttons at the bottom of the page if you wish. Do not use your browser arrows at the top of your screen as it will exit the

<https://www.surveymonkey.co.uk/j/8K57N4M>

Page 1 of 1

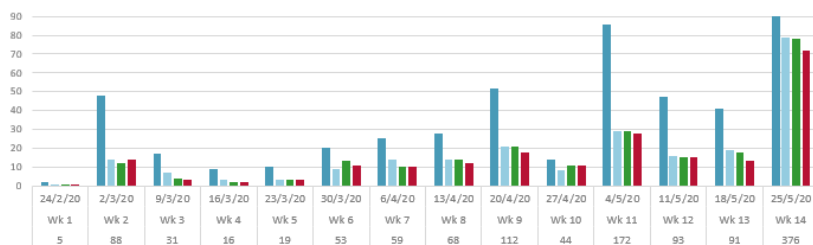
### What is the trend in responses for each of the 4 surveys?



Dotted lines = actual daily responses

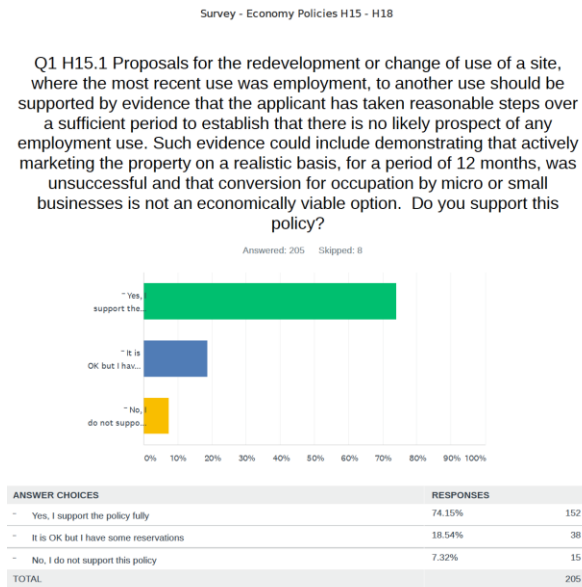
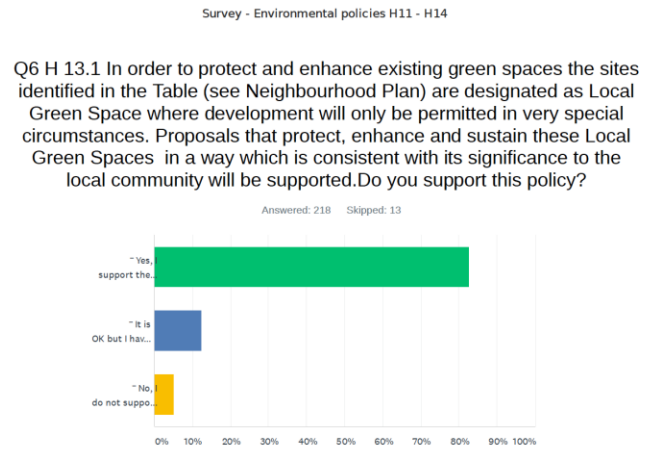
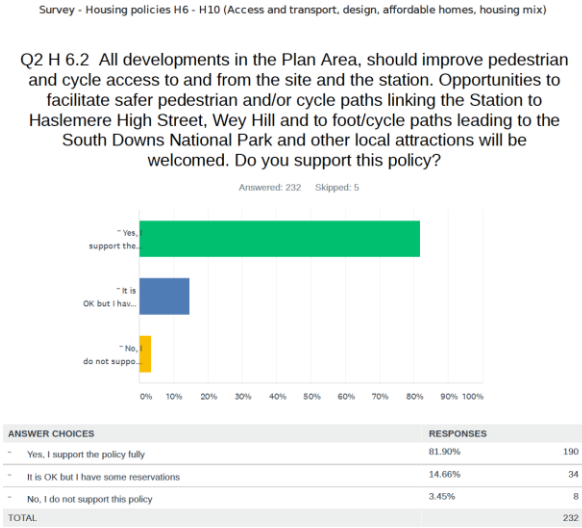
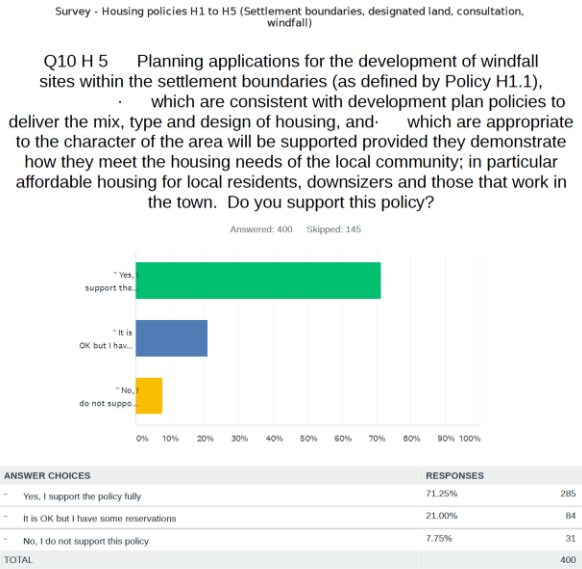
Solid lines = 7 day moving average trendline

### Responses per survey per week



# Appendix 9: Online Surveys (continued)

## Survey – examples of results



Survey	Number of comments
1	1244
2	458
3	378
4	249
Total	2329



# Appendix 10: Webinars

Webinars were held on 20<sup>th</sup> & 21<sup>st</sup> April and 14<sup>th</sup> & 16<sup>th</sup> May. A total of 59 members of the public participated. The webinars were hosted by the Neighbourhood Plan joint working party and included a presentation followed by a question and answer session.

## Webinar: invitation



Thank you for your interest in the Haslemere Neighbourhood Plan webinar. The webinar will be held using Zoom. You do not need a Zoom account to join the event (but please enter your name, when prompted, on joining). The webinar will comprise a short presentation about our Neighbourhood Plan followed by a question and answer session. You can submit questions either to this email box before the webinar or via the In Meeting Chat function during the webinar.

Neighbourhood Plan Webinar Saturday 16th May 10am Link:

<https://us02web.zoom.us/j/85696803673>

If you have difficulties joining please email me.

The In Meeting chat function explained:

[https://support.zoom.us/hc/en-us/articles/203650445-In-Meeting-Chat#h\\_3081eeb0-05bb-4f55-a894-d62f99e1440a](https://support.zoom.us/hc/en-us/articles/203650445-In-Meeting-Chat#h_3081eeb0-05bb-4f55-a894-d62f99e1440a)

## Webinar: on-screen stimuli



Welcome to the Neighbourhood Plan Webinar

Questions can be submitted via the chat function

Welcome

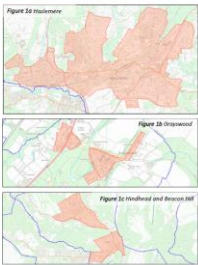
- Why a Neighbourhood Plan
- COVID-19 and the consultation
  - Referendums / Votes of any kind delayed until May 2021
  - Consultation responses a material consideration for planners in the interim
- Webinar format and how to ask questions
- Vision, Aims, Principles and Policies

### Vision and Aims

- That Haslemere and its villages continue to thrive for all sections of the community; that what is best about the town and its surrounding environments be protected; and that in future a larger, more diverse and vibrant local economy be accommodated with more local workers living and working in the area. The main aims of the Plan are:
- To encourage development of high quality socially and environmentally conscious housing that meets the needs of the community and respects the character of the area. In particular to encourage development of more homes for young people, local workers and homes suitable for downsizers
  - To protect and enrich our green spaces, biodiversity and the natural environment that surrounds us
  - To protect existing employment and to encourage the development of a more diverse range of local employment opportunities to create an increasingly vibrant and sustainable local economy
  - To re-balance road use and limit the adverse impact of motor vehicles by improving provision for off-street parking and/or improving facilities for alternative forms of transport

### Policies: Housing

- H1 Setting a settlement boundary, reserve sites, housing density.
- H2 Restricts development on existing built land outside the settlement boundary.
- H3 Requires new development outside the settlement boundary to achieve high standards of sustainability.
- H4 Development Plans to be circulated to residents within 500m of new developments (50+ dwellings).
- H5 Windfall developments to meet local housing need (mix, dwelling size, affordability).



### Policies: Environment

- H11 Protection of trees and hedgerows.
- H12 Light pollution.
- H13 Local Green Spaces and Green Fingers.
- H14 Wildlife corridors.

### Principles underlying the Plan

- Delivering the required housing numbers
- Setting a settlement boundary
- Balancing land scarcity and housing development densities
- Respecting the character of the town
- Achieving a suitable housing mix
- Managing our road network and parking needs
- Protecting the local environment
- Promoting a vibrant local economy

### Policies: Housing

- H6 Access and transport (off-street parking, non-motorised transport routes and infrastructure).
  - H7 Design standard (Haslemere Design Statement, Accessible Green Space Standards, Building for Life no. 6 Working with the Site and its Context and no. 11 Public and Private Space).
  - H8 Nationally described space standards and up to date information technology and communication infrastructure.
  - H9 Affordable Housing.
  - H10 Housing mix.
- |            | 1 bed | 2 beds | 3 beds | 4 beds |
|------------|-------|--------|--------|--------|
| Affordable | 11.6% | 26.9%  | 19.9%  | 1.6%   |
| Market     | 13.7% | 32.6%  | 34.1%  | 19.7%  |

### Policies: Economy

- H15 Retention of employment sites.
- H16 New employment space (parking, information technology, communications infrastructure).
- H17 Article 4 Directions for High St/West St, Wey Hill, London Rd and Tilford Rd, Hindhead. Protection of retail space when part of premises converts to residential use.
- H18 Conversion from residential to hotel use. Developments for residential and leisure purposes.