



HASLEMERE TOWN COUNCIL

Haslemere Neighbourhood Plan : 2013-2032 Consultation Statement



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Introduction

Requirements of the Consultation Statement

The Haslemere Neighbourhood Plan (HNP) Consultation Statement has been prepared to fulfil the requirements of the Neighbourhood Planning Regulations 2012 (The Regulations), Part 5, Clause 15(2). This clause states that a Consultation Statement should contain:

- Details of the persons and bodies who were consulted
- How they were consulted
- A summary of the main issues and concerns raised by those consulted
- A summary of how the issues and concerns were considered and, where relevant, addressed in the Neighbourhood Development Plan.

The background to the purpose, creation and governance of Haslemere Vision

In August 2012 a group of local Haslemere residents proposed to Haslemere Town Council (HTC) that a volunteer community organisation should be established to work in partnership with HTC and prepare a Neighbourhood Plan (NP) for Haslemere, as provided for in the Neighbourhood Planning (General) Regulations 2012 (The Regulations). On the 28th September 2012 a public meeting, organised with the encouragement and support of HTC, was attended by over 100 Haslemere residents. The proposal to form a Neighbourhood Forum was supported and volunteers came forward to join the organising group (OG) to set up the necessary voluntary organisation and plan the process.

In November 2012, at the recommendation of the OG, HTC applied to Waverley Borough Council (WBC) to designate the area bounded by HTC parish boundary as the Neighbourhood Area. In February 2013 the designation of the HTC Parish boundary as the Neighbourhood Area was approved by WBC. This meant that, under the provisions of The Regulations, HTC would be the body legally responsible for submitting the NP to WBC and, in March 2013, HTC signed a Memorandum of Understanding setting out the terms under which HTC delegated to HV Ltd the task of consulting the community and drafting the NP. The Memorandum was subsequently updated in February 2016.

In February 2013 the OG registered Haslemere Vision Ltd (HV Ltd), as a volunteer led, not-for-profit Company Limited by Guarantee. Membership was and is open to any individual, any body-corporate, any unincorporated organisation and any parish, district or county council that has an interest in the issues and concerns of Haslemere and the surrounding villages and is prepared to sign up to the aims of HV.

In April 2013 HV was formally launched at an all-day drop-in event that explained the concept of localism, the objectives of the NP and the proposed process for consulting the community and drafting the plan. Approximately 320 people attended the event and the majority supported the proposals. Following further publicity in May and June volunteers were invited to join a new Steering Group to take the place of the original OG and, in August 2013 the OG disbanded and, in September 2013 a new Steering Group (SG) was formed and has subsequently led the consultation and drafting process.

Introduction (continued)

The Development of the Consultation and Engagement process and the role of pro-bono local expertise:

At least 100 local volunteers contributed time and expertise to the process of consulting the community and preparing the plan. It is therefore perhaps invidious to acknowledge the contribution of individuals but it is worth pointing out that, amongst the many volunteers, a number of local experts in key relevant fields stepped forward to guide and lead the process on a pro bono basis, enabling the completion of the plan at unusually low cost to the community.

The community spirit that drove the team was due in no small part to Stewart Brown (Chairman from formation until July 2019), who brought the right people together and kept them focussed. He fostered a collaborative and democratic ethos, building relationships with local organisations, ensuring everyone's voice was welcome and that key decisions were made in an open manner.

From the start Wey Springs resident architect Lesley Banfield and her town planning/urban design consultant partner, now husband, David O'Brien have provided guidance on planning issues while David Simmons's encyclopedic knowledge of Haslemere and what lies beneath it has been invaluable throughout. From 2012 to 2014, when she moved out of the area, the engagement programme was led by Grayswood resident Ann Finlayson, an environmental expert with wide experience in community engagement and sustainability. She encouraged the OG to start the consultation process by asking the community open questions such as: "What do you like or dislike about Haslemere" and "What are the problems and opportunities the town faces for the future?". The launch event and subsequent community survey in 2013 were designed around this principal. (see **Appendix 1 – Engagement Consultation results**) Analyses of community responses to this first round of consultation were taken as starting data for five volunteer work groups that worked through much of 2014 on identifying key concerns and opportunities for the future development of the town.

It soon became clear that whilst there was widespread agreement as to what the main issues were there was considerably less agreement as to how to respond to them. It was at this time that Crawford Christie, managing director of Guildford based market research firm Arkenford, joined the Steering Group and guided the design of the two major community consultations held in 2014 and 2015 to effectively test community preferences between alternative policy responses to the issues raised. His company then generously processed the thousands of individual responses, that had been coded by HV volunteers, on a pro bono basis, enabling us to determine the level of support for each option amongst the hundreds of respondents. (see **Appendix 2 Phase 1 Consultation & Appendix 3 Phase 2 Consultation**).



The Consultation and Engagement Process

The Development of the Consultation and Engagement process and the role of pro-bono local expertise (cont.):

Also, at this time, it became clear that the work group considering environmental and sustainability issues needed expert leadership and Lion Green resident Philippa Guest, an agronomist with an international consulting business joined the team and has led the development of policy in this area ever since. In September 2014 freelance marketing consultant Liz Burton, a Beacon Hill resident, with skills in communication, strategy development, research & consumer analysis and copywriting volunteered to take on the role of editor of the emerging plan, a role she has continued ever since. Then in 2016 when the importance of marshalling and referencing the evidence base supporting the emerging policy recommendations dawned on the team, Diane Moses a forensic accountant with outstanding skills in assimilating and analysing large quantities of data joined the Steering Group to lead on the development of the evidence base, a role she has fulfilled since as well as becoming secretary of the Steering Group, company secretary of Haslemere Vision Ltd and a key contributor with Liz Burton to the assembly and editing of the neighbourhood plan. The thousands of hours donated by these individuals and the smaller contributions of so many others has saved the community tens of thousands of pounds in the production of the plan.

The aims of the consultation process

The HV Communication and Engagement Strategy has aimed to achieve:

- awareness of the Neighbourhood Planning process across all sectors of the community.
- active participation in the Neighbourhood Planning process involving diverse age groups, sections of the community and interest groups.
- widespread understanding of the issues and options in the draft and final plans.
- a positive endorsement of the Plan in the final referendum.

These objectives have guided our activities throughout the process. (see **Appendix 4 – Flow chart of the Haslemere Neighbourhood Plan process**, **Appendix 5 – Neighbourhood planning activities timeline**).



Who have we consulted?

The Community

Over a six month period from the Launch of Haslemere Vision (HV) in April 2013 until October 2013 HV held a series of drop in events and ran an on-line survey (**Appendix 1**) to seek community views on the issues and opportunities facing Haslemere and the villages within the Neighbourhood Plan Area. Based on an analysis of the responses from that initial round of consultations, two further rounds of consultation were held one in autumn 2014 (see **Appendix 2 - The Haslemere Vision Phase 1 Consultation results**) and one in autumn 2015 (see **Appendix 3- The Haslemere Vision Phase 2 Consultation results**) to seek the views of the community on alternative policies and actions that might address issues and opportunities identified. For each one a detailed survey document was delivered by Royal Mail to 7,000+ households. In addition newspaper articles publicised the consultations and 23 local organisations, agreed to e- mail members the link to the on-line version of the survey as a personal reminder. A total of 4000+ personal e-mails were sent each time. These organisations included Haslemere Hall, Twinning Association, Haslemere Society, Sports Haslemere, Rotary, Age Concern, plus various Neighbourhood Watch Schemes, Residents Associations, Churches and Schools.

The Regulation 14 consultation involved further community consultation (see below for details).

Haslemere Town Council (HTC)

Throughout the NP process HTC has been closely involved:

- HTC funded the original town meeting in September 2012
- From April 2013 to May 2015 successive Haslemere Town Mayors attended Steering Group (SG) Meetings. Since then two liaison councillors have been delegated to attend while other councillors have been elected members of the SG and/or participated in Work Groups and Workshops and public meetings.
- During the consultation period from 2013 to 2016 regular written and verbal updates were provided to HTC.
- From 2016 an HTC working party was set up to contribute to the policy drafting process and prepare the final draft plan for full council approval.
- The HTC Town Clerk and/or Deputy Town Clerk were also regularly updated, and consulted, as well as attending various meetings/workshops, applying for funding and acting as liaison with Waverley Borough Council.
- Since April 2018 when HTC adopted the draft neighbourhood plan a working party comprising HTC councillors and members of HV have met regularly to progress the plan to the next stage.



Who have we consulted?

Waverley Borough Council (WBC)

Throughout the process the HV chairman and other HV Steering Group members, have met with the WBC planning department to seek guidance and give updates on the progress of the NP on a regular basis. Following a decision made by the Full Council in April 2017 that the HNP would not allocate sites, the two HTC councillors leading the HTC working party and members of the HV SG have met members of the WBC Planning Department regularly to seek to agree the sites that WBC will allocate in the Local Plan Part 2.

Locality

From the start in 2012 HV has received welcome support and advice from Locality, using their neighbourhood planning roadmap from the early phases of its formation. Through Locality, HTC applied for and received funding, under the Government's Supporting Communities in neighbourhood Planning scheme, to cover early costs incurred in consulting on and developing the Neighbourhood Plan.

Planning Aid

In addition to the funding received under the above scheme, HV also received support from a Planning Aid consultant who led workshops to train HV volunteers in plan writing and policy drafting.

Other expert advice

At several stages in the process HV has received advice from Tony Burton, a planning inspector and consultant, whose on-going guidance has been invaluable. He also conducted a final health check of the draft NP, amended for the Regulation 14 consultation responses, before the final submission to WBC

Chamber of Trade and Commerce

The Chamber of Trade and Commerce has been supportive at various stages of the NP process. Several of its members have attended Steering Group meetings and workshops and contributed to the deliberations of the Business and Economy Work Group. More recently a member of the Chamber committee has worked with the HTC/HV Working Party to analyse and draft changes to the business and economy related policies in light of the responses to the Regulation 14 consultation.

Statutory Consultees

All the statutory consultees required for the NP process have been contacted See **Appendix 7 – List of Consultees**

Neighbouring Parish Councils

Haslemere is in Surrey but sits on the border of 3 Counties with Hampshire and West Sussex. Local Parish Councils have been informed of relevant issues which may be of interest. In addition, inter -group cross border meetings have been held concerning the movement of transport.

Other Neighbourhood Planning Groups

During the course of the plan preparation HV and HTC have received valuable advice and exchange of information with members of the following neighbourhood planning groups: Roseland Peninsula, Cornwall; Ascot, Sunninghill & Sunningdale; Farnham; Witley; Fernhurst; Lynchmere; Chiddingfold and Godalming & Farncombe.

Regulation 14 Consultation

The Pre-Submission (Regulation 14) consultation on the Draft Haslemere Neighbourhood Plan ran for 13 weeks from 2nd March 2020 until 31st May 2020. The consultation was originally planned to run until 30th April 2020 but it was decided to extend the consultation period in light of the Covid 19 Lockdown which started on 23rd March.

Methodology

Several methods were adopted to ensure that all relevant bodies and parties were informed of the consultation period, as well as ensuring that local residents were aware of the consultation period and provided with opportunities to provide their views and comments (see **Appendix 6 – Regulation 14 consultation communications timeline**).

The Regulation 14 Draft Haslemere Neighbourhood Plan and supporting documentation were available via the Haslemere Town Council website, together with details of the consultation process and links to online surveys. Contact details and methods on how to make representations or comments about the Draft Plan were detailed on the website to encourage as much engagement as possible.

Haslemere Town Council sent emails and/or letters to 119 organisations informing them of the commencement of the consultation period (see **Appendix 7 List of Consultees**). This included the statutory bodies required to be consulted by Regulation 14 of The Neighbourhood Planning (General) Regulations 2012 (as amended) and organisations within the town that represent various communities or groups within the Plan area.

The consultation was publicised using banners, posters, flyers and business cards displayed and distributed at locations across the Plan Area and via notices and articles in the Haslemere Herald, The Haslemere magazine, Round and About magazine and Vantagepoint magazine (see **Appendix 8 Publicity**) as well as on social media (Facebook and twitter).

In the week commencing 2nd March a summary of the Neighbourhood Plan policies with details on how to respond to the consultation (see **Appendix 8 Publicity**) was sent via Royal Mail to all homes in the Plan area. Residents were encouraged to make representations or comments via telephone, email, mail or by completing the surveys online. There were four surveys; two for the housing policies, and one each for the economy and the environmental policies (see **Appendix 9 – Online surveys**).



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Regulation 14 Neighbourhood Planning (General) Regulations 2012

Haslemere Neighbourhood Plan 2013 - 2032
(Beacon Hill, Critchmere, Grayswood, Haslemere, Hindhead & Shottersmill)

Haslemere and Villages very first Neighbourhood Plan is now ready for its official public pre-submission consultation. The Plan covers issues including Housing, the Environment, the Economy and Transport.

The consultation will run for a period of 8 weeks from 2nd March 2020 to 27th April 2020. Responses can be given via online survey at www.haslemerec.org/neighbourhood-plan.


DROP-IN EVENTS
The following events are available to view the Plan and ask questions of the volunteers responsible for its inception.


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| The Town Hall: 7 th Mar 11am-3pm | Hindhead British Legion: 31 st Mar 3.30-8pm |
| Train Station Hub: 16 th Mar 4.30-7.30pm | Grayswood Club: 8 th Apr 10.30am-12pm |
| Haslewey: 26 th Mar 12pm-4pm & 6pm-8pm | |

EVIDENCE BASE
The Plan is available at www.haslemerec.org/neighbourhood-plan together with links to the evidence base and a list of Consultation bodies informed and invited to comment.

HARD COPIES & CONTACTS
Hard copies of the full Plan or a Summary are available at Haslemere Library, the Town Hall, Grayswood All Saints Church, Haslemere Museum, the Train Station Hub, Haslewey, Hindhead Cookie Bar and the Hub in Beacon Hill. Hard copy surveys can be collected from these locations but should be returned to the Town Council offices.

Readers are invited to email nplan@haslemerec.org or phone 01428 654305 with questions or hard copy requests. Alternatively, come and see us at Haslemere Town Council, High St. Haslemere, Surrey GU27 2HG.

 SCAN ME

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Taking control of our town

Monday, 24 February 2020 - Local People

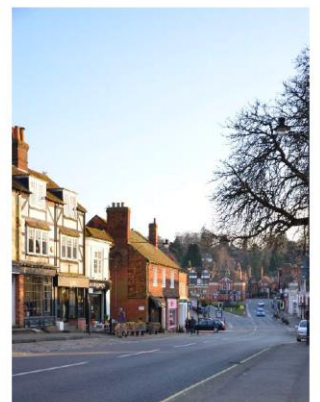
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[Post a comment](#)

A LABOUR of love for Haslemere goes out to final public consultation on Monday, March 2.

For the past six years, a core group of more than 80 Haslemere Vision volunteers, working on behalf of Haslemere Town Council, have been consulting the community on future development priorities to include in the neighbourhood plan for Haslemere, Shottersmill, Critchmere, Beacon Hill, Hindhead and Grayswood.

How and what to prioritise is a key issue in the public consultation, and responses – both supportive and negative – will inform the final version of the draft plan, which it is now the responsibility of the town council to deliver.



Regulation 14 Consultation (continued)

Five drop-in events were organized but only two took place due to the Covid 19 Lockdown. The drop-in event at the Town Hall on 7th March 2020 attracted about 50 people and was attended by the local press. The other drop-in event was held at the Station Hub. At these drop-in events hardcopies of the Neighbourhood Plan and summary were available and display boards provided information about the Neighbourhood Plan policies. Participants could discuss the plan with representatives from the joint Town Council and Haslemere Vision working party. Several participants left comments in a notebook available for that purpose and there was a shorter hardcopy survey that could be completed (13 completed hardcopy surveys were received).

To compensate for the cancelled drop-in events, four webinars were organized which attracted almost 60 members of the public. These featured a presentation on the Neighbourhood Plan followed by a question and answer session (see **Appendix 10 – Webinars**).

Further emails were sent to community groups about the extension of the consultation period to 31st May and to welcome attendance at the webinars. A second mailing to all residents in the Plan area (again delivered via Royal Mail) took place week commencing 4th May to inform of the extension to the consultation period and provide a link to the online surveys. It also invited residents without online access to write a letter or telephone the town hall about the Neighbourhood Plan.

When the consultation ended on 31st May 2020, over 1,200 surveys had been completed and respondents had provided over 2,300 written comments via the survey. In addition letters and emails were received from 39 residents and 19 organisations.



Haslemere Neighbourhood Plan consultation

TIME IS RUNNING OUT!



Our town's future depends on support for the Plan. Complete one (preferably all 4!) of the 10 minute surveys at www.haslemeretc.org/neighbourhood-plan before the consultation closes on 27th April.

Questions? Register for webinar events (7pm 20th April & 10am 21st April) or send questions to nplan@haslemeretc.org.

Not online? Contact 07873 383943 or send a letter to Haslemere Town Hall, High St. GU27 2HG for more info.

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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 all 4!) of the 10min Neighbourhood Plan surveys at 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

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Regulation 14 Consultation (continued)

Representations, Comments and Issues Raised

From the close of the consultation through the end of October the representations, comments and issues raised about the Draft Haslemere Neighbourhood Plan were reviewed by a joint working party of Haslemere Town Councillors and Haslemere Vision Volunteers. In order to be able to provide considered responses to the comments and issues raised, the joint working party engaged with Waverley Borough Council planning officers during the review and a health check of the Neighbourhood Plan was carried out by an independent planning consultant. Any necessary changes to the plan were recommended to Haslemere Town Council in the light of comments from residents and other stakeholders and the evidence was updated.

A table summarising the representations, comments and issues raised during the consultation period, along with responses to those matters and the resulting actions is included at **Appendix 11 - Summary of Regulation 14 Consultation representations, responses and suggested actions**. A table showing the Regulation 14 policies and the revised policies, as amended based on the consultation responses, is included at **Appendix 12 - Regulation 14 and 15 policies**. At a full council meeting held on 30th November 2020, Haslemere Town council supported the submission of the revised Neighbourhood Plan to Waverley Borough Council for Regulation 16 consultation.



Haslemere Herald Article

Have your say on town's 'blueprint'

Friday, 6 March 2020 - Local People

PLEASE respond to what's proposed in the Haslemere Neighbourhood Plan – that was the key message as the final public consultation on the 'blueprint' for future development was launched.

The consultation will run until April 27 and the definitive plan will be shaped by responses to the consultation.

If more than 50 per cent of residents of Haslemere, Shottermill, Critchmere, Beacon Hill, Hindhead and Grayswood support it in a public referendum, the document will be used as a key planning tool when deciding what's built.



Appendices to Consultation Statement

Appendix 1 - Engagement consultation results (Autumn 2013)

Appendix 2 - Phase 1 Consultation results

Appendix 3 - Phase 2 Consultation results

Appendix 4 - Flow chart of Neighbourhood Plan process

Appendix 5 - Neighbourhood planning activities timeline

Appendix 6 - Regulation 14 communications timeline

Appendix 7 - List of Consultees

Appendix 8 - Publicity

Appendix 9 - Online surveys

Appendix 10 - Webinars

Appendices to Consultation Statement (continued)

Appendix 11a - Summary of Regulation 14 Consultation
Representations from surveys, responses and suggested actions
(Policies H1 – H10)

Appendix 11b - Summary of Regulation 14 Consultation
Representations from surveys, responses and suggested actions
(Policies H11 – H18)

Appendix 11c - Summary of Regulation 14 Consultation
Representations from Waverley Borough Council, responses and
suggested actions

Appendix 11d - Summary of Regulation 14 Consultation
Representations from Haslemere Society, responses and
suggested actions

Appendix 11e - Summary of Regulation 14 Consultation
Representations from consultee letters, responses and suggested
actions

Appendix 11f - Summary of Regulation 14 Consultation
Representations from Redwood (South West) Limited, responses
and suggested actions

Appendix 11g – Details of changes made to Policy H14 and non-
material amendments made after 30th November 2020.

Appendix 12 - Regulation 14 & 15 policies