



New Local Plan
for Guildford borough

Community Engagement Statement

Prepared for
Guildford Borough Council
by Soundings
January 2014



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CHAPTER ONE

Introduction



1. Introduction

1.1 Purpose of document

This Community Engagement Statement has been produced by Soundings to provide a record of the consultation events and community engagement activities that have taken place as part of the Issues and Options consultation for Guildford borough's new Local Plan.



Drop-in event, Rotunda

1.2 Soundings

Soundings delivers exemplary public consultation and community engagement.

We work with developers, local authorities, architects, multidisciplinary teams, agencies and communities to provide an integrated approach that actively supports planning processes and regeneration projects.

The Soundings team draws on extensive experience gained during public consultations in over half of London's boroughs and across the UK, including Chelmsford Town Centre Deptford Wharves, the regeneration of the Heygate Estate, and Chelsea Barracks.

Soundings was appointed to support Guildford Borough Council with the Issues and Options consultation and provide opportunities for a wide audience to engage in this consultation process.

1.3 New Local Plan

Guildford's new Local Plan will set out the vision for the borough and the approach to development between now and 2031.

It will look at finding positive solutions for the growth needed, including providing enough jobs, new homes, improving transport and creating better local facilities.

The Local Plan will also look at wider issues such as supporting the local economy, including tourism.

1.4 Issues and Options consultation

One of the earliest stages in producing the new Local Plan is consultation on the Strategy and Sites Issues and Options document.

This sets out the key issues for the borough and the options that could help address them in order to help the Council decide where development should happen.

The Issues and Options document does not include any housing numbers, site allocations or policies.

The Issues and Options consultation was open from 9am on Tuesday 1 October until 5pm on Friday 29 November.

CHAPTER TWO

Consultation plan



2. Consultation plan

2.1 Aims

The aims of our consultation strategy were to:

- allow for a wide audience to engage in the process
- enable a cross-section of the community to take part in the consultation
- increase the numbers of those responding to the public consultation
- encourage participation of underrepresented groups

To achieve this Soundings held different types of consultation events to accommodate different levels of engagement.

An array of feedback tools were also used to allow the local community to share their views through the most preferable method.

Public events took place across Guildford borough and visits were made to local groups, community events, schools and youth meetings.

2.2 Process overview

The consultation and engagement programme was arranged into work stages each with clear aims and objectives:

Stage 1: Pre-consultation and early engagement

- raise awareness of the forthcoming Issues and Options consultation
- set up meetings with key stakeholders to identify the local priorities
- engage with underrepresented parts of the local community and encourage them to get involved in future consultation events

Stage 2: Taking Soundings

- capture views of various members of the community by holding events at different locations in the borough and by targeting specific groups
- provide opportunities for a wide audience to engage in the process through a selection of feedback tools
- identify the reoccurring themes and key issues

Stage 3: Drilling deeper

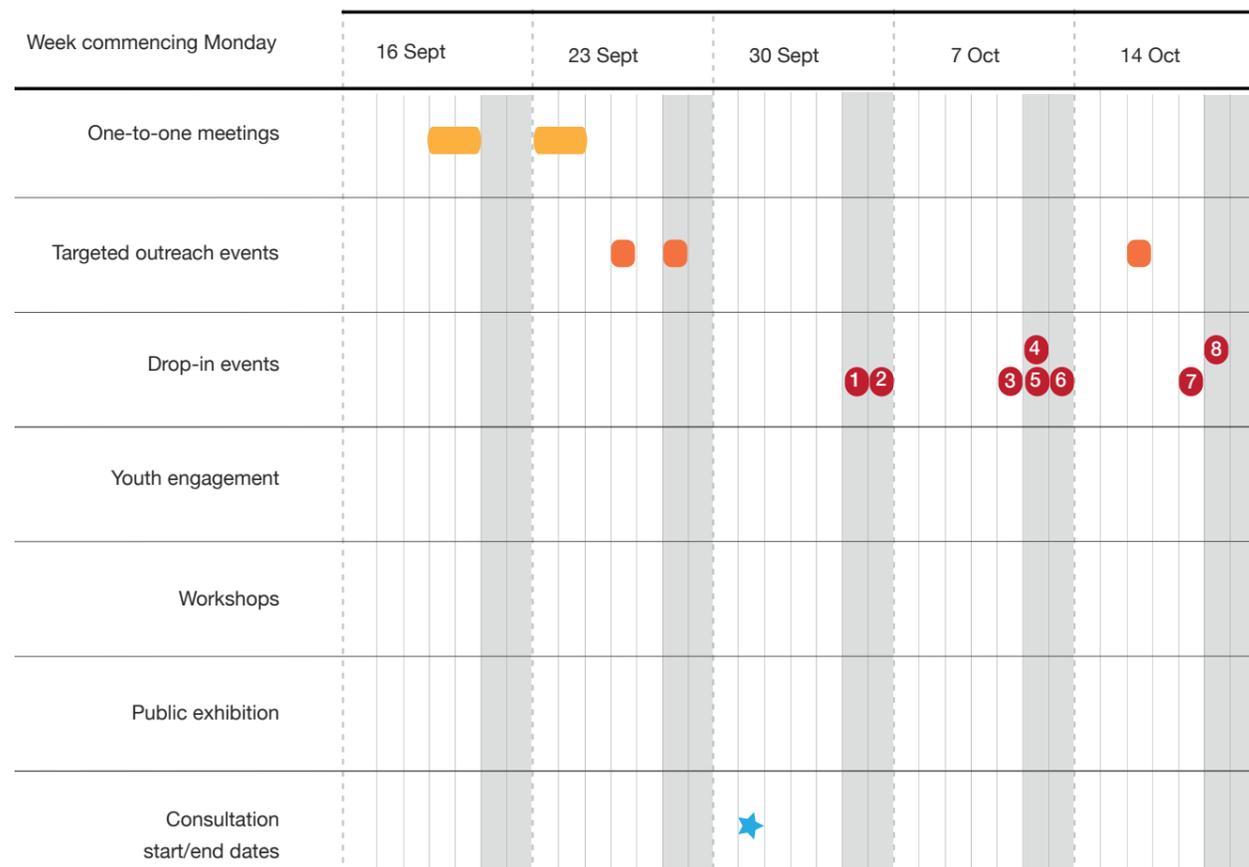
- report back on the emerging themes identified in previous stages
- present more detailed information on specific areas of interest
- allow for an in-depth discussion on the emerging themes

2.3 Consultation programme

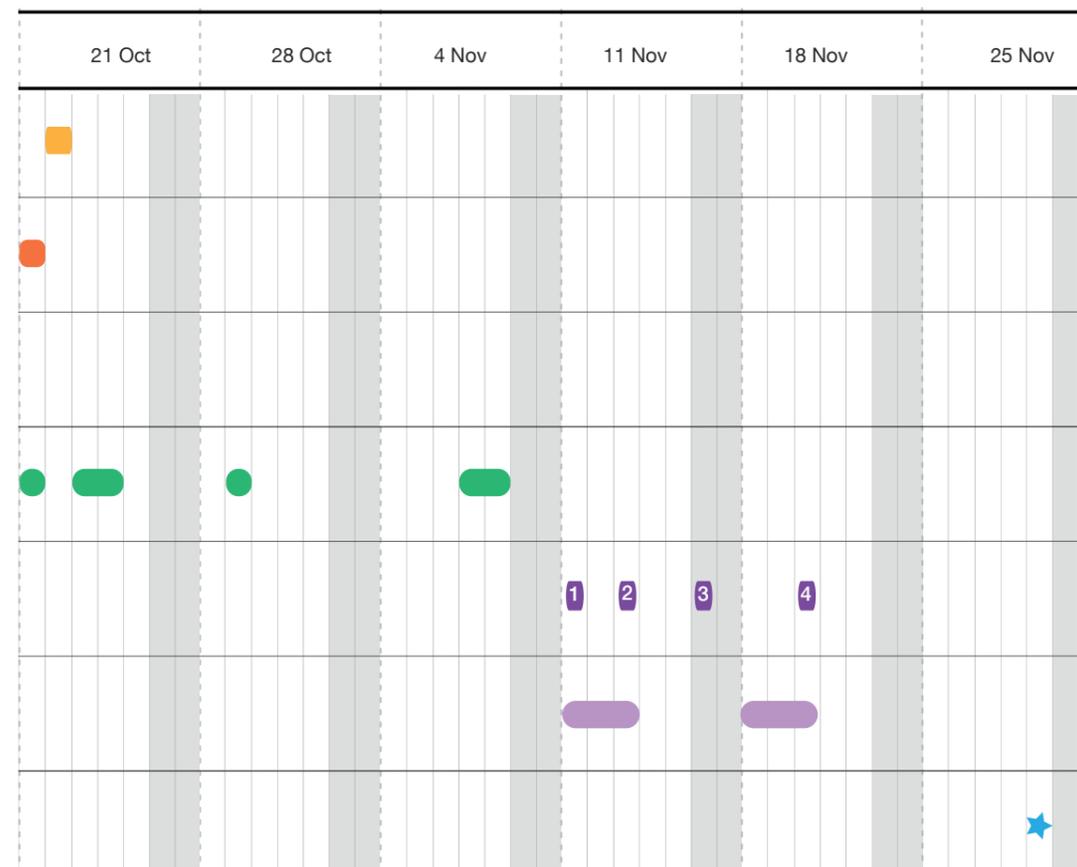
The diagram below presents the consultation activities that took place between September and November 2013. These included:

- 11 one to one meetings with local stakeholders and community groups
- drop-in events in 8 different locations
- 5 targeted outreach events
- 3 school workshops and 3 youth events
- 4 workshops across the borough
- 2 exhibitions in the west and east of Guildford borough

2013



Drop-in event, Shalford



2.4 Raising awareness

Soundings supported Guildford Borough Council in raising awareness of the project by:

- designing a distinct project identity
- producing publicity and information material that could be placed at key locations across the borough
- creating a dedicated Local Plan website

Project identity

The project identity was established at the beginning of the engagement process and has been used throughout the consultation.

The project identity is bright and colourful to attract attention and includes a series of speech bubbles to make it flexible in its use and allow for its application on different types of material.

Publicity

Posters reflecting the project identity were prepared to raise awareness of the drop-in events, workshops and exhibitions.

A3 copies of the posters were sent to every school and religious building in the borough as well as to all libraries and all of the 23 parish councils to display on the Parish notice boards.

Larger posters were displayed at Guildford Borough Council offices, the Guildford Spectrum leisure complex and at 25 Swan Lane, the Council's town centre consultation office.

Information material

An information leaflet was produced. This included a brief introduction of the new Local Plan, an overview of the Issues and Options stage and raised awareness of the consultation events.

10,000 copies of the information leaflet were printed and made available at public buildings such as libraries, community centres, at 25 Swan Lane and given out to passers-by at the consultation events.

Information leaflets were also distributed through parish councils.

Individuals were able to take away multiple copies of the information leaflet at the consultation events or upon request from Guildford Borough Council and distribute these to their local communities.



Drop-in poster

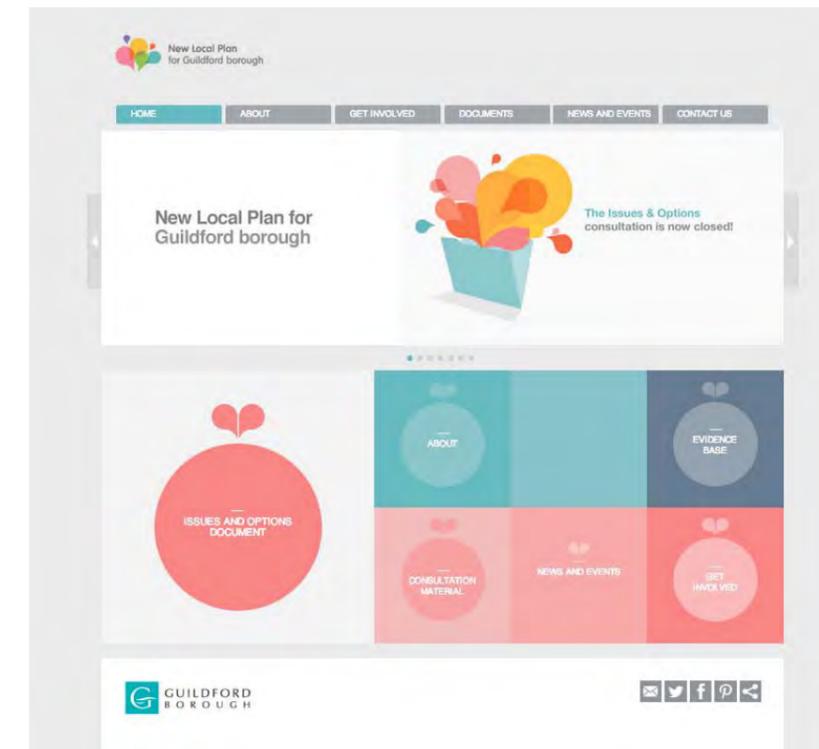
2.4 Raising awareness

Website

The Local Plan website was launched in June 2013 to make information on the new Local Plan and the Issues and Options consultation more accessible. The website is updated at regular intervals to include the most recent information.

The website contains the following information:

- an introduction to the new Local Plan
- a description of the Issues and Options stage, the consultation process and Soundings' involvement
- ways to get involved and to be kept informed
- links to key documents such as the Issues and Options paper, the recent evidence base and information material produced for the consultation
- Information on upcoming events and relevant Guildford Borough Council press releases
- contact details for Guildford Borough Council and Soundings



Website - homepage

The home page provides links to the most relevant pages at different stages of the project. It also includes a slideshow of images from the consultation events and text slides to highlight key information.

Images are also included on other pages of the website.

Between 1 October and 29 November 2013 the website received a total of 19,831 views with an average of 302 views per day in October and 352 in November.

The website also received a substantial amount of views in September totalling to 6,353.

To visit the website go to: www.guildfordlocalplan.info

Email

A dedicated email address mail@guildfordlocalplan.info was set up for information on the consultation process and forthcoming events.

Any general queries received regarding the Local Plan documentation and responses to the consultation were forwarded to the planning team at Guildford Borough Council.



Drop-in event, Rotunda

2.5 Events

This section describes the set up of the consultation events and the materials available.

The feedback from the events has been recorded and the findings are described in later sections of this report.

Contact details from consultees have been added to the Local Plan database and the mailing list, unless a specific request has been made not to receive further information on the project.

2.5.1 One-to-one meetings

One-to-one meetings were meetings between Soundings and individuals or small groups to have an informal discussion on the project.

2.5.2 Drop-ins

Drop-ins were small scale events set up in a marquee at locations with good footfall. These were open public events designed to raise awareness about the project and gather some initial feedback.

Drop-ins were held in various locations and at different times of the day and week to allow a cross-section of people to participate.

Drop-in set up

The drop-in environment comprised of 5 introductory pull-up exhibition banners, the aerial view map of Guildford borough and the key Local Plan documents.

The information leaflet was also available at the drop-ins and handed out to passers-by.

Children activities took place to entertain children whilst parents and carers participated in the event.

A large banner, a sandwich board notice and bunting were used to attract visitors to the event.

Feedback tools

The main feedback tool at the drop-ins was the canvass card. A comments sheet was available for those who only wished to make an individual comment and preferred not to complete a canvass card.

General comments were also made on the wheel of fortune, the aerial view map and the conversation wall.

Visitors were also directed to the Guildford Borough Council detailed questionnaire.

Event record

A tally of attendees was kept and events were photographed.

All comments received have been databased and analysed.

2.5.3 Workshops

The workshops were public events with limited spaces and bookings were required.

These took place in Ash, East Horsley and in Guildford town centre.

Workshop set up

Round table seating arrangements were provided to allow for a group discussion on the emerging themes.

Workshop format

The workshops included presentations, group discussions, followed by a plenary session, and a questions and answers session.

The workshops were chaired and facilitated by Soundings. The Local Plan Team at Guildford Borough Council gave the presentations and provided responses to the questions and answers session.

Each table included a Soundings member of staff to facilitate the group discussion and a planning officer to offer more nuance on issues raised.

A questions and answers session took place after the group discussions to respond to any additional issues or provide more detail on topics identified during the group discussions.

Exhibition banners

9 pull-up exhibition banners were also on display describing the Local Plan, the Issues and Options process, consultation findings to date and presenting more information on the key issues identified at previous events.

Table material

Each table was provided with a set of resources to use during the workshop discussions.

Event record

Workshop attendees signed-in on arrival. The events were photographed and audio recorded.

The comments from the table discussions and the plenary session have been databased and analysed.



Exhibition, East Horsley

2.5.4 Exhibitions

Exhibitions also took place around the same time as the workshops to make the consultation material available for a longer period and allow for more people and those unable to attend the workshops to take part in the consultation.

Exhibition set up

Similarly to the workshops, the pull-up exhibitions banners were on display. A large-scale aerial view map of Guildford borough was also available.

Soundings invigilated the exhibitions and Guildford Borough Council were present to respond to the questions raised.

Feedback tools

Visitors were able to leave comments by completing a canvass card or on the comments sheet.

General comments could also be made on post-it notes on the aerial view map.

Event record

Visitors signed-in upon arrival and the events were photographed.

2.5.5 Targeted outreach

To ensure participation of underrepresented sections of the community (often known as hard-to-reach groups), specific groups were targeted and meetings arranged at the most convenient times and locations for the group.

Attendance to the relevant local community events was also an effective way to engage with these underrepresented audiences.

Prior to meetings and events, Soundings discussed with the group leader or event organisation the best approach that should be used to engage the various groups.

Different consultation tools, meeting formats and materials were used depending on the outcomes of the above discussion.

Groups targeted for this consultation included the Park Barn community, the homeless and vulnerable adults.

2.5.6 Youth engagement

To encourage young people (16-35) to take part in the consultation and represent the views of their generation, a youth engagement programme was delivered.

Interactive workshop sessions were set up with three local schools, meetings were held with two youth groups and a drop-in event took place at the University of Surrey.

Discussions took place with teachers, youth workers and the university to agree the format of each of these events.

Young people were also engaged at the public drop-in events.

2.6 Consultation tools

2.6.1 Canvass card

The canvass card was the main feedback tool used. The aim of the canvass card was to allow a wide audience to engage in the process and share their priorities and aspirations for the future of the borough.

Questions were also targeted at identifying what the future local needs would be and how local areas, the town centre, the countryside and the borough as a whole could be improved.

The canvass card was available at all consultation events in October and November, as well as at key locations in the borough such as libraries, at 25 Swan Lane or distributed through the parish councils.

2.6.2 Aerial view map

A large-scale aerial view map of Guildford borough (A0 size) was available for people to identify where they live, consider what they like and don't like and what they would like to see improved in different parts of the borough.

The aerial view map indicated the borough boundary, the main urban areas and villages and the statutory land designations.

Comments could be made on post-it notes and geographically located on the area of reference.

It was also a useful tool for local people and the consultation team to refer to and identify locations during discussions.

2.6.3 Wheel of fortune

The wheel of fortune was a less formal consultation tool aiming to attract people to consultation events, get a quick snapshot of the views and encourage them to have greater involvement in the consultation.

Through the fun element of spinning an adapted wheel of fortune local people were able to tell us what they 'love', 'dislike' and what they would 'change' in the town centre, the borough as a whole or their local area.

2.6.4 Conversation wall

The conversation wall was a large screen (double A0) available at the drop-in events for people to make general comments using stickers shaped as speech bubbles. This also provided opportunities for a conversation where one person could respond or elaborate on someone else's comment.

2.6.5 Quick comment sheets

For those not wishing to use other consultation tools, a quick comments sheet was available for people to note down their name, organisation (if applicable), address and specific comment.

2.6.6 Tablesheets

Tablesheets were A2 printouts used during group meetings. These included a table for the group to summarise and categorise their main discussion points.

Tablesheets were used at the workshops to document the group discussions and identify the key issues and suggestions for these.



Aerial view map



Wheel of fortune

CHAPTER THREE

Outreach



3. Outreach

3.1 Introduction

This section presents the one to one meetings and targeted outreach events that took place as part of this consultation, the groups that we have met and the key discussion points from each of these meetings and events.

The groups met were identified through conversations with Guildford Borough Council to understand the gaps in representation of local communities from previous experiences on similar consultation processes. This includes the traveller community, ethnic minorities, low-income individuals and vulnerable adults.

Local stakeholders representing key aspects of the community such as local businesses, the university and tenants and residents associations were also engaged.

3.2 One to one meetings

11 one to one meetings were arranged in September and October 2013 with groups representing hard-to-reach sections of the community and key stakeholders to understand the main priorities of local communities.

3.2.1 Schedule of events

The following table lists the groups met, the local communities represented and event attendance.

Group	Representative of	Date	Attendance
University of Surrey	university	19 September	3
Friends, Families and Travellers	travellers	19 September	2
Guildford Cathedral	cultural and faith facilities	19 September	2
Age UK Surrey	elderly	20 September	1
Guildford Action	homeless or in danger of becoming homeless	20 September	1
Guildford Society	community interest group for planning (particularly town centre), transport, sustainability and economy	23 September	1
Surrey Minority Ethnic Forum	minority ethnic groups	23 September	2
Guildford Business Forum	business community	24 September	1
Guildford Residents Association	resident and tenant associations	24 September	5
Experience Guildford	town centre businesses	24 September	2
Access Group	individuals with disabilities including learning difficulties, mobility issues and visual impairment	22 October	7

3.2.2 Reporting on one to-one meetings

The following table outlines the topics raised and discussed at each of the one to one meetings and summarises the views of the individuals met who represent the groups.

Group	Summary of discussion points
University of Surrey A public research university located within the county town of Guildford.	<ul style="list-style-type: none"> the university's contribution to local economy and future aspirations to support areas such as the digital economy, electronics industry and health sector difficulties in attracting young lecturers due to high house prices and limited offer of social venues 40% of students have on campus accommodation Guildford's student population also includes other schools and colleges encourage others to build student housing such as developers, Surrey County Council and Guildford Borough Council the role of the research park in providing incubator spaces to test new business ideas access issues for those travelling to Guildford borough from the west desire to create a stronger link with the town centre the university aims to better promote their facilities and programmes including the Surrey Research Park, Surrey Sports Park, and forthcoming veterinary college and 5G Centre
Friends, Families and Travellers Organisation seeking to address problems facing the Traveller and Gypsy communities.	<ul style="list-style-type: none"> travellers forced to move out of the borough or move into houses due to the lack of available pitches in the borough travellers living in houses in Ash wish to return to pitches council-run sites are well maintained but the mix of families on traveller sites can cause problems create small-scale sites of 3-4 pitches to accommodate a single extended family to avoid disputes between traveller families provide appropriate sites with good drainage systems and away from contaminated land when travellers submit applications for pitches on their privately owned land in the Green Belt these often fail to be approved brownfield land is too expensive for travellers to purchase employment difficulties for travellers. Many travellers are uneducated and historically have found jobs through 'cold calling', which is no longer as effective need for greater cultural awareness of the traveller community to avoid prejudice suggestion that travellers on Council sites should be able to purchase their pitches, with the condition that if these were to be sold, ownership should return to the Council

<p>Guildford Cathedral An Anglican cathedral open to all for worship. It is also a venue for hosting events such as music concerts, art exhibitions and ceremonies.</p>	<ul style="list-style-type: none"> the disconnected location of the Cathedral is a key issue poor public transport links to Cathedral and traffic congestion discourages visits by car desire for the Cathedral to be more connected to the town centre easily accessible by bike but there are no cycle lanes poor signage to the Cathedral from the train station and town centre suggestion for an integrated transport strategy considering dedicated bus and cycle lanes, better transport links and more Park and Ride facilities suggestion for a bus route from the town centre to the Cathedral need for affordable housing to allow the Cathedral to recruit specialised low-income staff, such as musicians, from outside the borough preferable that brownfield sites are considered first for housing conserve the historic fabric of the town centre better use of the riverside and uplifting of certain parts of the town centre such as the bus station continued support for the arts and culture, including the Cathedral and independent theatres support needed for disadvantaged communities
<p>Age UK Surrey Independent local charity for the elderly across Surrey</p>	<ul style="list-style-type: none"> better public transport in rural areas, more frequency in services and more bus routes to hospitals no community facilities for the elderly in the town centre homes for the elderly should be integrated into existing communities encourage local communities to support the elderly the way forward in caring for the elderly is to involve local communities in discussions about the needs of this age group and see how neighbours can help the elderly 'care groups' have been established in some neighbourhoods; these groups help elderly members with day to day activities such as shopping or providing a meal the perception of community centres needs to change from places for the elderly to casually pass their time to vibrant multi-use facilities catering for a range of age groups and offering an array of activities and programmes
<p>Guildford Action Drop-in Centre Part of Guildford Action charity, a project that supports the homeless, those in danger of becoming homeless and low-income individuals.</p>	<ul style="list-style-type: none"> around 90% of the Drop-in Centre's clients struggle with issues such as mental health problems, drug or alcohol abuse or offensive behaviour issues need for single person housing for the Drop-in Centre's clients need for appropriate housing for the elderly to down size and free-up family homes not enough jobs for uneducated individuals or opportunities for skilled work suggestion that large companies based in Guildford could offer apprenticeships more affordable shops needed to cater for low-income individuals in the local community

<p>Guildford Society Has been established for 75 years and focuses on planning matters, particularly in the town centre, transport, sustainability and economy</p>	<ul style="list-style-type: none"> the importance of respecting the heritage and history of Guildford a desire for a more joined up town centre with better links between the town centre, University of Surrey, Guildford Cathedral and Surrey County Hospital the need for an updated retail assessment in parallel to the new Local Plan, a masterplan could help contextualise the improvements needed in the borough important that the design and architecture (quality and style) of any new developments will stand the test of time request for a greater community focus in the Issues and Options document it is thought that the Issues and Options paper at times is repetitive and not specific to Guildford borough
<p>Surrey Minority Ethnic Forum A charity aiming to empower ethnic minorities and ensure that all Surrey residents are offered equal opportunities.</p>	<ul style="list-style-type: none"> need for more traveller sites and social housing the Nepalese community is the largest minority ethnic group in Guildford large proportion of ethnic minorities work in the service sector, bottom-end work in hospitals and have low incomes provide training to allow people on low-incomes to access better jobs and have a better standard of living enable children from poor families to achieve well in education and have access to higher skilled employment problems amongst these communities include alcohol and drug abuse and domestic violence
<p>Guildford Business Forum A joint initiative between Guildford Borough Council, the Guildford business community and the Surrey Chambers of Commerce</p>	<ul style="list-style-type: none"> the Guildford Business Forum promotes economic development and is the interface between the Council and businesses improved links in and out of Guildford, more parking and a solution for the gyratory are essential. due to traffic, time is lost in staff getting to work, less customers visit local businesses and it discourages new businesses from setting up in Guildford importance of keeping educational levels high and getting people into employment to sustain a vibrant economy encourage sustainable development and provide adequate infrastructure e.g. increase capacity of gyratory considerations for how shopping behaviours will change with internet shopping and how the role of the high street may need to be redefined greater focus on international business - incentivise international businesses to set up in Guildford by providing good transport links and establish succinct planning processes fast trains from Guildford to London to support international businesses provide small business units/hubs - great potential for start-up businesses due to the University, education base and affluent community importance of affordable housing for key workers and rural workers encourage growth of existing industries such as the gaming and knowledge industry make more of the arts - the target audience should be younger generations

<p>Guildford Residents Association (GRA) An umbrella group representing residents' associations and community groups across Guildford borough.</p>	<ul style="list-style-type: none"> • Soundings' role in the consultation process and reporting on the consultation findings. It is important that the new Local Plan focuses more on the communities that live within Guildford - in the town centre, the villages as well as communities on the outskirts • concern that the communities on the edges of the urban areas might be overlooked • provide more housing for people who are from Guildford and are part of the local communities • suggestion for more engagement with spatial groups such as Neighbourhood Forums • the Council could consider providing new housing in Park Barn • the GRA's key aspirations for Guildford borough include 1) adding value to the local economy by investing in areas such as the knowledge industry, 2) the value the countryside and the unique green edges to settlements, 3) creating housing for local needs, 4) increasing connectivity across the river and 5) creating an integrated bus interchange to take through traffic out of Guildford • inconsistency in the definition for terminology used in the Issues and Options paper and evidence base such as 'sustainability' and 'growth'. It is thought that the definition used should be in line with the NPPF • the GRA currently does not have strong links with Ash and Tongham
<p>Experience Guildford The Business Improvement District (BID) for Guildford town centre</p>	<ul style="list-style-type: none"> • represents approximately 500 businesses in the town centre, mostly retail but also leisure • suggestion to reduce parking costs in the town centre • immediate issues that need to be addressed are the gyratory and town centre traffic • perception that car parks are full, better communications needed • suggestion to change names of car parks so that these relate to local destinations or are of greater relevance as some are underused. • lack of sufficient signage results to unnecessary traffic congestion in the town centre, particularly by visitors • suggestion for free Park and Ride facilities on Saturdays • improve accessibility to the river and create a unique and exciting riverside environment • better pedestrian signage for local attractions and destinations • nightlife in the town centre is divided. The upper High Street caters for a more affluent clientele whilst the bottom of the High Street caters for a student population • an impression that the town centre is unsafe, partly due to the more visible student nightlife. Suggestion for more diverse and integrated social venues • improve the perception of Guildford upon arrival to the train station and car parks and create attractive pedestrian routes to the town centre

<p>Access Group Aims to promote and work towards an accessible environment throughout Guildford borough.</p>	<ul style="list-style-type: none"> • represents various members of the community including individuals with learning difficulties, mobility issues and those who are visually impaired. It aspires to create inclusive environments • the natural topography of Guildford creates a challenge for accessibility • suggestion that user groups are involved in discussions with Guildford Borough Council about improvements to the built environment so that key issues and priorities can be identified • need for more accessible homes • importance of new development sites being accessible - create flat sites that are as accessible as possible • proportional development across the borough, with smaller developments in villages • promote self-build, suggestion that areas are designated as self-build e.g. Pewley Way development • concerns that parking spaces will be reduced, particularly disabled parking • create more parking spaces at Park and Ride facilities and have services running until later • importance of improving the road networks - unnecessary vehicular movement through town centre due to no alternative routes from the South of Guildford • traffic discourages people from coming into Guildford • public transport, taxis and on-street parking are too expensive • suggestion for improved transport around the town centre, particularly up and down the High Street • granite setts on High street and pavements are in bad condition • improved accessibility needed to tourist information points and attractions as well as community facilities
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3.3 Targeted outreach

A series of meetings were set up to further engage with underrepresented groups.

The meetings took the form of an informal group discussion facilitated by Soundings centered around the canvass card questions.

Information leaflets and canvass cards were handed out at the meetings. A copy of the Issues and Options paper and questionnaire and an A2 aerial view map of Guildford borough were available for reference.

A stall was also set up at the Park Barn Community Day with the above material available as well as the wheel of fortune.

3.3.1 Schedule of events

The groups met and events attended are presented below. The sections of the communities represented are also described.



Outreach - WoW



Outreach - 4getMe-Nots

Group	Type of group	Date	Attendance
Park Barn Community Day	Park Barn community	26 September	approx. 50
Women on a Wednesday	women's support group	16 October	6
4getMe-Nots	support group for vulnerable adults	21 October	5
Guildford Action	homeless or in danger of becoming homeless	21 October	6



Outreach - Park Barn Community Day

3.3.2 Reporting on the targeted outreach

The following table outlines the topics raised and discussed at each of the outreach meetings.

The findings from the Park Barn Community Day are included in the Public events section.

Group	Summary of discussion points
Women on a Wednesday (WOW) A support group for women offering emotional and practical support.	<ul style="list-style-type: none"> WOW provides a safe environment to discuss personal issues. The group also runs courses such as sewing, computer training and arts and crafts. It also provides opportunities for socialising, particularly important for isolated individuals Park Barn is well served by bus services to the town centre. Connections to other areas such as Godalming are poor traffic congestion is a key issue for Guildford town. Traffic needs to be removed from the town centre better policing in the town centre as it currently feels unsafe suggestion for subsidised membership to sports facilities for local people make leisure facilities more accessible to local people by better advertising available services and making facilities more affordable greater variety of shops and more affordable retail need for a fully equipped community centre in Park Barn funding needed for community groups to allow groups to continue to exist and to develop ongoing programmes support services needed for parents and children to help with behavioural problems and encourage healthy lifestyles such as healthy eating programmes need for adult courses such as IT and maths courses to enable parents to have access to better job opportunities more social activities and training opportunities to preoccupy young people and discourage anti-social behaviour increase housing appropriately and consider the future needs of children and young people smaller properties needed to enable people to downsize anti-social behaviour and drug issues make Park Barn unsafe increase parking at Surrey County Hospital

<p>4getMe-Nots A support group for isolated individuals and also provides opportunities to socialise</p>	<ul style="list-style-type: none"> • some members of the group have mental health issues, learning difficulties and mobility problems whilst others are carers • more frequent bus services, particularly in the evenings and on Sundays • poor bus services to hospitals • a more coordinated bus service - currently all buses go through the town centre • introduce better cycling facilities, including segregated cycle lanes, to encourage cycling • desire for the bus station to stay on current location as this centrally located and easily accessible which is particularly important for those with mobility issues • a solution is needed for the gyratory and traffic congestion in the town centre • cars parked on pavements create problems for those in wheelchairs • the Park Barn Community Centre is not frequently used. Suggestion that better use could be made of the building, e.g. to run more youth programmes • funding needed to support youth programmes and existing community programmes • suggestion for the Pond Meadow site to be designated for community use • suggestion to pedestrianise North Street • unnecessary car journeys are made through the town centre as there are no alternative routes to go to other parts of the borough • provide more health services in local practices rather than hospitals • create quality homes locally for those who commute to Guildford • more family housing needed • affordable housing should be at social rent • create mixed communities and do not segregate affordable housing • importance of providing adequate housing to support the thriving local economy • important to keep pockets of green in urban areas • preserve Guildford's rural areas • consider need for school places with rising number of child births • consider future pressures on hospitals with increased population • many local people do not have the right skill set for the jobs available making it difficult to get back into employment • anti-social behaviour is an issue for Park Barn
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<p>Guildford Action Drop-in Centre Part of Guildford Action charity, a project that supports the homeless, those in danger of becoming homeless and low-income individuals</p>	<ul style="list-style-type: none"> • more temporary hostels needed, particularly in the winter • difficulties in getting housing as waiting lists for council housing are long • need for studios/one bedroom homes for single homeless adults • more affordable community spaces for those on low-incomes and young people, including sports and cultural facilities • more outdoor events such as local festivals to provide more opportunities for the local community to gather • introduce programmes to provide local jobs for those in long-term unemployment e.g. jobs that become available through new development • members of the group are experienced in manual and factory work - low demand for these jobs and lengthy or complicated application procedures create barriers • difficulties in getting back into employment as people do not have the right skills for the jobs available • more support services for the homeless and continued support those in shelters and temporary housing to help individuals make good progress in achieving a stable and healthy lifestyle • provide affordable adult education and training services to upskill those in unemployment • funding for start-up businesses • improved facilities at Guildford library and extended opening hours • more affordable retail in the town centre to cater for local people on low-incomes • better maintained public spaces such as parks would be used more by local people • need for more public toilets - suggestion to introduce pop-up toilets • suggestion for 24 hour access point for hot drinks
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CHAPTER FOUR

Youth engagement



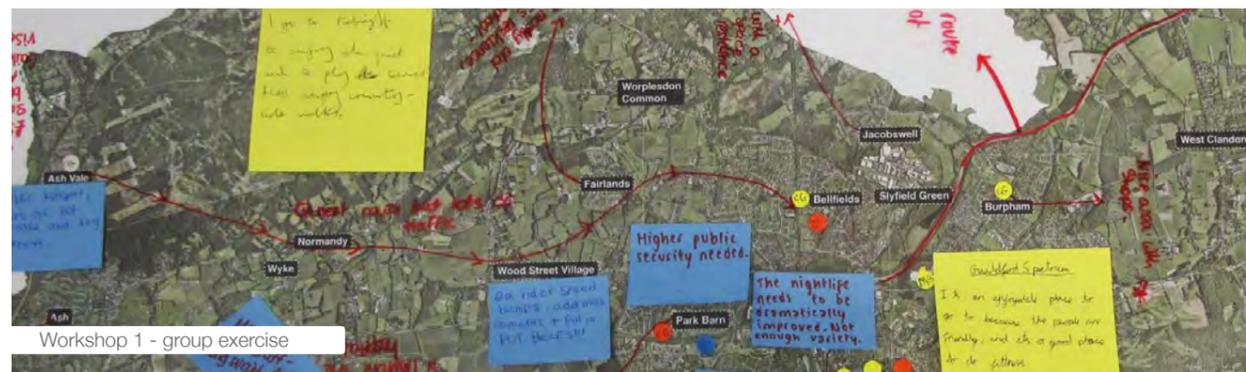
4. Youth engagement

4.1 Introduction

Young people (16-35) are an important section of the community to engage to understand the future needs of this generation in the life span of the new Local Plan.

Young people are a hard audience to engage and difficult to attract to public consultation events. A youth engagement programme was delivered to ensure participation of young people in the consultation and encourage future involvement.

An array of consultation tools were used to best engage the different groups of young people met. The following section describes the youth engagement programme and findings from the school workshops, youth groups and the University of Surrey drop-in event.



Workshop 1 - group exercise

4.2 Schedule of events

The following table lists the youth events that took place in October and November.

Group	Type of event	Date	Attendance
Kings College	workshop 1	21 October	8
	workshop 2	7 November	6
George Abbott School	workshop 1	23 October	13
	workshop 2	8 November	11
Guildford College	workshop 1	24 October	14
	workshop 2	7 November	9
Park Barn Youth Project	group discussion	21 October	6
Surrey University	drop-in event	29 October	approx. 40
Plantation Cafe	group discussion	29 October	8



Kings College



Guildford College



George Abbott School

4.3 School workshops

4.3.1 Workshop format

Two workshop sessions took place at each of the following schools: Kings College, George Abbott School and Guildford College.

The format of the workshop sessions and the materials used are described below.

Workshop session one

The workshop ran for approximately 1.5 hours and included the following activities:

- group exercise - using colour coded sticky dots and markers students were asked to identify on an A1 aerial view map of Guildford town: 1) where you live, 2) where do you like going? why? 3) where do you avoid? why? 4) what places would you like to see improved? why?
The same exercise was repeated on an A1 aerial view map of Guildford borough
- individual exercise - a short questionnaire asking young people to consider what their area, the town centre and Guildford borough needs more or less of, and to choose three words or phrases to describe their feelings for the borough today

- homework - students were asked to photograph places of specific interest and explain what they like, dislike and what could be improved about these places and then upload the images to a Flickr account.

Materials available at the workshop include:

- aerial view map of Guildford town (A1)
- aerial view map of Guildford borough (A1)
- individual questionnaire (A4)
- homework sheets (A4)
- sticky dots, pens and markers.

Workshop session two

The workshop ran for approximately 1.5 hours and included the following activities:

- ageing exercise - students were asked to develop a character role in the future and consider their age, occupation and needs
- debate - split into two groups and in character students were asked to debate the needs for housing against the need to preserve the Green Belt. During the debate students were encouraged to consider related issues that

contribute to a sustainable community such as the local economy and jobs, access and transport, infrastructure and the environment.

Materials available at the workshop include:

- ageing application on iPad to help young people get into character
- worksheet to develop a character (A4)
- list of key issues for housing and the Green Belt (A4)
- list of other key issues being considered for the Local Plan and a notes section (A4)
- pens and markers.

4.3.2 School engagement findings

This section presents the findings from the workshop sessions across all three schools combined as the same subject areas were discussed with each of the groups.

Workshop session one

The comments received on the aerial view map and the individual questionnaire can be seen on the table below.

Aerial view map	Findings
1. Where do you like going? Why?	<p>Leisure facilities</p> <ul style="list-style-type: none"> Surrey Sports Park - affordable, well maintained, clean and accessible Guildford Spectrum leisure complex - friendly staff Guildford Lido Guildford High Street - good shops Merrow - LA fitness <p>Town centre</p> <ul style="list-style-type: none"> for shopping and socialising Friary Centre Plantation Café <p>Natural environment and outdoor events</p> <ul style="list-style-type: none"> Stoke Park Guildfest Surrey County Show Newland's Corner - lovely scenery River Wey - peaceful Sutherland Park - good hangout place Albury Estate - game shooting Pirbright - quiet, tennis facilities and countryside walks Seale - nice cafes and green areas Puttenham and Peaslake - countryside walks <p>Other</p> <ul style="list-style-type: none"> Farnham Road - youth counselling services Merrow - safe area for old people Seale - nice cafes and green areas



2. Where do you avoid? Why?	<p>Park Barn and Bellfields</p> <ul style="list-style-type: none"> crime issues and bad reputation <p>Recreational Grounds (North of Stoughton)</p> <ul style="list-style-type: none"> poor cycling facilities and narrow roads that do not cater for cyclists <p>Bus shelters</p> <ul style="list-style-type: none"> not clean and in poor condition <p>Town centre</p> <ul style="list-style-type: none"> poor nightlife
3. What places would you like to see improved? Why?	<p>Town centre</p> <ul style="list-style-type: none"> affordable transport free or cheaper parking improve road surfaces (potholes) more things for young people to do more youth clubs promotion of Guildford library more varied nightlife activity <p>Park Barn</p> <ul style="list-style-type: none"> crime issues better access to employment <p>Bellfields</p> <ul style="list-style-type: none"> crime issues <p>Leisure facilities</p> <ul style="list-style-type: none"> Guildford Spectrum leisure complex - not affordable for young people G Live - expansion of facilities better promotion of local events <p>Roads</p> <ul style="list-style-type: none"> traffic congestion and access to A3 more frequent bus services <p>Aldershot</p> <ul style="list-style-type: none"> a new supermarket

Questionnaire	Key discussion points and number of comments
Guildford town centre needs more:	<ul style="list-style-type: none"> parking - affordable, free in the evenings (7) local and independent retail (7) sports facilities - football (3) cafés, including independent cafés (3) affordable public transport (3) affordable retail (2) <p>Other issues referenced once include: variety in retail, policing, facilities for young people, cycle paths and nightlife</p>
Guildford town centre needs less:	<ul style="list-style-type: none"> traffic/congestion (7) expensive transport (2) <p>Other issues referenced once include: cars, expensive evening parking, coffee shops and a less expensive cinema</p>
Guildford borough needs more:	<ul style="list-style-type: none"> festivals (6) transport connections across the borough (4) affordable public transport (3) free evening parking (3) cycle lanes (2) locally produced goods (3) <p>Other issues referenced once include: affordable housing, facilities in open spaces, speed cameras, milkshake places and police on streets</p>
Guildford borough needs less:	<ul style="list-style-type: none"> traffic (2) potholes (2) <p>Other issues referenced once include: golf courses, limited number of new housing, paid evening parking, buses, lorries, expensive housing, pollution and speed bumps</p>
I live in ... and it needs more... *	<p>Send</p> <ul style="list-style-type: none"> buses and regular services (2) skate park <p>Burpham</p> <ul style="list-style-type: none"> more community cohesion (2) better roads banks more vibrancy - restaurants <p>Jacobs Well</p> <ul style="list-style-type: none"> better roads facilities for young people <p>Merrow</p> <ul style="list-style-type: none"> reliable and affordable buses (2) community policing Burger King extreme sports facilities cycle facilities speed cameras



I live in ... and it needs less*	<p>Send</p> <ul style="list-style-type: none"> congestion towards Woking <p>Burpham</p> <ul style="list-style-type: none"> building works and limited development (2) potholes unuseful shops <p>Jacobs Well</p> <ul style="list-style-type: none"> potholes <p>Merrow</p> <ul style="list-style-type: none"> traffic lights (2) development unfriendly staff on public transport expensive public transport
Describe how you feel about the borough today...*	<ul style="list-style-type: none"> friendly, pleasant place to live (11) safe area (6) expensive, specific references to shops and transport (6) lots of facilities and things to do (5) busy, thriving (3) lots of new developments (2) open areas (2) <p>Other issues referenced once include: picturesque, unique town centre, structured, shops are too expensive, difficulty in accessing facilities and need for more affordable housing</p>

* This section of the questionnaire was only completed by students at George Abbott School and Kings College.

Workshop session two

Students were asked to debate the value of the Green Belt against the needs for housing. The key arguments for each of these are presented below.

Prior to the debate commencing each student created a character role and decided on their age, occupation, family, favourite food and favourite past time.

This helped the students to consider the needs of different people in the community, including those who are retired, unemployed, people with families, recent graduates and key workers.

Debate	Key discussion points
Green Belt	<ul style="list-style-type: none"> consider brownfield sites first high-rise developments in urban areas rather than in the Green Belt pollution resulting from new developments and services needed for new population protecting natural habitats and wildlife pressures on existing services with new housing - services already under pressure overdevelopment could result to less tourism use of the countryside for outdoor sports and leisure activities such as walking impact on traffic protecting the boundaries between settlements retain the tranquil character of Guildford borough rise in crime levels need for more policing and support services safeguarding the countryside for future generations value of the countryside to the local economy including tourism and agriculture devaluing of existing homes only a proportion of housing being delivered is affordable
Housing	<ul style="list-style-type: none"> shortage of housing is a national issue housing needed for population growth and baby boom greater opportunity for young people to get on the property ladder and stay in the borough accommodation needed for the homeless, people on waiting lists and those living with parents opportunities to use renewable resources and greener housing technologies in new developments current unemployment issue - new development can also bring new jobs need to provide equal opportunities for those working in the borough, such as key workers, to live here replanting of trees that need to be removed for new developments create museums and tourist facilities in the Green Belt delivery of purpose built housing for the elderly new housing could allow elderly to downsize investments can be made into local infrastructure and services opportunity to provide better transport links Guildford borough's 85% Green Belt designation makes it difficult to meet local development needs outside the Green Belt more housing could reduce the overall price of homes

4.4 Youth groups

A session to introduce the new Local Plan and understand the key issues and priorities for young people were arranged with both the Park Barn Youth Project and the Plantation Café.

Each session lasted approximately 1 hour and both the young people and youth workers participated in a group discussion.

The discussion focused on understanding the key challenges for young people and how these could be addressed and what facilities, including

social, training and support facilities, young people would like to see.

Canvass cards and information leaflets were handed out at each of the sessions. The Issues and Options paper and an A1 aerial view map of Guildford borough were also available for reference.

Group	Key discussion points
Park Barn Youth Project	<ul style="list-style-type: none"> difficulties for teenagers to get jobs as employers require school certificates more support needed for young people to get into work, particularly if they are not in education no programmes for young people to learn new skills suggestion for a skills centre to help young people prepare for job interviews and create their CVs provide more employment opportunities to make it easier for young people the drug issues in Park Barn makes it unsafe for young people knock down 'concrete jungle' (tower blocks in Park Barn) and redevelop the site build homes that people can afford and that create a safe place to live provide new flats suitable for young families there should be enough sites for travellers to be able to pitch their caravans buses are too expensive and discourage young people from using them provide more affordable shops more variety in local facilities, too many parks with children's playgrounds need better facilities for the Park Barn Youth Project not enough for young people to do in the town centre
Plantation Café	<ul style="list-style-type: none"> more and better employment opportunities for young people difficulties in getting jobs in the construction industry without experience need for more work experience opportunities and apprenticeships for young people private companies should be required to provide work experience for young people secondary schools should set up apprenticeships better policing needed in the town centre at night too many coffee shops in the town centre the town centre needs more bakeries and sports shops provide more sheltered public spaces in the town centre there is nowhere for young people to go, apart from the Plantation Cafe suggestion for purpose built housing for young people affordability of homes – currently young people cannot move out of family homes open and green spaces are important so that there is pretty things to look at

4.5 University of Surrey

A small scale drop-in event was held in the university's foyer near the university shop and library as this was considered a location with good footfall.

The drop-in event was held between 11am-2pm to engage students and staff during their lunch break.

An array of consultation tools were available at the drop-in event:

- canvass card
- wheel of fortune
- aerial view map (A0)
- detailed questionnaire

The information leaflet, DVDs of the Local Plan documentation and bookmarks with information on consultation events were available for people to take away.

Copies of the Issues and Options paper and Strategic Housing Land Availability Assessment (SHLAA) were available for reference.

The most effective engagement tool at this event was the wheel of fortune as only a few comments were made on the aerial view map and 7 canvass cards completed.

The comments made on the wheel of fortune and aerial view map are summarised below. The canvass card comments are included in the canvass card analysis section.

Subject	Key discussion points
Town centre	<ul style="list-style-type: none"> • attractiveness of town centre • currently there are too many cafés • encourage more independent shops and cafés to give the town centre a distinct character • need to differentiate Guildford from other similar town centres and make it unique • create more attractions and destinations e.g. fountains, statues • greater variety of shops needed • suggestion for more multicultural restaurants • better nightlife and social venues • the town centre is too expensive for students • suggestion for free Wi-Fi in the town centre
University campus	<ul style="list-style-type: none"> • more shops needed on the university campus • not enough retail facilities near the university • parking is a key issue for university • suggestion to create a double storey car park • suggestion for a shuttle bus from the town centre to the university to ease pressures on the university car park • provide more parking at the university so that side streets are not used • better public transport networks to the university and services running until late (specific reference to create better connections between the university and Kingston) • a Park and Ride facility near the university • Manor Park feels safe
Other	<ul style="list-style-type: none"> • provide more development to make housing more affordable • need for more affordable housing • appreciate the mix of rural and urban • value of the countryside



Workshop - George Abbott School

CHAPTER FIVE

Public events



5. Public events

5.1 Introduction

A series of public events were held across the borough during October and November to introduce the new Local Plan, raise awareness of the Issues and Options consultation and provide opportunities for different levels of engagement.

The aim of the events were to:

- allow a wide audience to engage by holding events in different locations and share their views through the use of various consultation tools
- encourage ongoing engagement in the process of preparing the new Local Plan
- make the Issues and Options documentation more accessible by presenting brief summaries of key aspects of the paper
- identify the local priorities and key issues so that these can be taking into consideration when preparing the new Local Plan.

5.2 Drop-ins

5.2.1 Event details

Eight drop-in events took place in October 2013.

Each drop-in event was held in a different part of the borough, with locations being selected in the urban areas and villages to make these accessible to as many people as possible. The events were organised at different times of the day and week.

The drop-in events were facilitated by Soundings. 4-5 Soundings staff were present to introduce the new Local Plan and encourage participation in the process through the consultation tools available at the event.

2-3 planning officers from Guildford Borough Council were also present to interact with the local community and respond to specific or detailed aspects of the Local Plan documents.

An estimated total of 1050 people attended the events and 176 canvass cards were collected.

Location	Date	Estimated attendance	Canvass cards
Wharf Road, Ash	Saturday 5 October, 12pm-3pm	100	18
Rotunda, North Street	Sunday 6 October, 12pm-3pm	150	34
Tesco Superstore, Ashenden Road	Friday 11 October, 12pm-3pm	60	13
Ripley Farmers' Market	Saturday 12 October, 10am-1pm	200	12
Parade Court, East Horsley	Saturday 12 October, 3pm-6pm	200	36
Sainsbury's superstore, Burpham	Sunday 13 October, 1pm-4pm	80	15
Guildford Spectrum Leisure Complex	Friday 18 October, 2pm-5pm	60	20
Shalford Village Green	Saturday 19 October, 11am-2pm	200	28

5.2.2 Drop-in content

The drop-in events included five pull-up banners to introduce the new Local Plan, Issues and Options consultation and described the key issues being considered for this consultation.

Reference copies of the following documents were available:

- Issues and Options paper
- Strategic Housing Land Assessment (SHLAA)
- Infrastructure Baseline
- Settlement Hierarchy
- Map of Potential Development Areas surrounding urban areas and villages (Green Belt and Countryside Study)
- Map of potential village inseting boundaries (Green Belt and Countryside Study)

A DVD including the Issues and Options paper and detailed questionnaire, and the evidence base was available to take away.

Tables and chairs were set up for people to sit down, leave comments and complete canvass cards. Pens and post-it notes were provided.

5.2.3 Consultation tools

Feedback at the drop-in events was received through the following consultation tools:

- canvass card
- wheel of fortune
- aerial view map
- conversation wall
- quick comment sheets

As well as being a consultation tool to leave comments on, the aerial view map of Guildford borough was also a useful reference tool for discussions between the consultation team and the local community.

5.3 Workshops

5.3.1 Event details

Four public workshops were organised in November 2013, with a total of 181 people attending including representatives of residents groups, parish councils, community interest groups and local landowners.

The workshops took place in the town centre and at locations in the east and west of the borough.

The workshops were chaired and facilitated by Soundings. Planning officers from Guildford Borough Council provided presentations, participated in the group discussions and responded to questions.

Between 5-8 staff from each Soundings and the Council were in attendance at all the workshops.

The workshops provided an opportunity to discuss the emerging themes identified during the drop-in events in more detail and ask questions to the Guildford Borough Council officers.

Location	Date	Attendance
Radisson Blu, Alexandra Terrace, Guildford	Monday 11 November, 7pm-9:30pm	49
St Peter's Centre, Ash Church Road, Ash	Wednesday 13 November, 7pm-9:30pm	41
St Joseph's Catholic Church, Eastgate Gardens, Guildford	Saturday 16 November, 3pm-5:30pm	37
East Horsley Village Hall, Kingston Avenue, East Horsley	Tuesday 19 November, 7pm-9:30pm	54

5.3.2 Workshop format

Attendees were seated in groups at tables to allow for a group discussion. A facilitator and planning officer was also seated at each table.

All the workshops followed the same format and the agenda items can be seen below:

- Welcome and introductions (5mins)
- Introduce the new Local Plan and brief overview of the consultation
- Session One – presentation and group discussion on: a) the vision for Guildford borough b) new homes, the Green Belt and local infrastructure (50mins)
- Session Two - Presentation and group discussion on: social and cultural facilities and local employment (40mins)
- Questions and answers session (20mins)
- Closing remarks and next steps (5mins)

Presentations

The workshops included presentations from Guildford Borough Council and Soundings on the following:

- an overview of the new Local Plan
- consultation findings
- new homes, the Green Belt and local infrastructure
- social and cultural facilities and local employment.

Table material

Each table was provided with a set of resources to be used during the workshop discussions. These included:

- Issues and Options document (A4)
- aerial view map indicating the statutory land designations, site options and type of development being considered and highlighting villages with potential Green Belt inseting boundaries (A1)
- Potential village inseting boundary map (A2)
- copy of the exhibition banners (A3)
- selection of a cross-section of canvass card comments (A3)
- tablesheets to document the group discussion (A2)
- Pens and post-it notes.

Exhibition banners

9 pull-up exhibition banners were also on display. The first 5 exhibition banners were the introductory boards to the new Local Plan also used at the drop-in events but updated where necessary. The remaining 4 boards presented an overview of the September and October consultation events and key findings as well as providing more information on the reoccurring themes identified during these events.

The reoccurring themes are listed below:

- treatment of the Green Belt
- Green Belt Insetting Boundary
- traffic and road networks
- public transport
- education and health services
- affordable homes
- employment opportunities
- local facilities and services.

5.4 Exhibitions

5.4.1 Event details

Around the same time as the workshops in Ash and East Horsley, an exhibition staffed by Guildford Borough Council and Soundings also took place, to make the consultation material available for a longer period and to allow those unable to attend the workshops to engage in this stage of the Issues and Options consultation.

A total of 373 people attended the exhibition, although there was a much greater turn out to the East Horsley exhibition.

5.4.2 Exhibition format

The 9 pull-up exhibition banners displayed at the workshops were also presented at the exhibition as well as the A0 aerial view map, showing the statutory land designations.

The aerial view map generated great interest with many of the conversations between attendees and staff taking place around the map.

Reference copies of the Issues and Options paper and evidence base were also available. Attendees were encouraged to respond to the consultation through the online questionnaire.

Key discussion points included specific sites options, the Green Belt inseting boundary and pressures on local infrastructure.



Exhibition - East Horsley

Location	Date	Attendance
St Peter's Centre, Ash Church Road, Ash	Monday 11 November, 11am-3pm	16
	Tuesday 12 November, 4pm-8pm	20
	Wednesday 13 November, 5pm-7pm	14
East Horsley Village Hall, Kingston Avenue, East Horsley	Monday 18 November, 4pm-8pm	177
	Tuesday 19 November, 6pm-7pm (cancelled) *	Not applicable
	Wednesday 20 November, 3pm-7pm	146

* Due to an overwhelming response to attend the East Horsley workshop taking place just after this exhibition the event was cancelled.

5.5 Demographic monitoring

Demographic monitoring forms were available at the drop-in events and those completing canvass cards were also encouraged to fill in a monitoring form.

The following is an analysis of the key information shared on the 95 monitoring forms received.

It should be noted that a total of 257 canvass cards were received, predominantly at the drop-in events, and it is estimated that over 1,500 participated in the public consultation events. These numbers are far larger than the demographic monitoring forms received.

This analysis demonstrates:

- a relatively good balance across gender
- a fairly good representation across age groups with higher percentages for age groups 45 and over
- good representation of people with disabilities
- the ethnicity data reflects the demographics of the borough (91% of the population is white - Census 2011) with 90.4% of respondents stating that they are of white background. 4.4% of respondents

are of Asian background which is the largest ethnic group in the borough, as identified in the Census 2011

- ethnic minority groups, the traveller community, young people and those with disabilities were targeted through the outreach events, strengthening representation from these section of the community. The demographic data from these events was not recorded and is not included in the below analysis.

Which of the following describes how you think of yourself?

Male	42	44%
Female	52	55%
In another way	0	0%
No answer	1	1%

Age

16-24	11	11.6%
25-34	13	13.7%
35-44	12	12.6%
45-54	19	20%
55-64	19	20%
65 or over	21	22.1%
No answer	0	0%

Disability

Yes	10	10.5%
No	77	81%
Prefer not to say	0	0%
No answer	8	8.5%

Ethnicity

White British	79	83%
White Irish	0	0%
White European	4	4.2%
White other	3	3.2%
Asian or Asian British: Indian	3	3.2%
Asian or Asian British: Bangladeshi	0	0%
Asian or Asian British: Chinese	1	1.1%
Other Asian background	0	0%
Gypsy/Traveller	0	0%
Arab	0	0%
Other ethnic group	2	2.1%
Mixed background	2	2.1%
Black background	0	0%
No answer	2	2.1%

5.6 Findings from public events

5.6.1 Wheel of fortune

149 comments were received on the wheel of fortune at the drop-in events at Park Barn Community Day. The key issues raised and reoccurring themes are described below:

Subject	Key discussion points
Public transport	<ul style="list-style-type: none"> poor public transport better bus routes needed
Housing	<ul style="list-style-type: none"> more affordable homes proportionate distribution of traveller sites
Roads, traffic and parking	<ul style="list-style-type: none"> potholes roads are too congested a solution for the road networks is needed parking is too expensive
Social and cultural facilities	<ul style="list-style-type: none"> more evening venues more local events lots of arts and events happening
Natural environment	<ul style="list-style-type: none"> protection of the Green Belt more open spaces like Stoke Park like Surrey Hills like surrounding nature
Town centre	<ul style="list-style-type: none"> better signage needed in the town centre request for a more permeable town centre a traffic free town centre other facilities apart from retail independent shops make the river front a destination attractiveness of town centre like the historic town centre and local heritage like quality and variety of shops improved pedestrian links to Guildford train station more parking a pedestrian friendly town centre more child friendly facilities facilities for young people
Health facilities	<ul style="list-style-type: none"> pressures on existing medical facilities
Safety and security	<ul style="list-style-type: none"> antisocial behaviour drug-issues
General	<ul style="list-style-type: none"> a cleaner borough sense of community an expensive borough



Comments relating to specific areas are described below.

Local area	Key discussion points
Ripley	<ul style="list-style-type: none"> open green space for walks and footpaths village atmosphere more local food shops better quality housing better public transport and more frequent bus services better cycling connections more affordable parking traffic congestion dislike cars speeding through the village
Merrow	<ul style="list-style-type: none"> quiet and peaceful
Burpham	<ul style="list-style-type: none"> like Whitmoor Common view of Surrey Hills dislike speeding cars
Horsley	<ul style="list-style-type: none"> like the village feel dislike Gravetts Lane development dislike proposals to increase Saltbox Road car park
Ash	<ul style="list-style-type: none"> better internet connections improved pedestrian links to the rail station like the canal and open fields dislike too much traffic poor bus services medical facilities are under pressure no children playgrounds
Park Barn	<ul style="list-style-type: none"> dislike pocket of deprivation
Wood Street Village	<ul style="list-style-type: none"> like Wood Street Common

5.6.2 Aerial view map

148 comments were received on the aerial view map at the drop-in events.

Although originally intended as a feedback tool, at some of the drop-in events it was mostly used to refer to in conversation to explain the various land designations and to look at specific areas of interest.

The key issues raised and reoccurring themes made on the aerial view map are described below:

Subject	Key discussion points
Public transport	<ul style="list-style-type: none"> improved public transport affordable public transport better connections to Stoughton new Park and Ride facility welcomed
Housing	<ul style="list-style-type: none"> provision of purpose-built student housing
Roads, traffic and parking	<ul style="list-style-type: none"> current road networks are at capacity traffic is a major problem, areas specifically referenced include Shalford and Ash there are too many car users parking is too expensive more cycle lanes in Ash Wharf
New development	<ul style="list-style-type: none"> develop on brownfield sites first recognition of future development needs, such as need for housing and expansion of university more information on local housing needs ensure that s106 contributions are made locally and put towards schools, transport infrastructure and delivery of affordable housing suggestion for a new settlement at Wisley Airfield support for Blackwall Farm development pollution issues with increase in number of homes protect the flood plains
Site options	<ul style="list-style-type: none"> access issues for Chinthurst Lane site Chinthurst Hill important for wildlife current infrastructure cannot support the size of the Chinthurst Lane development
Natural environment	<ul style="list-style-type: none"> protection of the Green Belt and its purposes value of green open spaces, specific reference to Puttenham Common, Tongham Woods, Stoke Park
Health services and educational facilities	<ul style="list-style-type: none"> pressures on existing services and facilities, areas specifically referenced include Shalford and Ash
Community facilities	<ul style="list-style-type: none"> better playgrounds
Local economy	<ul style="list-style-type: none"> importance of tourism more local shops in Shalford village centres are disappearing
Other	<ul style="list-style-type: none"> improvements to Lysons Avenue, Ash Vale

5.6.3 Conversation wall

The conversation wall did not receive as many responses as the other consultation tools, with only 17 comments received. It did however encourage a brief discussion on potential site options for development.

The following locations were suggested:

- end of Portsmouth Road - well connected
- ex-electricity site in Godalming - suitable for affordable flats
- Wisley Airfield
- Aldershot
- North of Burpham near A3

Other comments included improvements to cycling connections, the value of tourism and pressures on current infrastructure (transport, health and educational services).



Drop-in event - Ripley



Drop-in event - Burpham

5.6.4 Canvass card analysis

The following bar charts and explanatory text analyse the feedback received on 257 completed canvass cards. 176 canvass cards were received at the drop-in events. The rest of the canvass cards were received at other consultation events, online, via post or dropped off at the Council offices.

The comments received have been grouped and categorised and are presented below.

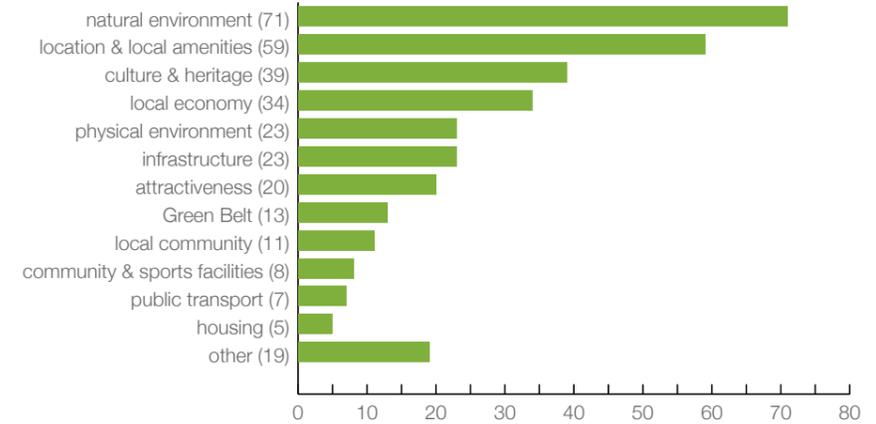
Q1. What are the main things about Guildford borough that make it special?

The value of the countryside and green open space is clearly demonstrated (71). A further 13 comments specifically reference the Green Belt.

The location of Guildford borough, its proximity to London and access to the countryside and range of local amenities are of great importance (59).

The culture and heritage, particularly in town centre, is also highlighted (39).

The retail offer, the attractiveness of the High Street and vibrancy of the town centre are also frequently mentioned (34).



Q2. What 3 words or phrases describe how you feel about the borough today?

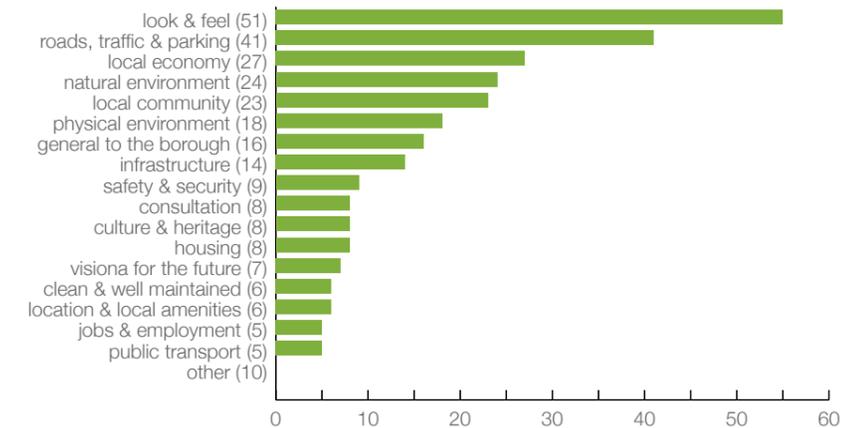
The majority of comments refer to the attractiveness of the borough expressing that the borough is beautiful, vibrant and a nice place to live (51).

Issues relating to traffic and busy roads are highlighted (41).

The importance of the countryside and green spaces is also identified with a total of 31 comments received, including 7 comments specifically on the Green Belt.

Comments also express the value of local communities which have generally been described as friendly and vibrant (23).

Comments relating to the physical improvements to the town centre and concerns about new development were recorded (18).



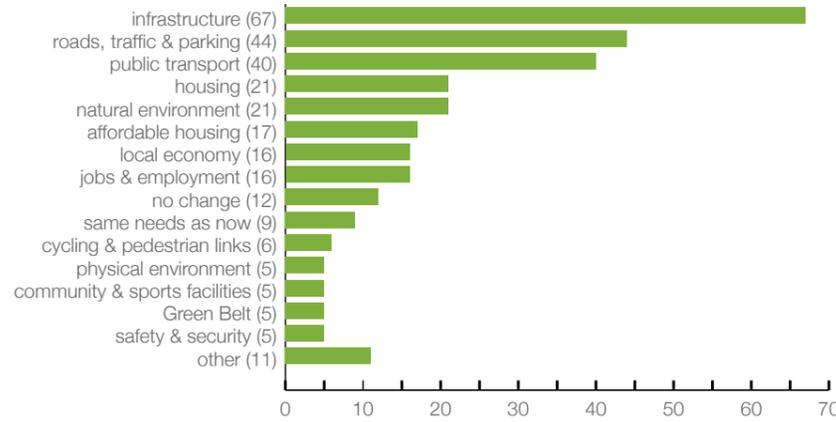
Q3a. What do you think the needs will be for you, your family or friends in the borough in 5 years?

The majority of comments relate to social infrastructure (67) and in particular provision for schools and health services. Comments also mention facilities for the elderly and young people.

Issues relating to roads, traffic and parking (44) and improved public transport (40) and are frequently mentioned.

A total of 38 comments express the need for housing, with 17 specifically referencing affordable housing.

The value of open spaces and the importance of retaining the countryside for future generations is highlighted (21).

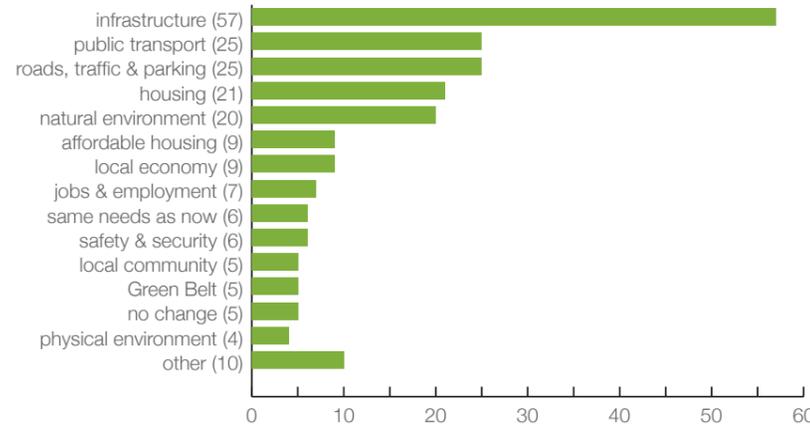


Q3b. What do you think the needs will be for you, your family or friends in the borough in 15 years?

Similarly to Q3a the majority of comments relate to social infrastructure (57). However, care facilities for elderly care are more frequently mentioned.

Issues relating to improvements to public transport (25) and roads, traffic and parking feature highly (25).

Housing needs (21) as well as the value of the countryside and green spaces are also highlighted (20).



Q4. What 3 words or phrases best describe your perfect picture for the borough in 15 years time?

Issues relating to traffic and improved road networks, with specific references to the A3 and town centre traffic, are most frequently mentioned (52).

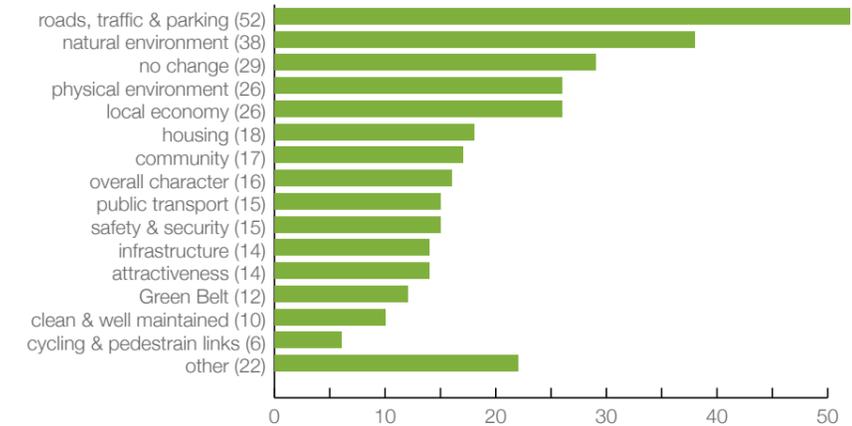
Comments reflect the importance of green amenity and retaining green open spaces (38).

29 comments express that people would like to see the borough remain the same as present.

The approach to new development is also raised, with comments referring to improvements to the town centre and proportionate development (26).

26 comments on the local economy refer to the affordability of the borough, providing a wider retail offer and a vision for an affluent borough.

18 comments relate to housing and the importance of providing good quality housing and adequate housing for future needs.



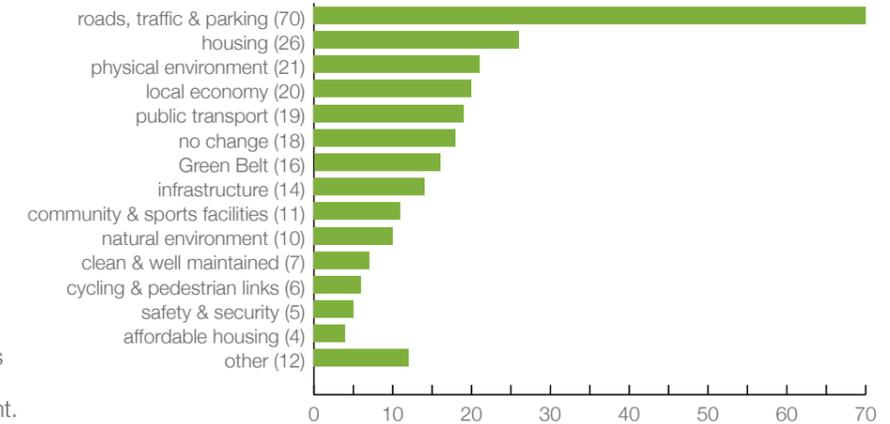
Q5a. What do you think can be done to make your local area a better place for the future?

Responses for improvements in local areas reflect a strong desire for improved roads, better traffic management and more parking (70).

A total of 30 comments were received in relation to housing. Some respondents felt that housing should be limited or not permitted, whilst others felt that housing is needed for young people and the elderly.

21 comments highlight improvements to street, buildings and public spaces as well as restricting new development.

Requests for more local shops, particularly small and independent businesses are also expressed (20).

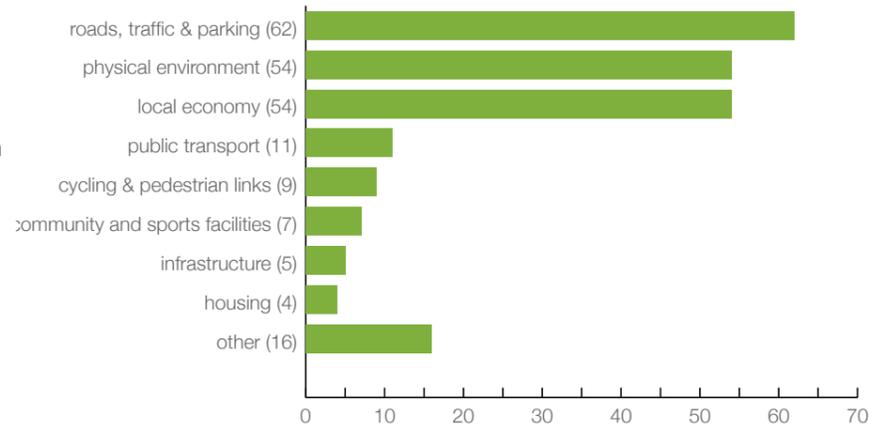


Q5b. What do you think can be done to make Guildford town centre a better place for the future?

A desire for a less congested town centre, as well as more affordable parking is clearly expressed (62).

Requests for improvements to the appearance of the town centre are made with specific references to North Street, the bus station and river and suggestions for pedestrianised streets (54).

It is also expressed that the town centre should have a greater retail offer and more small independent businesses (54).



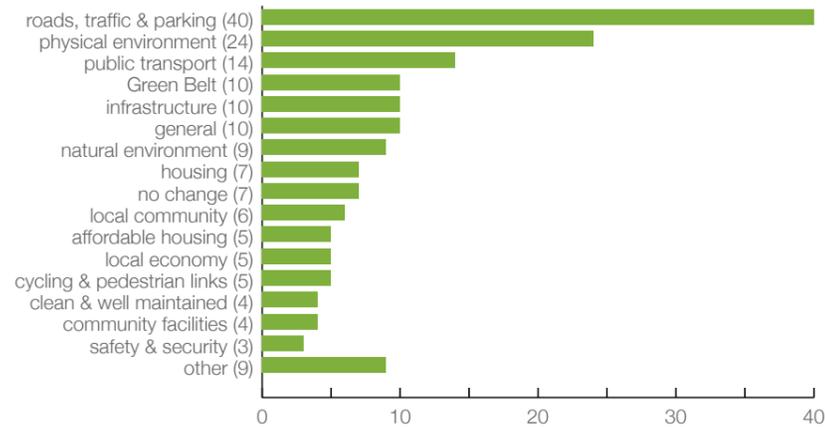
Q5c. What do you think can be done to make Guildford borough a better place for the future?

Improvements to the road networks and traffic again feature highly (40).

Requests to consider brownfield sites first and proportionate development are made (24).

Providing improved and more affordable public transport is also highlighted (14).

Protection of the Green Belt (10) and improved social infrastructure (10) are mentioned.



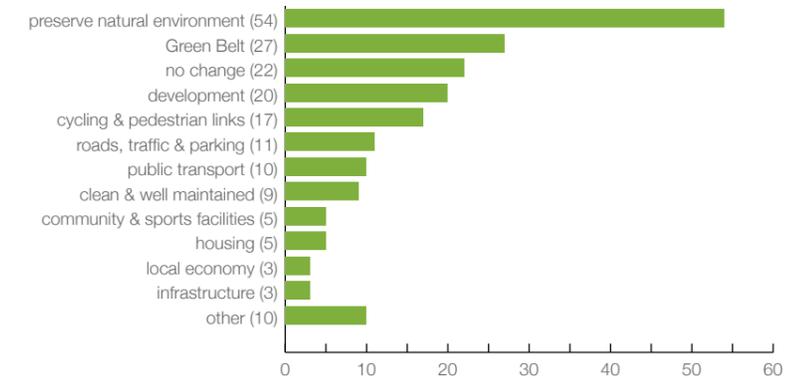
Q5d. What do you think can be done to make rural areas and the countryside a better place for the future?

A strong desire to preserve the countryside (54) and protect the Green Belt (27) is expressed.

It is also expressed that rural areas should remain the same (22) and no new development permitted (20).

The importance of walking and cycling routes is also highlighted (17).

Other issues frequently mentioned include providing improved transport links and better parking facilities as well as keeping the countryside clean and well maintained.



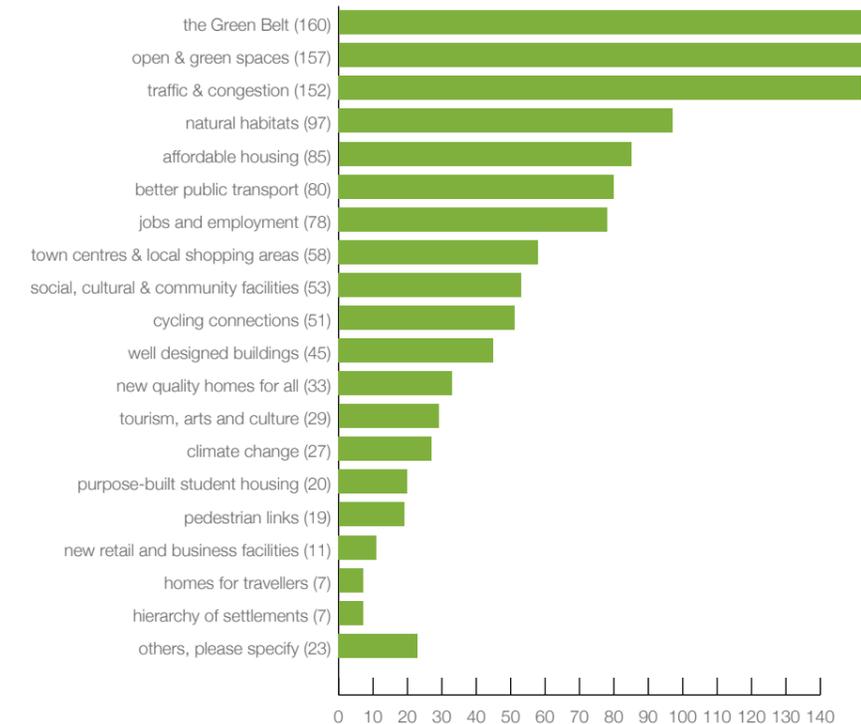
Q6. What are your top 5 priorities for the borough?

This question included the categories shown on the chart on the right as tick box options. The second part to this question asked respondents to explain why these were their top priorities.

The bar chart on the right reflects the frequency that the categories were selected.

A summary of the associated comments is provided below:

- 117 comments were received on the Green Belt, mainly highlighting the importance of preserving the countryside and maintaining a balance between rural and urban areas and expressing concerns that once land is developed this cannot be reversed
- 180 comments relate to open and green spaces, natural habitats and climate change. These emphasise the value of green amenity to local people and for attracting visitors. Use of the countryside for recreational purposes, to provide



- open spaces for children and to protect wildlife are also frequently mentioned
- 121 comments refer to traffic emphasising that this is a major issue for the borough and expressing concerns about the impact new development will have on traffic
 - 81 comments relate to affordable housing. These highlight the need more affordable homes for more young people and key workers and that private is too expensive for some sections of the community. It is also felt that affordable housing is important to create mixed communities
 - 60 comments are recorded on public transport, mainly reflecting

- the need for a reliable, well connected and affordable service to help reduce congestion
- 60 comments refer to jobs and employment . These highlight the need for more local jobs for young people, to reduce commuting and to ensure that the borough continues to thrive. A lack of local employment opportunities and permanent employment is also expressed
- The number of comments received for the remaining categories is identified below:
cycling and pedestrian links (58), local economy (56), built environment (38), culture and heritage (37), housing (21), local infrastructure (21), hierarchy of settlements (18), local community (7), community facilities (12) and other (23).



Respondents were asked to rate their priorities from 1-5, with 1 being the most important. However, many simply ticked their top 5 priorities.

The table below reflects the frequency of responses for those who did rate priorities from 1-5.

	Affordable housing	Better public transport	Jobs and employment	Natural habitats	New quality homes for all	Open and green space	Social, cultural and community	The Green Belt	Town centres and local shops	Traffic and congestion
1st	21				14	13		81		32
2nd	20	13				68		24		24
3rd		17		41		22		17		29
4th		19	20			15			19	32
5th			20			15	18		19	19



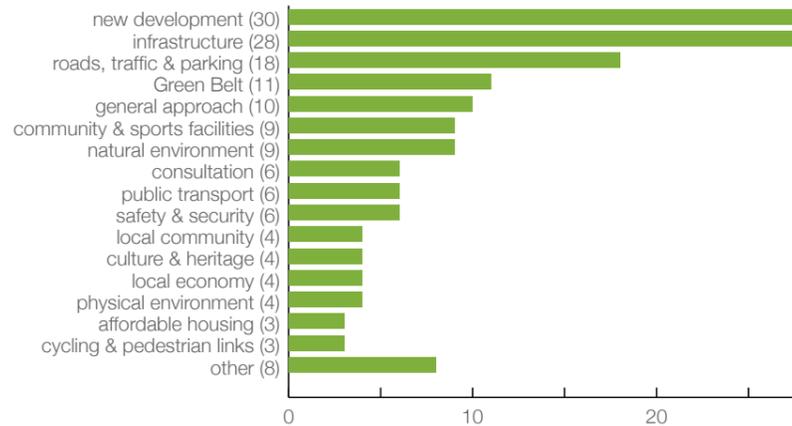
Drop-in event - Rotunda

Q7. Are there any other issues that you think the new Local Plan should look at? If so, what are they?

The majority of comments relate to development and include requests for brownfield sites and infill sites to be considered first, proportionate development and not overdeveloping the borough (30).

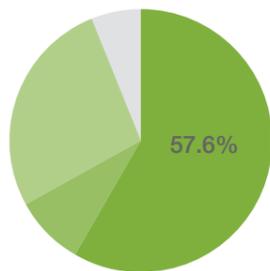
Pressures on infrastructure, particularly schools and doctor's surgeries, and considerations for future provision are highlighted (28).

The traffic issues across the borough and requests for a solution are made (16), particular areas mentioned include Shalford, West Clandon, the gyratory and the A3. Parking provision is also raised.



Q9. If you live in the borough, do you see yourself staying here for the next 5 years?

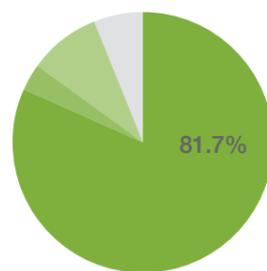
The majority of people see themselves staying in the borough due to the quality of life, good facilities, access to the countryside, family and connections to the area (136). Those responding negatively express that they may consider moving if the character of the borough changed greatly.



Yes (136)
No (20)
Not known (63)
No answer (14)

Q10. If you live in the borough, do you see yourself staying here for the next 15 years?

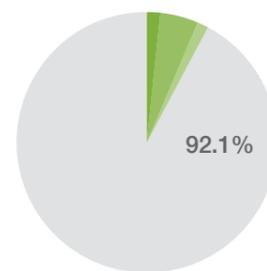
The responses to Q10 were similar to Q9 but with more people mentioning care facilities and retirement.



Yes (192)
No (8)
Not known (21)
No answer (14)

Q11. If you do not currently live in the borough, could you see yourself moving here in the next 5-15 years?

Many people did not respond to Q11 as they have stated in previous questions that they already live in the borough.



Yes (4)
No (10)
Not known (3)
No answer (197)

5.6.5 Workshops - table discussions

A summary of the discussion points raised during the group table discussions at the four workshops is presented below.

The groups were asked to consider their priorities and suggestions to address key issues for the following areas:

- vision for Guildford borough
- new homes, the Green Belt and local infrastructure
- social and cultural facilities and local employment

Vision

The discussion on the vision for Guildford borough encouraged attendees to consider what makes the borough special, how can they/their community benefit from change and their aspirations for the future of Guildford.

Vision	Key discussion points
General	<ul style="list-style-type: none"> • a healthy balance between the countryside and a vibrant town • provide a rich quality of life and a thriving economy on the edge of the countryside • a destination borough for tourists with charming villages, beautiful countryside and great walks • safe and clean • establish a firm link between new development and the delivery of local infrastructure • refer to Freiburg as a case study model for Guildford • a strategic approach to development whereby employment and training opportunities are provided for local people and as a result also reduces travel • clarity on the local benefits if the delivery of local infrastructure is not secured • semi-rural with a feeling of space and stability • a healthy balance between development, employment, infrastructure and transport to establish a good quality of life • need for a masterplan for the borough that exceeds the lifespan of the new Local Plan and looks at least 30 years ahead • Guildford Borough Council should develop a clear vision for the borough and seek expert advice when doing so • more clarity on the type of growth for various areas such as tourism, technology and the town centre • an opportunity for Guildford borough to stand out and provide positive improvements through the new Local Plan • build on Guildford's strengths such as the university, the Research Park and local businesses • improve or find alternative uses for existing buildings before introducing new ones e.g. use redundant business units for housing or cultural facilities • allow villages and towns to grow but keep housing and services affordable and retain existing communities • make Guildford more attractive and unique • associate nature and green spaces with health and wellbeing e.g. allotments, community gardens • a good place for families and to bring up children • superfast broadband and telecommunications to enhance the way people work from home and life in the villages • a clear distinction between the character of villages and urban areas

Town centre	<ul style="list-style-type: none"> • a vibrant town centre with a high street of great choice • make the river the heart of the town centre and more accessible with a mixture of facilities running along it • a cultural and social mix in the town centre • create a mixed-use town centre including retail, cultural and leisure facilities and housing • provide a mix of housing in the town centre • retain the character of the town centre • restore Guildford as a market town • high density and imaginative development in the town centre • a shopping destination attracting visitors to the borough • more pedestrianised and more street furniture. Ref: Brighton • connect the town centre to the train station • a safer town centre with less antisocial behaviour • an integrated transport hub
New development	<ul style="list-style-type: none"> • the vision should steer the approach to housing and help define the housing number • provision for affordable housing, particularly for key workers and young people • increase density in the town centre - build up rather than out • new developments integrated into existing communities • proportionate distribution of development • the town centre should be the principle focus for growth • housing that address local needs e.g. smaller units for the elderly and to allow young people to stay in their local area • need for a clear objectively assessed housing need • retain the character of villages • build homes near existing economies, transport networks and social and cultural facilities • smaller developments in rural areas complimenting the countryside • develop around the core of the University and Research Park • pragmatic approach to development whereby the appropriate uses are designated to the right locations. Currently some employment areas are inaccessible and impractical and brownfield sites are underused • infrastructure issues , particularly roads and transport, need to be considered prior to new developments
Green Belt	<ul style="list-style-type: none"> • consider sites in the Green Belt to prevent new development only being delivered in the urban areas - Ash and Guildford • limit the amount of development in the Green Belt • suggestion for a new village in the Green Belt with supporting infrastructure • careful consideration is needed before building on the Green Belt as once developed takes place this cannot be reversed

Community	<ul style="list-style-type: none"> • create safe communities by providing employment opportunities for young people and by setting up youth facilities • deliver developments of mixed tenure and housing for all ages to create balanced communities • help keep families and communities together • enable young people to stay in the local area
Sustainability	<ul style="list-style-type: none"> • establish economic, social and environmental sustainability in our town and villages • promote sustainable modes of transport and change attitudes towards car use (Ref: Oxford) • create a vision for power and heat supply in the borough, consider localised combined heating and power (CHP) plants
Local economy	<ul style="list-style-type: none"> • build on the success of the University of Surrey, retail and knowledge economy • enable Guildford to participate in the international economy • provision for affordable retail • more development for small-scale businesses on the edge of villages to encourage more local businesses to be established and increase local employment opportunities • tourism should be core to the vision • allow for small pockets of businesses to remain in local areas • support local businesses to avoid Guildford becoming solely a commuter town • provide a vast selection of jobs for local people
Roads, traffic and parking	<ul style="list-style-type: none"> • a town that is easily accessible as traffic discourages visitors • a town that is not divided by the A3 • affordable parking • pressures on road systems from new developments • easy flowing traffic in the borough, with local journeys made on foot, by bike or affordable public transport

New homes, Green Belt and local infrastructure

Using the table provided each table group was asked to identify the key priorities and make suggestions for new homes, the Green Belt and local infrastructure.

New homes and the Green Belt	Key discussion points
Use of Green Belt land	<ul style="list-style-type: none"> the Green Belt is the top priority for protection against development challenge why Green Belt needs to be lost consider infill sites first and maximise development on brownfield sites first before the Green Belt the benefit of releasing Green Belt is that this could allow for more proportionate development across the borough recognition that some Green Belt land is not particularly attractive and could be considered for development although some development in the Green Belt is acceptable, this should be limited and not make way for ongoing development in the future acknowledgement that not all development can be accommodated on brownfield sites and some housing may need to be in the Green Belt consider alternative options such as underused existing developments before the Green Belt extend the Green Belt to include the north side of Hog's Back
Existing settlements (villages and urban areas)	<ul style="list-style-type: none"> existing villages are dying out - providing new homes and local facilities on infill sites in villages could help revitalise them provide housing that is proportionate to existing communities spread out development as currently there is disproportionate development in Ash the distribution of housing should focus on sustaining existing communities denser development in urban areas retain character of existing villages protect neighbouring villages from merging deliver relatively low density housing in villages a lot of new development is taking place in Tongham and adjacent to the borough boundary in Hampshire - fear of Tongham merging with Hampshire development could be accommodated in Ash and Tongham but there are not enough jobs and rail and roads are under pressure allow for housing development in Slyfield sympathetic architecture to existing environment existing Council housing estates are of low density. Consider redeveloping these sites develop the periphery of the Guildford town to preserve the historic town centre create self-contained developments near existing settlements
Town centre	<ul style="list-style-type: none"> consider empty office buildings in the town centre for mixed-use development provide housing in the town centre to prevent it from becoming solely a retail centre high-density attractive housing in the town centre

New settlements	<ul style="list-style-type: none"> create a new settlement with the appropriate infrastructure e.g. at Wisley Airfield, in the North of Guildford and golf course in East Clandon danger of new settlement being dormitory if employment, appropriate infrastructure and local facilities are not considered
Type of housing and housing needs	<ul style="list-style-type: none"> create purpose-built housing for students to free up family homes more student housing should be provided by the University of Surrey recognise the need for affordable housing, particularly for young people, the elderly and key workers lack of housing makes it difficult for families to stay in their local area the Council should focus on the needs for housing not the demands from Central Government new homes and public transport should be integrated provision for mixed housing to create balanced communities provide the right type of housing for existing needs e.g. for the elderly to downsize and young adults still living with parents incentivise the elderly to downsize sites needed for traveller community build attractive modern developments, accommodating different styles of architecture create well designed buildings e.g Printing Works clarity on the process for reaching the final housing number
Natural environment (other than Green Belt land)	<ul style="list-style-type: none"> allow for minor development in the Area of Outstanding Natural Beauty (AONB) to provide affordable housing do not allow development in close proximity to the AONB as it is important to preserve its beauty preserve the Special Protection Areas (SPAs) and natural habitats importance of the countryside as a visual amenity and for access to green spaces farmland should be protected
Infrastructure	<ul style="list-style-type: none"> new developments should be self-sustainable and accompanied with new infrastructure consider infrastructure needs first improved infrastructure and new development should be delivered concurrently clarity on what type of infrastructure can be delivered by developers recognition that major developments in existing communities could deliver substantial infrastructure improvements clarity on what contributions to infrastructure small pockets of developments will make consider existing rail connections when deciding on locations for new development
General	<ul style="list-style-type: none"> housing should be built where there is economic growth and not in villages lack of information on housing numbers makes the discussion on the best approach to development difficult decide on the character of Guildford e.g. a business centre or a commuter town to help steer the decision on housing numbers and infrastructure required a clear understanding of where developer contributions are being spent set up a housing steering group every new home should make a contribution towards affordable housing increase affordable housing threshold clarity on definition of affordable housing provide new jobs locally along with the new homes consider pressures on utility services consider flood risks for new development sites and new infrastructure involve parish councils for decisions on new development sites

Infrastructure (transport, roads and connections)	Key discussion points
Public transport	<ul style="list-style-type: none"> • create a reliable public transport system • more affordable public transport • poor bus services, particularly in rural areas • introduce bus routes that connect villages • create dedicated student transport • later train services in rural areas as in some areas trains stop running before people can get back from work and this discourages people from using trains • lack of parking at Ash, Ash Vale and North Camp stations discourages railway use • incentivise railway use by providing free parking at railway stations • create a new train station in Park Barn and Merrow • improved train links to Gatwick, London and Reading • direct rail links from Guildford to Farnborough and Cranleigh • need for an upgraded bus station - current bus station is unattractive and creates a bad impression for those arriving to the town centre by bus • Park and Ride facilities are welcomed but not available in some parts of the borough • suggestion for more efficient use of Park and Ride by creating separate services for workers and shoppers • introduce more Park and Ride facilities
Roads, traffic and parking	<ul style="list-style-type: none"> • a solution for the congestion on A3/A31 is a top priority • a solution for the traffic issues across the borough • consider ambitious solutions to resolve parking issues such as multi-storey or underground car parks • study the strategic routes in and out of Guildford to resolve current issues • consider radical solutions such as the Guildford tunnel proposal • recently delivered developments have not included enough car parking • ensure that appropriate access routes are delivered as part of new developments • better connections from the Hog's Back towards the university
Pedestrian and cycle connections	<ul style="list-style-type: none"> • some existing cycle networks are disconnected and suddenly come to a stop • more pedestrianised streets • introduce a robust cycling strategy (Ref. Holland, Germany) • create better cycling facilities and segregated cycle lanes
Town centre	<ul style="list-style-type: none"> • town centre is heavily congested • suggestion for electric transport • create cycle paths • reduce car use in the town centre • reinstate the shuttle bus • introduce a route that connects the train station, bus station and the top of the High Street • increase cycling and walking routes in the town centre • encourage people not to use cars by introducing congestion charges, more Park and Rides and better public transport
General	<ul style="list-style-type: none"> • a holistic and long term approach needed to address transport issues and improve road networks • local schools and health facilities are over capacity, areas specifically referenced are Ash, Effingham and Horsley • clarity on what improvements can take place • need critical mass to deliver infrastructure improvements - clarity on how major infrastructure improvements can be delivered if development is phased • liaise with Hampshire as health facilities and schools in Ash are used by Farnborough residents • bigger development can fund infrastructure



Exhibition - Ash

Social and cultural facilities and local employment

Using the table provided each table group was asked to identify the key priorities and make suggestions for social and cultural facilities and local employment.

Social and cultural facilities	Key discussion points
Cultural facilities	<ul style="list-style-type: none"> • make Guildford a cultural destination, not only a shopping destination • connect Guildford Cathedral to the town centre • maximise use of Guildford Cathedral for cultural events • make of Guildford's cultural heritage • create aspirational public art • create a new gallery on the periphery of the town centre to attract people to other parts of the town • current gallery in Guildford is not accessible • an art gallery is not essential - Guildford is already well served by arts and culture facilities and is also in close proximity to art galleries in London • a new gallery could make the town centre more active in the evenings • a Guildford museum to celebrate the borough • cultural facilities should be free of charge to encourage more visitors • locate cultural facilities in the town centre • better promotion needed for existing cultural facilities and attractions in the town centre • invest in existing facilities such as Electric Theatre and Yvonne Arnaud Theatre rather than creating new ones • mixed views on the success of G-Live • poor bus services to G-Live. New development in this area could bring improved public transport along with it • create an arts centre on the riverside e.g at Millmead House site • sufficient cultural facilities in East Horsley • suggestion for an arts centre in Compton
Community facilities	<ul style="list-style-type: none"> • a new library in the town centre would be welcomed • be aspirational with new library. Ref: library in shopping centre in Cambridge • create a multi-use facility in the town centre including a library, gallery and cafe • modernise existing library as it is well located • improve the existing facilities such as libraries and adult education. Specific reference to Ash library • create similar facilities to the Surrey Sports Park in other parts of the borough • raise greater awareness of facilities at the University of Surrey and the Guildford Spectrum leisure complex and make these more accessible to the local community • suggestion for fully equipped sports facilities located on the outskirts of the town centre as there is less traffic and facilities could be easier to access • create facilities that bring the local community together e.g. a place where elderly people can meet for lunch
Social facilities	<ul style="list-style-type: none"> • create better nightlife venues • loss of neighbourhood pubs which function as good community centres. Suggestion that planning policy could designate sites for pubs • the countryside and local walks provide opportunities for socialising • the nightlife in the town centre is segregated and is either too expensive or caters for a student population - provision for mid range income population • introduce licensing restrictions to reduce anti-social behaviour and ease pressures on emergency services



Young people	<ul style="list-style-type: none"> • more youth facilities and programmes for young people - this can help discourage antisocial behaviour • create affordable facilities that are centrally located in local areas • ensure that facilities are well managed and maintained • ensure that youth programmes are ongoing so that these can become established and be successful
Elderly	<ul style="list-style-type: none"> • U3A is an excellent resource for the elderly • provide social facilities for the elderly
Public open spaces and green spaces	<ul style="list-style-type: none"> • make better use of existing open spaces • create attractive well designed new ones, particularly in the town centre for people to gather and enjoy the historic setting • make better use of the river and make it more accessible. Ref: Southbank, Kingston and Richmond • pedestrian and cycle routes along the river • make the river more attractive by demolishing the unattractive buildings along it and removing the car parks • create leisure facilities and public green spaces near the river • importance of access to green spaces for children - create more nature trails and visitor centres in the countryside (sensitively planned) • create virtual centres to give people a sense of a countryside before visiting • use public spaces for events such as Guildfest
General	<ul style="list-style-type: none"> • encourage other uses in the town centre, other than retail • have a borough wide focus for the delivery of cultural, social and community facilities • provide opportunities for people to do more things • create safe pedestrian routes to facilities to encourage their use, particularly important for young people • create facilities for a range of ages • create a coach drop off point in the town centre to attract more visitors • introduce a creative director role to oversee all theatres and ensure high quality productions in all theatres • need for improved broadband across the borough • festivals (arts, food, cultural) could support the economies local areas and signpost the town centre

Local economy and employment	Key discussion points
Tourism	<ul style="list-style-type: none"> importance of investing in tourism importance of the Green Belt and countryside for tourism create a visitor centre in the Green Belt to enhance rural tourism improved signage and connections to attractions in the town centre to encourage more visitors suggestion for a 'Visit Guildford App' more and better quality tourist accommodation in the town centre and in rural areas
Apprenticeships and training opportunities	<ul style="list-style-type: none"> provide more apprenticeships, subsidised by local government or the Council provide apprenticeships at local galleries and local businesses introduce more adult education courses reinstate the junior technical schools more opportunities for vocational training for manual work identify existing gaps in training and create facilities in areas of the borough that training is needed
Town centre	<ul style="list-style-type: none"> North Street is run down with many empty shop units create a conference centre in the town centre a more vibrant town centre with pedestrianised areas more flexibility in the type of uses on North Street, not just retail provide smaller units on North Street for local businesses bottom end of the town centre feels unsafe provide a greater variety of shops shops in the town centre are too expensive encourage more markets consider changing shopping behaviour such as internet shopping provide mixed employment opportunities in the town centre and not only retail accessibility issues for elderly and disabled
Local businesses	<ul style="list-style-type: none"> clarity on what the current business needs are more and better quality accommodation for business visitors provide incubator units for start-up businesses establish a robust business strategy to attract new employers support businesses in rural areas spread business across the borough support independent businesses provide fast connections to Gatwick and Heathrow airports to support local businesses and make it more attractive for new businesses better parking facilities for local businesses desire for local shops in villages but recognition that shopping online and at superstore is more affordable and can be preferable create small-scale business and industrial units on the edge of settlements to encourage local employment look at recently established industries such as the gaming industry and added value economy and support these to secure long-term growth business mentoring to support local businesses and start-ups



Local employment	<ul style="list-style-type: none"> new jobs should be accompanied with new housing encourage growth of the knowledge economy encourage agricultural professions to help preserve the Green Belt consider how the countryside could provide more employment opportunities build on the digital economy to provide more employment opportunities aim to provide full-time and long term employment provide summer jobs for students housing needed to sustain population on lower incomes more industrial jobs needed - create more industrial sites
General	<ul style="list-style-type: none"> Guildford is well located geographically, could provide a central training centre for large national or international companies realistically there will always be a commuter community provide enough employment land to allow for business growth and current overspill create community hubs in rural areas and the town centre, equipped with fast broadband and working areas for people to work remotely and not travel to offices

CHAPTER SIX

Emerging themes



6. Emerging themes

6.1 Introduction

The following section is a summary of the key themes that have emerged during the consultation and engagement process. These themes represent the key areas of focus for the community and the specific issues highlighted. The themes are not presented in order of frequency.



6.2 Emerging themes

6.2.1 Green Belt

The protection of the Green Belt was a key discussion topic with requests for infill and brownfield sites to be considered prior to release of Green Belt land. Other suggestions included redeveloping redundant buildings.

Some felt that no Green Belt land should be released whilst others accepted that not all the development required can be accommodated otherwise.

It was recognised that some Green Belt land is not particularly attractive and could potentially be released for development. Release of some Green Belt land could allow for more proportionate development across the borough. This could also reduce the amount of development in or near existing communities in the Ash and Guildford urban areas.

It was generally felt that the amount of Green Belt land released should be limited.

More clarity is needed on how the release of Green Belt land will be managed and how the amount of the land released can be restricted and not make way for ongoing future development.

6.2.2 Housing

The discussions on housing focused on the need for housing to allow existing sections of the community to stay in their local area, such as the elderly and young people, and to accommodate future generations.

The needs for family housing, single person dwellings, appropriate housing for the elderly and purpose-built student housing were identified.

The final housing number for the new Local Plan was also a key discussion topic and clarification on the process for reaching the final housing number was requested.

6.2.3 Affordable housing

The need for affordable housing was highlighted, particularly for young people, key workers and those on low incomes.

It was also felt that affordable housing will enable young professionals and families to get on the property ladder.

A better understanding of the definition of affordable housing and the threshold for contributions from developers was needed.

6.2.4 New development

Various opinions were expressed for the approach to new development.

These included higher density in the town centre and the town centre being the principle focus for growth, and smaller development in rural areas to retain the character of existing settlements and compliment the countryside setting.

Other key issues raised were that new development should be integrated into existing communities and the development sites chosen should be located near existing infrastructure and local services.

It was highlighted that new developments should be of mixed tenure, providing both affordable and private homes, to create mixed communities.

The creation of a new, self-contained settlement was frequently mentioned as a desirable approach to provide new homes.

It was also raised that new developments should be of high standard and of architectural merit.



6.2.5 Local character

Retaining the character of villages and protecting villages from overdevelopment was highlighted as a key priority.

Ensuring that villages remain vibrant was also raised. It was expressed that development on infill sites, providing housing and new local facilities could help revitalise them.

The importance of protecting neighbouring villages from merging was also a key discussion topic.

6.2.6 Natural environment

The value of the countryside and the importance of preserving the natural environment, particularly to protect natural habitats and the Area of Outstanding Beauty, was highlighted.

The visual amenity and easy access to the countryside was identified as being of great importance for local people.

It was also expressed that the countryside is a key attractor to the borough for both residents and tourists and contributes to the local economy.

Some felt that a visitor centre in the Green Belt could encourage more rural tourism.

6.2.7 Social infrastructure

The pressures on existing infrastructure, such as schools and medical facilities, was identified as a key issue for the borough.

It was expressed that improvements to local infrastructure should be delivered before or concurrently to new development.

It was recognised that large-scale developments could make important contributions towards improvements to local infrastructure.

More clarity is needed on what infrastructure improvements can be delivered by developers.

6.2.8 Roads, traffic and congestion

The pressures on the road system was widely identified as a priority issue that needs to be resolved.

The traffic issues across the borough were frequently highlighted, with the town centre traffic, gyratory and A3/A31 mostly mentioned.

Clarification is needed on how improvements to road networks can be delivered, how Guildford Borough Council, Surrey County Council and developers will work together and how the impact of further pressures as a result of new development will be addressed.

6.2.9 Car parking

The lack of parking spaces and the high cost of car parking were raised with requests for more affordable parking.

Suggestions for more underground and multi-storey car parks were made.

6.2.10 Public transport

Improvements to public transport was identified as a key priority.

The need for better transport connections, particularly in villages, a greater frequency of services and creating an affordable and reliable public transport service were expressed.

It was also felt that improved public transport could relieve pressures on the road system.

The need for better connections to Guildford train station both on foot and by bus and reinstating the town centre shuttle bus were frequently mentioned.

Various suggestions were also made. These included creating new train stations in Park Barn and Merrow, introducing more Park and Ride facilities, later train services in villages and improved train links to Gatwick, London and Reading.



Drop-in event - Ripley

6.2.11 Pedestrian and cycle connections

Discussions on pedestrian and cycling connections focused on creating better routes and encouraging people to walk and cycle.

Suggestions included creating more pedestrianised streets, increasing cycling and walking routes in the town centre and introducing a robust cycling strategy.

6.2.12 Vision

The key discussion points on the vision included ensuring a healthy balance between the countryside and a vibrant town, providing a good quality of life, and making Guildford more attractive and unique by building on its strengths such as culture and heritage and the local economy.

A vision for a traffic free borough with good public transport was also frequently mentioned.

It was felt that a clearer vision for the future of Guildford borough needs to be established by the Council.

Some expressed that the vision for Guildford should help steer the decision on the final housing number.

6.2.13 Town centre

Preserving the historic character of the town centre as well as ensuring that the town centre remains vibrant was a key priority.

It was felt that the town centre could benefit from providing a greater mix of uses, other than retail, including cultural and leisure facilities as well as housing.

A wider offer of retail, type and affordability, was also frequently mentioned.

Suggestions were made for empty office buildings to be considered for mixed use developments.

Better use of the river by improving access to it, providing facilities along and making it the heart of the town centre was a key discussion point.

The town centre traffic and finding a solution to remove traffic from the town centre was identified as a priority. It was also felt that traffic may discourage visitors to the town centre.

Creating better links and integrating the University of Surrey and Guildford Cathedral into the town centre was also raised.

Improvements to the appearance of the bus station and North Street were mentioned frequently.

Issues related to the safety of the town centre in the evenings, providing a great mix of social venues and creating better signage around the town centre were also highlighted.

6.2.14 Local economy

The importance of supporting established institutions such as the University of Surrey, the Research Park and building on the success of the knowledge economy and digital industries was highlighted.

Tourism was also considered an important contributor to the local economy and should continue to do so.

A greater variety of shops and a greater number of affordable shops was mentioned frequently.

It was also felt that businesses should be spread across the borough and more local businesses should be established.



Workshop - East Horsley



Drop-in event - Spectrum



Exhibition - Ash

It was suggested that small pockets of business could be created in rural areas and that start-up businesses should be supported.

The need for better internet connections, particularly in rural areas, was raised and it is thought that this would encourage more local businesses in rural areas.

It was expressed that better transport connections, parking facilities and accommodation could attract more businesses to Guildford.

6.2.15 Employment and training opportunities

The lack of employment opportunities for young people was highlighted.

It was suggested that more apprenticeships for young people could be made available through local businesses and through new developments.

The difficulties for adults in long-term unemployment, with experience in manual work or with little formal education or training to find a job was also raised.

It was felt that there is a need for a wider range of jobs in Guildford borough.

Providing more training opportunities and adult education courses to support those not in employment or on low-incomes to get access to better jobs was also highlighted.

6.2.16 Community facilities and services

It was felt that existing community facilities and programmes should be supported to allow existing programmes to continue.

A multigenerational, mixed use community facility that could offer an array of programmes and services would be welcomed.

It was expressed that Guildford caters well for cultural and sports facilities but these are not affordable for certain sections of the community.

Some also felt that cultural and community facilities could be better publicised.

6.2.17 Youth facilities

The need to create more recreational facilities and spaces for young people to hang out was highlighted. It was felt that this could also help reduce antisocial behaviour.

It was also suggested that more training programmes and upskilling opportunities should be available for young people.

CHAPTER SEVEN

Recommendations



7. Recommendations

7.1 Introduction

This section describes a series of recommendations for ongoing engagement during the preparation of the new Local Plan.

The recommendations focus on the period between now and the next public consultation for the Draft Local Plan in Summer 2014 to ensure the continued involvement of the local community.



Workshop - Ash

7.2 Recommendations

7.2.1 Newsletter

Produce a newsletter to report back to the local community on the Issues and Options consultation and instil confidence in the consultation process.

The newsletter could include an overview of the Local Plan and consultation process, describe the community engagement activities and key findings.

Printed copies of the newsletter could be placed at key locations in the borough and a digital version circulated to the Local Plan mailing list.

7.2.2 Website

Ensure that the Local Plan website is kept up to date so that remains a reliable source for information.

Include a frequently asked questions section on the website.

7.2.3 Mailing list

Circulate regular updates to the Local Plan mailing list so that interested parties are well informed through the Council and do not have to rely on other public resources.

7.2.4 Reference group

Set up a reference group that represents a cross-section of the local community.

Suggested members of the group include representatives from the following:

- local communities from across the borough
- residents groups
- community interest groups
- ethnic minorities
- low-income individuals
- traveller community
- young people
- education sector
- health and well-being
- elderly
- disability
- sustainability
- housing
- arts and culture
- local economy and local businesses
- developers and major stakeholders

The Council could meet with the reference group at regular intervals to provide updates on progress made in preparing the new Local Plan.

The representatives could then disseminate this information to their local communities.

The reference group can act as a bridge for community engagement between the Issues and Options consultation stage and Draft Local Plan consultation stage.

It will also be an opportunity for the Council and the representatives in attendance to understand the key priorities of different sections of the community.

7.2.5 Youth engagement

Great interest has been expressed by the youth groups and local schools engaged during the Issues and Options consultation for further engagement to be held with their young people.

Develop an ongoing youth engagement strategy to enable the continued involvement of these groups as well as other young people.



Drop-in event - East Horsley



Drop-in event - Rotunda

CHAPTER SEVEN

Appendices



8. Appendices

Information leaflet



Introduction

Guildford Borough Council is preparing a new Local Plan for the borough. We want to hear your views on the key issues we think the borough is facing and the options that could help us address them.

We want you to help us develop a vision for future development of the borough.

This leaflet will explain more about the new Local Plan and what it will be looking at. It also tells you about ways that you can get involved in the consultation.

New Local Plan for Guildford borough

What is the new Local Plan?

The new Local Plan will set out the vision for the borough and the approach to development between now and 2031. It will look at finding positive solutions for the growth needed, including providing enough jobs, new homes, improving transport, and creating better local facilities.

The new Local Plan will also look at wider issues such as supporting the local economy, including tourism.

Why do we need a new Local Plan?

The Government says that all areas have to grow; doing nothing is not an option. The new Local Plan will help us manage this growth and we want to work together with local people to produce our new Local Plan.

To make sure we can support the right type of development, of the right scale and in the right place, our new Local Plan needs to recognise the different and complex local requirements.

1

What happens if we do not have a Local Plan?

If we do not have a Local Plan, we will lose the ability to control and plan for change and growth. We will not have anything against which we can assess planning applications and we are in danger of having to allow planning permission for development we do not want in locations we would wish to see protected. Development may not be supported by proper and planned infrastructure.

Decisions may be made at appeal by planning inspectors rather than by the Council.

When will the new Local Plan be ready?

We hope that the new Local Plan will be adopted in Autumn 2015.

Before this we will hold another two rounds of consultation and the Local Plan will be examined by an independent Planning Inspector.

New Local Plan for Guildford borough

How are we involving the local community?

The first stage of producing the new Local Plan is to consult on the Strategy and Sites Issues and Options document.

This sets out the key issues for the borough and the options that could help address them, and looks at where in the borough development could happen.

The key issues we are looking at are:

- the homes we need
- economy and jobs
- access and transport
- infrastructure and services
- the environment
- our town and villages
- cross boundary issues

During October and November we will be holding various consultation events across the borough to help you get to know about the new Local Plan and to help us find out what you think about the issues and options.

We will also be setting up base in Guildford town centre!

2

Get involved

The consultation is open from 9am on Tuesday 1 October until 5pm on Friday 29 November.

There are lots of ways to be kept up to date about the new Local Plan and to share your views.

Find us online

Visit our website at : www.guildfordlocalplan.info

Sign-up to our mailing list at : mail@guildfordlocalplan.info

25 Swan Lane

Visit us at 25 Swan Lane to speak to someone in our team and to find out more about the new Local Plan.

Address

25 Swan Lane, Guildford
GU1 4EQ

For opening times please see our website: www.guildfordlocalplan.info

New Local Plan for Guildford borough

Drop-in dates

Come along to our drop-in events! We will be having these in different locations across the borough and there will be various activities for you to feed back your views. There will also be fun stuff for kids!

Wharf Road, Ash
Saturday 5 October | 12pm-3pm

Rotunda, North Street
Sunday 6 October | 12pm-3pm

Tesco superstore, Ashenden Road
Friday 11 October | 12pm-3pm

Ripley Farmers' Market
Saturday 12 October
10am-1pm

Parade Court, East Horsley
Saturday 12 October | 3pm-6pm

Sainsbury's superstore, Burpham
Sunday 13 October | 1pm-4pm

Guildford Spectrum leisure complex
Friday 18 October | 2pm-5pm

Shalford Village Green
Saturday 19 October
11am-2pm

3

Exhibition dates

Visit the exhibition to get more information on the new Local Plan.

St Peter's Centre
Ash Church Road, Ash
GU12 6LU
Monday 11 November
11am-3pm
Tuesday 12 November
4pm-8pm
Wednesday 13 November
5pm-7pm

East Horsley Village Hall
Kingston Avenue, East Horsley
KT24 6QT
Monday 18 November
4pm-8pm
Tuesday 19 November
6pm-7pm
Wednesday 20 November
3pm-7pm

Information leaflet

New Local Plan
for Guildford borough

Workshops dates

Book a place at a workshop for a more in-depth discussion on the key issues for the borough.

Radisson Blu, Alexandra Terrace, Guildford GU1 3DA
Monday 11 November
7pm-9.30pm

St Peter's Centre Ash Church Road, Ash GU12 6LU
Wednesday 13 November
7pm-9.30pm

St Joseph's Catholic Church, Eastgate Gardens, Guildford GU1 4AZ
Saturday 16 November
3pm-5.30pm

East Horsley Village Hall Kingston Avenue, East Horsley KT24 6QT
Tuesday 19 November
7pm-9.30pm

Please ring or email Soundings to book a place.

T | 020 7729 1705
E | mail@guildfordlocalplan.info

Find out more

Visit our website at : www.guildfordlocalplan.info to view the Issues and Options document and supporting evidence base.

Let us know what you think by completing an online canvass card or detailed questionnaire.

Paper copies of the document are available to view at the Guildford Borough Council Offices and in Guildford, Ash and Horsley libraries and Shere Community Library.

Soundings

Guildford Borough Council has appointed Soundings, independent community engagement specialists, to carry out the consultation with them.

Reading this leaflet

If you have difficulty reading this leaflet, we can make it available in other formats such as large print or a different language.



To find out more about the consultation events contact:

Soundings

T | 020 7729 1705
E | mail@guildfordlocalplan.info
W | www.guildfordlocalplan.info

For more information on the new Local Plan contact:

Guildford Borough Council

Planning Policy, Planning Services
Guildford Borough Council
Millmead House, Guildford
GU2 4BB

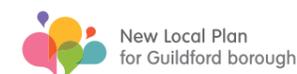
T | 01483 444471
E | planningpolicy@guildford.gov.uk

Facebook

www.facebook.com/GBCLocalPlan

Twitter @GuildfordBC

www.twitter.com/GuildfordBC



New Local Plan for Guildford borough Get involved...

Read more to find out about the issues and options facing Guildford borough between now and 2031, and the consultation events we will be holding to hear your views!



Poster for drop-in events

New Local Plan
for Guildford borough

Guildford borough's new Local Plan

Come to a drop-in event to find out more about the new Local Plan and share your views on the vision for Guildford's future.

The biggest consultation Guildford borough has ever seen!

- Wharf Road, Ash
Saturday
5 October 2013
12 pm - 3 pm
- Rotunda, North Street, Guildford
Sunday
6 October 2013
12 pm - 3 pm
- Tesco Superstore, Ashenden Road
Friday
11 October 2013
12 pm - 3 pm
- Ripley Farmers' Market
Saturday
12 October 2013
10 am - 1 pm
- Parade Court, East Horsley
Saturday
12 October 2013
3 pm - 6 pm
- Shalford Village Green
Saturday
19 October 2013
11 am - 2 pm
- Sainsbury's, Burpham
Sunday
13 October 2013
1 pm - 4 pm
- Guildford Spectrum leisure complex
Friday
18 October 2013
2 pm - 5 pm
- Stoke's Community Event, St Peter's Shared Church
Wednesday
23 October 2013
1 pm - 6 pm

To find out more about the consultation events contact:
Soundings
T | 020 7729 1705
E | mail@guildfordlocalplan.info
W | www.guildfordlocalplan.info

For more information on the new Local Plan contact:
Guildford Borough Council
T | 01483 444471
E | planningpolicy@guildford.gov.uk
Facebook | www.facebook.com/GBCLocalPlan
Twitter @GuildfordBC | www.twitter.com/GuildfordBC

Poster for workshops and exhibitions

New Local Plan
for Guildford borough

Guildford borough's new Local Plan

Come along to an exhibition, book a place at a workshop or visit us at 25 Swan Lane to find out more about the new Local Plan!

The biggest consultation Guildford borough has ever seen!

- Radisson Blu, Alexandra Terrace, Guildford, GU1 3DA
Workshop
Monday
11 November
7 pm - 9.30 pm
- St Peter's Centre, Ash Church Road, Ash, GU1 3DA
Workshop
Wednesday
13 November
7 pm - 9.30 pm
- St Peter's Centre, Ash Church Road, Ash, GU1 3DA
Exhibition
Monday 11 November
11 am - 3 pm
Tuesday 12 November
4 pm - 8 pm
Wednesday 13 November
5 pm - 7 pm
- St Joseph's Catholic Church, Eastgate Gardens, Guildford, GU1 4AZ
Workshop
Saturday
16 November
3 pm - 5.30 pm
- East Horsley Village Hall, Kingston Avenue, East Horsley, KT24 6QT
Exhibition
Monday 18 November
4 pm - 8 pm
Tuesday 19 November
6 pm - 7 pm
Wednesday 20 November
3 pm - 7 pm
- East Horsley Village Hall, Kingston Avenue, East Horsley, KT24 6QT
Workshop
Tuesday
19 November
7 pm - 9.30 pm
- 25 Swan Lane
Opening times
Daily 10 am - 4.30 pm
(Thursday until 8 pm
Sunday until 4 pm)

To find out more about the consultation events contact:
Soundings
T | 020 7729 1705
E | mail@guildfordlocalplan.info
W | www.guildfordlocalplan.info

For more information on the new Local Plan contact:
Guildford Borough Council
T | 01483 444471
E | planningpolicy@guildford.gov.uk
Facebook | www.facebook.com/GBCLocalPlan
Twitter @GuildfordBC | www.twitter.com/GuildfordBC

Canvass card

9. If you live in the borough, do you see yourself staying here for the next 5 years?

- Yes
- No
- Not sure

If yes, what's keeping you here? If no/not sure, what would make you stay?

10. If you live in the borough, do you see yourself staying here for the next 15 years?

- Yes
- No
- Not sure

If yes, what's keeping you here? If no/not sure, what would make you stay?

11. If you do not currently live here, could you see yourself moving here in the next 5-15 years?

- Yes
- No
- Not sure

Why?

12. Do you belong to any local organisations?

- Tenants or residents group
- Community group
- Business group
- Charity
- Interest group (eg walking, cycling)
- Other

If so, please tell us the name of the organisation(s):

Personal details

For us to be able to consider your comments you will need to complete your details below.

By providing your contact details we can keep you informed about the new Local Plan and future consultation events.

Name

Organisation

Telephone

Email

Address

Postcode

Tell us 3 things about you

Your information

All information you give us is confidential and will only be used under the strict controls of the Data Protection Act 1998. The information you provide on this canvass card will be held on the new Local Plan database and used solely in support of this project. By filling in this canvass card I hereby give permission for the personal details provided and my photograph to be used for the purposes of this project.

Reading this canvass card

If you have difficulty reading this canvass card, we can make it available in other formats such as large print or a different language. To find out more about the consultation contact:

Soundings

- T | 020 7729 1705
- E | mail@guildfordlocalplan.info
- W | www.guildfordlocalplan.info

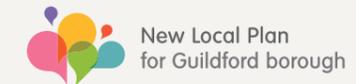
To view the new Local Plan consultation documents and to complete a detailed questionnaire visit:

www.guildfordlocalplan.info

Paper copies of the document are available to view at the Guildford Borough Council Offices and in Guildford, Ash and Horsley libraries and Shere Community Library.

Guildford Borough Council

- T | 01483 444471
- E | planningpolicy@guildford.gov.uk



Canvass card

1. What are the main things about Guildford borough that make it special?

2. What 3 words or phrases describe how you feel about the borough today?

3. What do you think the needs will be for you, your family or friends in the borough in:

A. five years

B. fifteen years

4. What 3 words or phrases best describe your perfect picture for the borough in 15 years time?

5. What do you think can be done to make each of the following a better place for the future?

A. your local area

C. Guildford borough

B. Guildford town centre

D. rural areas and the countryside

6.A What are your top 5 priorities for the future of the borough? please indicate using numbers 1-5, with 1 being the most important.

- New quality homes for all
- Purpose-built student housing
- Homes for travellers
- Affordable housing
- Well designed buildings
- The Green Belt
- Open and green spaces
- Natural habitats
- Climate change
- Cycling connections

- Pedestrian links
- Traffic and congestion
- Better public transport
- Social, cultural and community facilities
- Tourism, arts and culture
- Jobs and employment
- Town centres and local shopping areas
- New retail and business facilities
- Hierarchy of settlements
- Other, please specify :

6.B Tell us why you have chosen the above priorities?

- 1
- 2
- 3
- 4
- 5

7. Are there any other issues that you think the new Local Plan should look at? If so, what are they?

About you

8. What links you to Guildford borough?

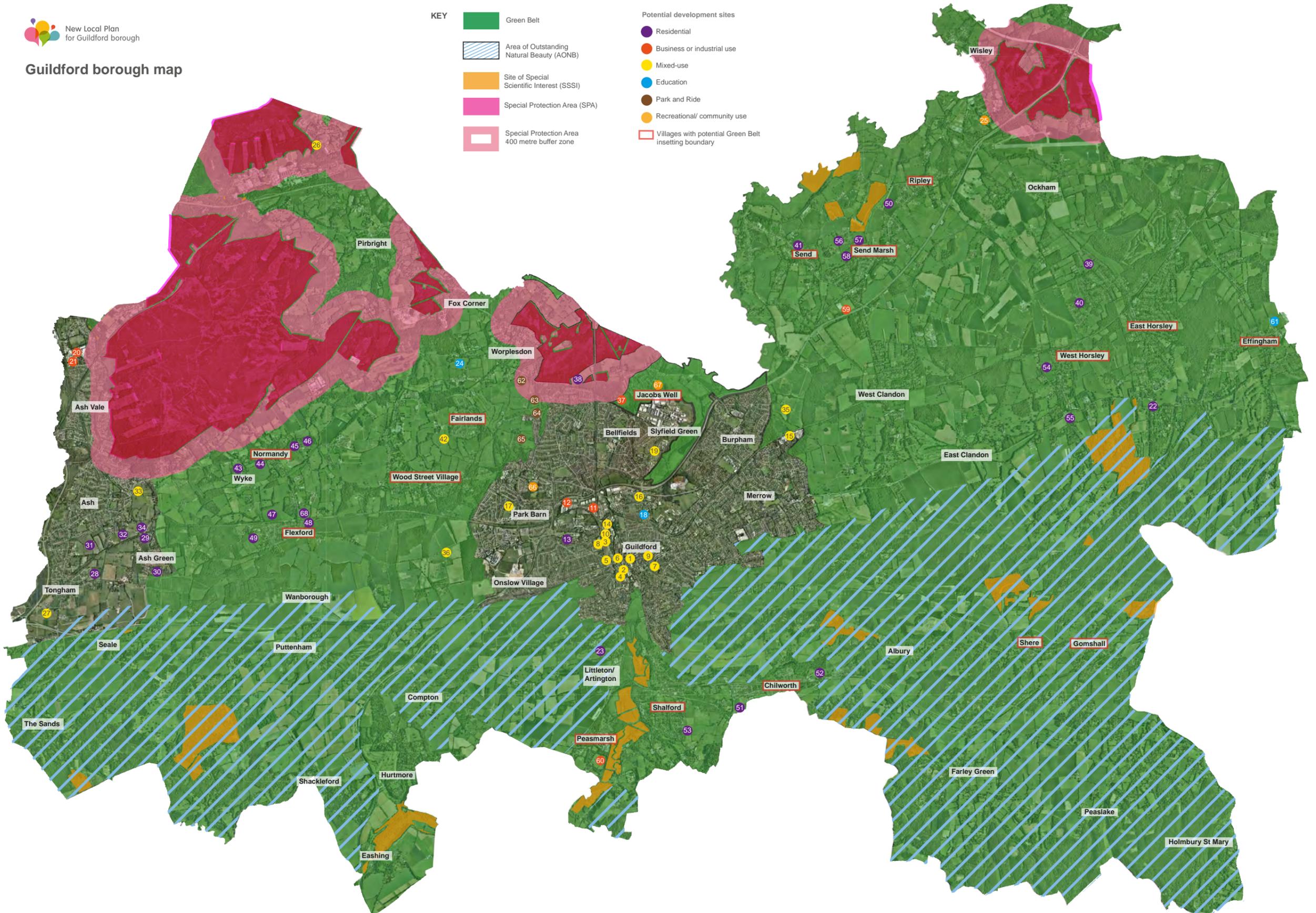
- Live here
- Work here
- Studying
- Visiting
- Shopping
- Other

Please specify :



Guildford borough map

- KEY**
- Green Belt
 - Area of Outstanding Natural Beauty (AONB)
 - Site of Special Scientific Interest (SSSI)
 - Special Protection Area (SPA)
 - Special Protection Area 400 metre buffer zone
- Potential development sites**
- Residential
 - Business or industrial use
 - Mixed-use
 - Education
 - Park and Ride
 - Recreational/ community use
 - Villages with potential Green Belt inseting boundary



Potential development sites index

Potential development sites



1. North Street regeneration site
2. Portsmouth Road surface car park
3. 1 and 2 Station View
4. The Plaza, Portsmouth Road
5. Land and buildings at Guildford Railway Station
6. Bedford Road surface car park
7. Bright Hill car park
8. Guildford Park car park
9. Buildings at Chertsey Street
10. Jewsons, Walnut Tree Close
11. Midleton Industrial Estate (excluding Lexicon House), Onslow
12. Cathedral Hill Industrial Estate, Onslow
13. Land at Guildford Cathedral
14. Land at Walnut Tree Close (Including Wey Corner)
15. Merrow depot, Merrow Lane, Merrow
16. Guildford Fire Station, Ladymead
17. Former Pond Meadow School
18. Guildford College, Stoke Road
19. Slyfield Area Regeneration Project (SARP)
20. Lysons Avenue/Station Road East/West, Ash Vale
21. Enterprise Industrial Estate, Station Road West, Ash Vale
22. Ramada Hotel, Guildford Road
23. Mount Browne (Surrey Police Head Quarters), Sandy Lane, Guildford
24. Land around Merrist Wood college, near Worplesdon
25. Royal Horticultural Society (RHS) Wisley, Wisley
26. Bisley Camp, Bisley, Brookwood
27. Land at Grange Farm, Grange Road, Tongham (bounded by A331/A31)
28. Land at Kingston House, Poyle Road, Tongham
29. Land to the east of White Lane, Ash Green
30. Land to the south of Hazel Road, Ash Green
31. Land south of Ash Lodge Drive, Ash
32. Land near The Briars, South Lane and Grange Road, Ash
33. Land to the south and east of Guildford Road, Ash
34. Land to the north west of Ash Green Road
35. Land to the north east of Guildford - this is land at Gosden Hill Farm, Merrow Lane
36. Land to the south west of Guildford - this is land at Blackwell Farm, Hogs Back
37. Land at Gunners Farm and Bullens Hill Farm - this is land to the west of Jacobs Well and south of Salt Box Road
38. Land north of Salt Box Road and west of the railway line, Whitmoor Common - north of Salt Box Road
39. Land to the north of West Horsley
40. Land to the west of West Horsley
41. Land adjoining Tannery Lane, Send
42. Land to the west and south west of Fairlands
43. Land to the west of Normandy, west of Westwood Lane
44. Land to the west of Normandy, east of Westwood Lane
45. Land to the south east of Hunts Hill Farm, Normandy
46. Land near Anchor Copse, Normandy
47. Land to the north of Flexford
48. Land to the east of Flexford
49. Land to the west of Flexford
50. Land to the west of Ripley
51. Land to the west of Chilworth, adjoining New Road
52. Land to the east of Chilworth, adjoining Dorking Road
53. Land to the east of Shalford, adjoining Chinthurst Lane
54. Land to the west of West Horsley, west of Silkmore Lane and east of Ripley Lane
55. Land to the east of Shere Road, West Horsley
56. Land to the north of Send Marsh
57. Land to the north east of Send Marsh
58. Land north of the centre of Send Marsh
59. Land around Burnt Common warehouse, London Road, Send
60. Extension of Peasmarsh industrial estate, Old Portsmouth Road
61. Land near Effingham Common Road, Lower Road, and Water Lane, Effingham
62. Land at Worplesdon Road, north of Tangley Place
63. Land at Tangley Place Farm
64. Land at Keens Lane
65. Land at Liddington Hall, Aldershot Road
66. Land at Westborough allotments, Guildford (Woodside Road)
67. Land near Jacobs Well village hall
68. Land between Glaziers Lane and Strawberry Farm, Normandy

Exhibition boards



Guildford's new Local Plan

Guildford Borough Council is preparing a new Local Plan for the borough. This is an early stage of consultation to engage our community in creating the new Local Plan and is an opportunity for you to share your thoughts on the vision for the borough.

What is the new Local Plan?

Guildford's new Local Plan will set out the vision for the borough and the approach to development between now and 2031.

We will look at finding positive solutions for the growth needed including providing enough jobs, new homes, improving transport and creating better local facilities.

The Local Plan will also look at wider issues such as supporting the local economy, including tourism.

The Government says that all areas have to grow; doing nothing is not an option for us.

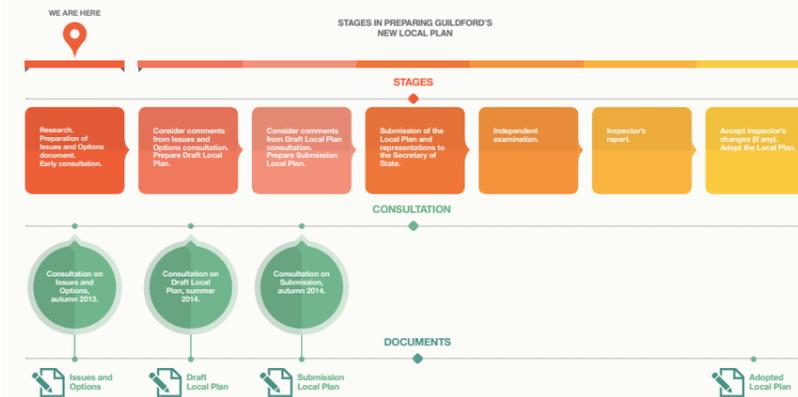
The new Local Plan will help us manage this growth and we want to work together with our community to produce it.

To make sure we can support the right type of development, of the right scale and in the right place, our Local Plan needs to recognise the different and complex local requirements.

Evidence Base

We need to have evidence to support the plan as we go forward, and we call this the evidence base. The evidence base helps us to determine policies, proposals and site allocations that are appropriate and that can be delivered within the lifetime of the Local Plan.

We will continue to add to the evidence base as the Local Plan is developed, as we need to build the plan on the most up to date evidence we can find.





Consultation on Issues and Options

One of the earliest stages in producing the new Local Plan is consultation on the **Strategy and Sites Issues and Options** document.

This sets out the key issues for the borough and the options that could help address them in order to help us decide where development should happen.

The Issues and Options document does not include any housing numbers, site allocations or policies, as we need the community's help to develop these.

Consultation process

Throughout September and October we have held various consultation activities to engage local people and involve a cross section of our community in developing the new Local Plan. We will also be holding various events in November to have more focused discussions on the emerging themes and to continue to raise awareness of the new Local Plan.

We have also set up a temporary base at 25 Swan Lane, in Guildford town centre, to provide greater opportunity for local people to find out about the vision for the borough and to make the new Local Plan documentation more accessible. It is a space where you can discuss specific issues or areas of interest with Guildford Borough Council officers.

We hope that the new Local Plan will be adopted in Autumn 2015. Before this we will hold another two rounds of consultation and the Local Plan will be examined by an independent Planning Inspector.

For more information on the consultation, our events, opening times for 25 Swan Lane, and to view the Issues and Options document and the evidence base or to complete a questionnaire visit:

www.guilfordlocalplan.info

Guildford Borough Council has appointed Soundings, community engagement specialists, to carry out the consultation on the Issues and Options with them.

Share your views

The consultation is open from **9am on Tuesday 1 October** until **5pm on Friday 29 November**.

We want to hear your views on the issues and options we have told you about. We also want you to tell us if you think anything is missing.

We will look at what you tell us and using this information as well as guidance from our evidence base we will produce a draft Local Plan that will contain policies, proposals and allocations to guide development.



Aerial view map



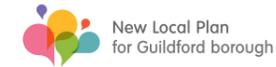
Conversation wall



Canvas card questionnaire



Wheel of fortune



The homes we need

We need to make informed decisions on how many new homes are needed, and where they should be built, to meet the needs of our current and future population. The Government has told us that the development of new homes is critical in helping economic recovery.

Key Issues

The key issues we have identified for the Issues and Options document include:

- how many new homes
- the right mix and density of homes
- affordable homes
- homes for Travellers
- homes for the ageing population and vulnerable members of the community
- homes for students, low paid workers and young working people.



Debra site, Marnor - Mixed housing development



Sandfields, Sand - Mixed housing development

Economy and jobs

Our economy is very successful across the borough and there are a broad range of existing jobs and businesses. There are also emerging innovative industries such as electronic gaming, biotechnology and satellite technology.

The new Local Plan must consider both current and future needs for businesses and workers, including new retail space and appropriate sites for industrial use and business use.

Tourism is another important part of the borough's economy with almost 5,000 people employed in this sector. It also generates about £285 million (which includes £73 million in spin off revenue) for the local economy.

Key Issues

The key issues we have identified for the Issues and Options document include:

- supporting our tourism, arts and cultural facilities
- supply and location of offices and industrial buildings
- lack of suitable office and industrial buildings
- supporting our rural economy
- supporting our local centres, district centres, and Guildford town centre.



High Street, Guildford town centre



Clendon Park, West Clendon



Access and transport

Although our transport network generally works, there are pressures on parts of the road and rail networks at particular times that need to be addressed.

National Planning Policy means that sustainable modes of transport, such as the use of public transport, walking and cycling and car sharing, should be maximised.

Key Issues

The key issues we have identified for the Issues and Options document include:

- balancing development with traffic and congestion
- minimising the impact of traffic congestion on our communities
- promoting alternative ways of moving around the borough
- working with partners – such as Surrey County Council, Highways Agency, rail and bus operators.



A3 traffic, Guildford



Guildford Rail Station

Infrastructure and services

Future development must be supported by the right infrastructure to provide a good quality of life for residents, workers and visitors.

The new Local Plan will help to determine the level of infrastructure required. 'Infrastructure' includes:

- transport such as road, rail and access to air
- utilities such as energy, waste-water collection and treatment, mitigating flood risk and telecommunications
- social, cultural and community facilities such as libraries, schools and hospitals
- open and green spaces, and outdoor recreational space (often called green infrastructure).

Our Infrastructure Baseline research has highlighted the following infrastructure as being under pressure:

- shortage of some types of school places in some areas
- water supply and sewerage provision need to keep pace with planned development
- broadband speed, particularly in some rural areas
- transport
- Suitable Alternative Natural Green space (SANG).



Post Graduate Medical School, University of Surrey



Stoke Park, Guildford



The environment

The new Local Plan will determine the most appropriate sites for future development. Any future development will need to be well designed and sympathetic to its surroundings.

We have identified land that may be suitable for release from the Green Belt. Further work is needed to see if this land would be suitable for development as no decisions have been made at this stage.

We also need to ensure that any changes to the boundaries of the Green Belt are sustainable for the long term and capable of lasting beyond the end of the plan period, 2031.

The countryside near Ash and Tongham (Countryside Beyond Green Belt) is not protected and national planning policy requires that we consider this land for development before we consider the Green Belt.

To meet the expected impacts on climate change, we will need to look at issues like reducing carbon emissions, making new homes greener and using renewable energy sources.

Key Issues

The key issues we have identified for the Issues and Options document include:

- Green Belt and countryside
- green open spaces and habitats
- built environment
- climate change



Surrey Hills

Our town and villages

We have sorted the borough's settlements into groups to help decide where new development would be appropriate.

National policy requires us to assess each village and decide whether the villages should be washed over by the Green Belt or if they should be removed from the Green Belt but remain surrounded by it.

To make sure that villages stay lively and can sustain local businesses and jobs, we must also consider the boundary of each village to allow for appropriate development to happen.

Cross boundary issues

We have to work closely with our neighbouring councils and other legal bodies and organisations, such as Surrey County Council, Natural England and the Highways Agency, on strategic cross boundary matters for the Local Plan.

We have to cooperate with our neighbours but we do not have to agree on all matters with them.



Albion's Hospital, 17th century building



Consultation events and key findings

Consultation events

During September and October we held:

11 one-to-one meetings with:

Guildford Cathedral, University of Surrey, Surrey Minority Ethnic Forum, Age UK Surrey, Guildford Access Group, Guildford Action, Friends, Families and Travellers, Guildford Society, Guildford Residents Association, Guildford Business Forum and Experience Guildford.

9 drop-in events

- Wharf Road, Ash
- Rotunda, North Street
- Tesco superstore, Ashenden Road
- Ripley Farmers' market
- Parade Court, East Horsley
- Sainsbury's superstore, Burpham
- Guildford Spectrum leisure complex
- Shalford Village Green
- Stoke's Community event

25 Swan Lane

Open 7 days a week from 8 October.

6 youth engagement sessions

- King's College
- George Abbot School
- Guildford College
- Plantation Cafe
- Barn Youth Project
- University of Surrey

5 targeted outreach events

- Guildford Friends Meetup Group
- Park Barn Community Day
- Women on a Wednesday (WOW)
- 4getMe-Nots
- Guildford Action Drop-in Centre

Key findings

At these events we spoke to over 1000 people and received over 200 canvass cards as well as additional comments shared through other consultation tools such as the Wheel of Fortune and aerial view map of Guildford borough.

Emerging themes

- new homes (including affordable housing) for families, single occupants, young professionals, low income workers and for the elderly
- the treatment of the Green Belt and considerations for future development
- the value of the countryside
- maintaining the thriving local economy and building on current industries such as expanding on the knowledge economy
- pressures on current infrastructure, including schools and doctor's surgeries
- new development, supporting infrastructure and improvements to the road system
- traffic and road networks, including the town centre gyratory, A3 and traffic in villages, particularly through traffic
- respecting the local heritage, particularly the historic fabric of the town centre
- the importance of local communities and encouraging community integration
- employment opportunities and job security, particularly for young people and vulnerable adults
- availability and cost of parking, particularly in the town centre, University of Surrey and Surrey County Hospital
- public transport, particularly buses - frequency of service, cost and number of bus routes and encouragement of cycling
- affordable cultural, leisure and social facilities, particularly for young people and low-income individuals, and care facilities for the elderly
- support services and upskilling opportunities for young people, vulnerable adults and low income workers
- improvements to the town centre, including a wider retail offer, more affordable and independent shops, enhancing the built environment and creating more attractions as well as better evening social venues.



Consultation at 25 Swan Lane



Information boards at drop-in events



Treatment of Green Belt

Many of you have been asking why sites within the Green Belt need to be considered as an option for development.

We have and will continue to provide for development within our built up areas in our town and villages but in order to deliver the homes, employment and facilities we need to look at all parts of the borough.

As our borough is 89% Green Belt we cannot accommodate all of our need for development within the urban area.

The Green Belt and Countryside Study has looked at the Green Belt in the borough to see how well it contributes to the purposes of the Green Belt and to see if there are some parts which may be able to be developed without harming the overall purpose of the Green Belt. In doing this we will be able to continue to protect those parts of the Green Belt that contribute most according to the purposes of the Green Belt.

The purposes of the Green Belt are:

- to check unrestricted sprawl of large built-up areas
- to prevent neighbouring towns from merging into one another
- to assist in safeguarding the countryside from encroachment
- to preserve the setting and special character of historic towns
- to assist in urban regeneration



Ripley Farmers' Market drop-in event



Tesco superstore drop-in event

Village settlements

The potential Green Belt Insetting Boundary, removing certain villages from the Green Belt, has generated a lot of interest at our events.

The National Planning Policy Framework requires that if it is necessary to prevent development in a village primarily because of the important contribution it makes to the openness of the Green Belt, the village should be included in the Green Belt.

Otherwise villages should be inset into the Green Belt and no longer be washed over by it. The character of villages removed from the Green Belt in this way can be protected through other designations such as Conservation Areas or by other development management policies such as Article 4 Directions which can be used to restrict permitted development rights.

In order to assess the contribution which the open character of a village makes to the Green Belt, locations of built-up areas and open areas have been mapped out.

Where appropriate new settlement boundaries have been drawn which follow defensible boundaries such as woodland, as required by national policy.



Ash drop-in event



Shalford drop-in event



Traffic and road networks

The pressures on the existing road network has been a reoccurring theme. People would like to understand more about plans to improve the road network and reduce congestion, particularly as new development is likely to occur in the future.

The Guildford Borough Preliminary Growth Scenarios Transport Assessment Report has already assessed the potential impact on our roads for a range of possible development scenarios. This assessment was undertaken by Surrey County Council.

We have now commissioned a second transport assessment to consider scenarios based on the examples in the Issues and Options document.

We will also prepare an Infrastructure Delivery Plan (IDP) to accompany our new Local Plan. This will address existing infrastructure pressures and set out the infrastructure required to support the growth planned across the borough until 2031.

The IDP will include a schedule of specific infrastructure projects. These projects will be costed, and sources of funding identified where possible. The IDP will be a living document which will be regularly updated.

Surrey County Council has also introduced the Travel Smart programme to encourage more people to choose sustainable travel for short car journeys that could either be cycled or walked.

Public transport

The cost of bus services, frequency of buses as well as the limited routes have been mentioned repeatedly.

Bus operators set their own timetables and fares, but Surrey County Council does work in partnership with operators to deliver improvements to their services.

Surrey County Council also intend to improve public transport through a programme of route enhancements and better integrated ticketing across the public transport network.

Education and health services

We have heard from many of you that there are limited spaces in certain schools and that some local health facilities are already over capacity. People would like understand how these issues will be addressed.

The availability of school places, within Guildford borough is a growing issue due to the rising birth rate over the last decade. Any major new housing development will also impact on the demand for school places.

Surrey County Council are responsible for education and we are working in partnership with them to ensure that need coming from new development can be accommodated.

We are also working with Surrey County Council and the Clinical Commissioning Bodies, who have replaced the Primary Care Trust (PCT), to address the need for additional GPs and dental surgeries.

We will look at using developer contributions to improve facilities where need has been created by the new development. This might be providing a new school or doctor's surgery, or extending existing ones.



East Horsley drop-in event



Burham drop-in event



Affordable homes

The need for new homes was expressed particularly by young professionals and low income families and individuals. It was also identified as a key future need for younger generations to be able to stay in the borough.

People would like to know more about how affordable homes, including both socially rented and intermediate housing, will be delivered.

We intend to deliver additional affordable homes over the life of the new Local Plan and will also continue to work closely with registered housing providers to supply new affordable homes.

We also ask that private developments deliver affordable homes for schemes including 15 or more homes, 10 in certain villages. The new Local Plan is considering whether this threshold can be reduced.

We are also considering whether other housing types such as purpose-built student housing and care homes should include some affordable housing.

Rural exception housing provides affordable homes to enable local people to remain in their area or be closer to family and work.

Employment opportunities

The difficulties in finding employment is a key issue particularly for young people, the long-term unemployed and low skilled individuals.

We recognise that there is a decline in demand for traditional blue collar occupations and it is considering what actions can be taken to ensure that all sections of the local working age population are equipped with the right skills and qualifications.

Provision of employment land and premises for new and existing businesses will also provide new job opportunities within Guildford.

Providing more local jobs could also ease pressures on the road networks by reducing journeys in and out of the borough.

Local facilities and services

Many of you have spoken about more affordable cultural, leisure and social facilities and support services.

The provision of a new modern library services in Guildford town is being considered by Surrey County Council. A modern library would function more as a community hub, offering a wide range of services and programmes as well as new community spaces.



Youth engagement at King's College



Rehuda drop-in event

Workshop notes - Radisson Blu, Guildford town centre

Section of the discussion	Key discussion points
Vision for the borough	<ul style="list-style-type: none"> The council needs to clarify the vision for Guildford and involve experts in developing this The vision should steer approach to housing and help define the housing number Need a masterplan that will exceed the life span of the new local plan Rich quality of life and a thriving economy on the edge of the countryside Create a mixed use town centre – retail, culture, leisure and housing Create a vibrant town centre – make the river the heart of the town centre Retain character of town centre and villages Build on the success of university, retail and knowledge economy Enable Guildford to participate in the international economy A town that is easy to get in and out of, currently divided by A3 Change attitudes towards car use and promote sustainable modes of transport (Look at Oxford as a case study) A public transport system that works – good and affordable bus and train services Improve transport links between the town centre, the University and rest of the borough Provide affordable housing and affordable retail Create a sustainable town and villages (economy/social/environment) New development integrated into existing communities Firm link between development, growth and infrastructure Create exemplar architectural schemes to signpost Guildford and buildings that make us proud Ensure high quality design and maintenance of buildings (ref: Printing Works) Look at the Freiburg model in Germany (Guildford is twinned with Freiburg) Growth can be a good thing and positively contribute to Guildford Increase density in the town centre – Build up rather than out
New homes and Green Belt	<ul style="list-style-type: none"> Consider brown field sites first before looking at the Green Belt Create a new settlement e.g. in North Guildford, Wisley airfield Match each settlement with economic growth New local housing should be accompanied with local jobs Recognise need for affordable housing for young people, elderly and key workers Consider empty office buildings in town centre for mixed use development Existing villages are ‘dying out’, look at infill sites first Recognise that some Green Belt land is not particularly special and acceptance that there are some sites in the Green Belt that it is ok to build on Prevent Guildford from becoming just a commuter town Look at new housing in the borough in a holistic manner Create purpose-built housing for students to free up family homes Allow for minor development in AONB Housing should be built where there is economic growth, not in villages as this creates more dormitory places
Traffic and transport	<ul style="list-style-type: none"> Find a solution for the A3 congestion Better infrastructure to get people in and out of Guildford Consider a new train station in Park Barn and Merrow Create cycle routes More places for people to walk/cycle

Cultural and social facilities	<ul style="list-style-type: none"> Integrate Cathedral into the town centre Loss of pubs - good community centres. Suggestion that through planning such uses could be designated and pubs protected New library Facilities for young people needed A new art gallery could be created on the periphery of the town centre Create other destinations in the town centre other than retail Make better use of the river – e.g. Southbank Make better use of the open spaces and create well designed new ones Not enough for local people to do Similar facilities to Surrey Sports Park in other parts of the borough More of a focus on the wider borough Better broadband in villages
Local economy	<ul style="list-style-type: none"> Employment land to allow for additional growth but for appropriate uses e.g. industrial, knowledge economy Look at historic employment in Guildford, e.g. gaming industry/technology, and support these businesses so that they can have long term growth Support existing businesses so that they can stay in Guildford e.g. by providing affordable housing for key workers Create more/better hotels to support local business and tourism Make more out of the tourism industry Local businesses should support apprenticeships and work experience Encourage growth of added value economy
Questions & answers	<ol style="list-style-type: none"> How do the new Local Plan and the cycle strategy link together? How will the plan tackle deprivation and lower life expectancy in some parts of the borough? How will you ensure that the town centre has both a cultural and commercial mix? Do responses to the new Local Plan need to be made through the proforma questionnaire? (Online questionnaire is very difficult to complete) How can you sustain the quality of life in Guildford? Infrastructure is not under the control of the Council. How will this inconsistency between development and required infrastructure be addressed? Why is the Council not considering development in villages in the AONB?

Workshop notes - Ash

Section of the discussion	Key discussion points
Vision for the borough	<ul style="list-style-type: none"> • A fantastic County Town, with a high street of great choice, a 'livable feeling' not just retail and an excellent university – not solely for retail • Semi-rural with a feeling of space and stability • Create sustainable development (economy/social/environment) • Deliver the infrastructure first, before the new developments • Create developments with mixed tenure and a mixture of housing for all ages to create balanced communities • Properly planned development with suitable infrastructure as part of it • A more strategic approach to development, connecting training and education to jobs so that more people can work locally, thereby reducing travel • Local focus - look after those in our borough, stop building more and more for people to move to the South East • Deliver more affordable housing with provision for key workers and young people • Consider the Green Belt so that not all development goes to Ash and Guildford. Have appropriate, proportionate and sustainable development across the borough • All the borough's communities should take a share of the new development • Retain existing communities – some communities have already been split up • Easy flowing traffic, no congestion, with local journeys made on foot, by bike or by affordable public transport • What are the local benefits if infrastructure through new developments cannot be delivered? • Create safe communities by providing employment and facilities for young people • More development for small scale business/individual units on edge of villages to encourage local business and local employment • Focus on knowledge driven, high-skilled economy • The surrounding countryside makes Guildford special. Protect the countryside and increase access to it • More health facilities – hospitals are already under pressure • Make the river a key feature of the town centre
New homes and Green Belt	<ul style="list-style-type: none"> • Lack of information on housing numbers makes the discussion on the best approach to development difficult • Provide housing that is proportionate to existing communities • There are benefits to releasing Green Belt as this would allow for proportionate development • Spread out development – currently disproportionate amount of development in Ash • Do not develop too close to the AONB, important to preserve its beauty • Provide housing in the town centre to prevent this from becoming a retail centre only • Development is ad hoc and there does not appear to be an overall scheme/strategy • Affordable housing is misnomer for the area • Affordable housing should be kept in social ownership • Due to the lack of housing, it is difficult for families to stay in the area • Provide housing for the needs of local residents and workers • Housing needed for key workers and for local young people • The distribution of new housing should focus on sustaining our local communities • There will always be a demand for housing but not necessarily a need. The Council should focus on the need for housing • The local community should know where developer contributions are being spent • Infrastructure should come as part of the development not after

Traffic and transport	<ul style="list-style-type: none"> • There have been no major improvements to roads and transport even though there is an increase in traffic • Better use of the existing rail system and improve links to Gatwick/Reading • There should be a holistic approach on transport to address the issues on current networks • Provide improved cycling facilities and segregated cycle lanes (ref. German cycle networks)
Cultural and social facilities	<ul style="list-style-type: none"> • Provide facilities for young people to discourage antisocial behaviour • Facilities need to have safe pedestrian routes, particularly to encourage use by young people • Need for facilities for young people that are affordable and centrally located in towns and villages • Well-managed facilities for young people that are maintained. Programmes/activities that are ongoing so that they can become established • Cultural facilities should be spread out across Guildford/should be in the centre of Guildford • Facilities for a range of ages • Make better use and promotion of existing facilities • Improve Ash library • An art gallery is not essential • Difficulties in attracting rural tourism – suggestion to create visitor centres in the Green Belt but it is difficult to get planning permission in the Green Belt for such uses • Culture centres should be free of charge so that people use them • Provide conference facilities within walking distance of the town centre • Provide coach drop off point in the town centre to attract more visitors • Better promotions of existing cultural facilities and attractions in the town centre • The countryside and local walks provide opportunities to socialise • Use cultural attractions as an incentive for people to come to Guildford and spend time not just shopping • Better use of natural resources such as the river
Local economy	<ul style="list-style-type: none"> • Create industrial estates on the edge of settlements to encourage local employment and to reduce the need for travel • Encourage local employment but realistically people will still commute • Encourage working from home by improving broadband services and provide flexible work/live spaces • Identify where the gaps in training are and provide training facilities in the areas they are needed • Shops in the town centre are too expensive – promote more of a market culture • Mix of employment opportunities in the town centre – focus on the knowledge driven economy and avoid the town centre becoming solely for retail • Retail in the town centre is bloated • Look at the countryside to provide more employment opportunities

Questions & answers	
	<ol style="list-style-type: none"> 1. What is the relationship between the Landscape Character Assessment, 2007 and Green Belt and Countryside Study? 2. Development should meet the needs of local people. Can we ensure that local people get priority? 3. Is there a plan for a new school? 4. Development should be proportionate. Why are there clusters of site options in Normandy, Ash and Send? 5. Are there more sites than those already identified? 6. Why are flooding issues of the potential development sites being ignored? 7. How can we resist land rush and sales abroad? 8. How is the preparation of the new Local Plan being communicated to the public? Do local people know about it? 9. The technical advice the Council has received from their consultants on flooding and road issues is poor. How can local people share local knowledge with the Council? 10. Are all sites proposed on the Green Belt within the village inseting boundaries? 11. How robust will the new Local Plan document be by the time it goes to the Inspector? 12. What is the relationship between neighbourhood plans and the Local Plan? 13. Will you be publishing an addendum to the SHLAA in the new year? 14. What are you doing to increase domestic water supply? 15. What types of housing will be built and how will you control the architectural character and design? 16. What happens during the 'gap' period between the 'loss' of the Local Plan from 2003 and the adoption of the new Local Plan?

Workshop notes - St Joseph's, Guildford town centre

Section of the discussion	Key discussion points
Vision for the borough	<ul style="list-style-type: none"> • Healthy balance between countryside and vibrant town • Important not to encroach on the AONB • Forward thinking transport solutions – What is guaranteed in terms of transport? Will bus services be pulled if funding runs out? • Limit the amount of development in the Green Belt • High density, innovative and imaginative urban development in the town centre • Retain the character and identity of villages • Integrated bus and rail facilities • Restore Guildford as a market town • A prosperous town centre that should be invested in • Guildford is accessible • Attracts big businesses
New homes and Green Belt	<ul style="list-style-type: none"> • Importance of retaining the countryside as a visual amenity and for local people to have access to green spaces • Retain character of individual villages • Revitalise villages by providing new housing and creating local facilities • Create a new village with the necessary infrastructure and facilities (e.g. at Wisley airfield) rather than putting more pressures on existing villages • Regenerate the town centre and consider brownfield sites first • Denser but attractive housing in the town centre • Ensure visually appealing architecture and high quality engineering • New homes and public transport need to be integrated • Do not open the door to ongoing development on the Green Belt but some development is acceptable • The university could provide more purpose-built student housing to free up family homes. Homes also remain empty for approximately 5 months a year • There is been enough development in Tongham and across the borough boundary – danger of merging with Hampshire

Traffic & transport	<ul style="list-style-type: none"> • A3/A31 need to be the no.1 priority • A solution is needed to the traffic issues • Reduce car use in the town centre • Trains are too expensive • Dedicated student transport • The bus service is poor, particularly in rural areas • Introduce improved public transport and bus routes that link up villages • In some areas the trains do not run until late enough for people to get back from work, therefore discouraging use of the train services • Consider ambitious solutions to resolve parking issues such as underground or multi-level car parking • The existing cycle network is disconnected with routes suddenly coming to a stop • Park and Ride facility is good but not available everywhere • More efficient use of Park and Ride facilities. Suggestion to create separate services for workers and shoppers • Introduce more Park and Ride facilities • The Guildford tunnel proposal should be considered • Create a public transport system that is more reliable • The bus station is tatty and makes a bad impression to those arriving to Guildford by bus • Bring back the shuttle bus and introduce a route that connects the train station, bus station and top of the High Street • Introduce a robust cycling strategy (ref. Holland) • Unrealistic not to include enough parking in new developments. Residents will still require the use of a car for longer journeys even if local public transport is improved • Create new train stations in Park Barn and Merrow • Increase cycling and walking routes in the town centre • Developers should build the appropriate access roads to new developments
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Cultural and social facilities	<ul style="list-style-type: none"> • Open up the river • Create leisure facilities and public green spaces near the river • Get rid of unpleasant concrete buildings and car parks particularly along the river • Make better use of the River Wey – Should be the main feature of the town • Make the university facilities more accessible to the local community • A gallery could generate more traffic in the town centre in the evenings • Current gallery in Guildford is not accessible • Create a multi-use cultural facility including a library, gallery and café • Guildford does not have the infrastructure for cultural growth • Importance of countryside and accessibility to green spaces (ref. RSPB campaign on children having contact with nature – Create more nature trails and visitor centres, but these need to be sensitively planned as well as virtual centres) • Sensitive development for tourist facilities in the countryside to attract more visitors • Improve signage and connections to attractions in the town centre to encourage more visitors. Suggestion for 'Visit Guildford App' • Maximise use of cathedral for cultural events • Hospital and university need to take better care of their employees (e.g. providing sufficient staff parking) • Nightlife is segregated – either catering for students or very expensive • Create non-age specific facilities • Create facilities where people can 'connect' e.g. elderly centre where people can socialise/meet for lunch
Local economy	<ul style="list-style-type: none"> • A more vibrant town centre with pedestrianised areas • Bottom end of North Street is untidy • Focus on providing full-time and long-term employment (e.g. fixed hour contracts) • Provide local employment opportunities • Provide summer jobs for students • If Guildford's business strategy is too elusive this may detract potential employers • Encourage employment and support businesses in rural areas • More shops in local villages – shops run by a local community • Improve broadband in rural areas • Debate on preferences to shop in local shops/superstores/online • Employers should take on apprenticeships • Control the expansion of business parks • Create better transport links to Gatwick and Heathrow airports, to make Guildford a good location for businesses and for business visitors • Restrict late opening times through licensing permissions • Guildford is well located geographically to be a 'training centre' for large companies
Other	<ul style="list-style-type: none"> • The university could make more contributions to improvements to the town centre • More clarity and lessons learnt from other local plans • Consider the advances in water and grid electricity. Encourage generating of local energy (Look at CHP) and consider how local businesses could work together to be more sustainable (ref. Freiburg) • Consider flood issues for potential development sites

Questions and answers	<ol style="list-style-type: none"> 1. Will the new Local Plan promote natural attractions e.g. Royal Horticultural Gardens? 2. What is a recreational site? Why is Shalford Park not shown on the aerial view map (available at workshop. Appendix 8.4)? 3. How much weight does the plan have in relation to councillor representations? 4. Can you put on the website what the plan will address directly, indirectly and what can be influenced by the local community? 5. How is the plan going to be ambitious and flexible enough to adapt in the next 15 years? 6. How can Guildford Borough Council learn from other plans? 7. There is already a lot of development in Hampshire, west of the borough boundary. When does your duty to cooperate start? 8. What does removing villages from the Green Belt mean? 9. Will the Council compulsory purchase land parcels in the centre of Guildford that have not been put forward? 10. Will profit shape the final selection of development sites? 11. Where can we read more about the comments received through this consultation? 12. How can we respond to the questionnaire if we do not agree with the options that have been suggested?
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Workshop notes -East Horsley

Section of the discussion	Key discussion points
Vision for the borough	<ul style="list-style-type: none"> • Preserve vibrant town centre • Enhance the charm of Guildford Town (High Street, Stoke Park, Castle, Millmead, Riverside) • Preserve the character of the countryside • Enhance Guildford's countryside setting, the historic character of Guildford and the villages • Green space should be central to the vision • Allow for small pockets of business to be retained • Promote local business to stop Guildford becoming a commuter town • Expand on the knowledge based economy and technology • Proportionate and appropriate development • Attractive architecture and high quality design that suits its surroundings • Tourism should be core to the vision • Better transport connections • Develop the whole stretch of the river • A healthy balance between growth and quality of life • Planned development that has public consensus • A destination borough for tourists with charming villages, beautiful countryside, great walks, peace, quiet, clean

New homes and Green Belt	<ul style="list-style-type: none"> • The Green Belt is the no.1 priority • Inadequate examination of brownfield sites. Look at infill sites first and maximise development of brownfield sites • Recognition that the Green Belt will need to be considered, but keep to a minimum • Consider Green Belt to a small degree, only if a neighbourhood plan is in place • Inaccuracies in consultants' documents when considering inseting of villages • Importance of protecting SPA and natural habitats • Self-contained villages • Preserve the villages • Relatively low density in villages • Existing infrastructure in villages is under pressure • Proportionate development in villages • Sympathetic architecture • Mix of housing type to allow for mixed communities • Mix size of homes, e.g. for the needs of young people and to allow the elderly to downsize • Affordable housing is needed but should be sympathetic to the character of villages • Social housing is important and suggestion that more could be delivered • Need for housing – children still living with parents and homes for ageing population • Incentivise elderly to downsize • Suggestion that through the Localism Act, Parish Councils consider where development could go • Definition of affordable housing • Current infrastructure needs have not been assessed • Deal with infrastructure first. Infrastructure should be the driver for new development • Realistically what infrastructure can be delivered? • Leave breathing spaces/gaps between developments • How much of the demand for housing is for people wanting to move out of London? • Existing council estates are of low density – opportunities to redevelop these estates • Build new homes where new jobs will be provided • Consider offsetting development to other parts of the country • New developments should be self-sustainable, with new infrastructure • New settlement at Wisley airfield site • Establish a steering group to help decide where housing should go • Develop Guildford into a knowledge base economy – this could steer thinking in terms of housing number and infrastructure needed
Traffic & transport	<ul style="list-style-type: none"> • Poor bus services • Electric transport in the town centre • Cycle paths in the town centre • Pedestrianised streets

Cultural and social facilities	<ul style="list-style-type: none"> • Local schools oversubscribed • Need for superfast broadband • G-Live is a lively place vs G-Live has not lived up to people's expectations • Poor existing bus routes to G-Live, more development could bring better and more frequent bus routes to this area • Rather than investing in new facilities, secure more funding and better promotion of existing facilities e.g. Electric theatre, Yvonne Arnaud Theatre • Better use of existing facilities e.g. G-Live and University • Convert Millmead into an Arts Centre on the riverside • Raise awareness of facilities at Spectrum • River underused with excessive development of industrial sites • Expand university gallery • U3A is a phenomenal resource for elderly • Wisley airfield site valuable for natural habitats • Sufficient cultural facilities in East Horsley • Create better quality theatres by establishing a creative director to oversee all of the cultural facilities • Value of countryside for social activities e.g. walking
Local economy	<ul style="list-style-type: none"> • Attractiveness of countryside and importance of Green Belt for tourism – also an Olympic cycle route • Provide more apprenticeships – subsidised by Central or Local Government • Support employment by providing the adequate infrastructure to allow people to work from home e.g. fast broadband • Provide incubator units for start-up businesses • More opportunities for adult education and activities • Social facilities for the elderly • Rapid connections to airports to support businesses • Clarity on what the current business needs are • Clarity on who the key workers of the borough are • Better parking and transport for businesses • Importance of facilities for young people • Restore junior technical schools • Provide apprenticeships in local galleries • North Street run down with empty shops • Safety in the lower part of the town centre • More and better tourist accommodation • More flexibility in the licensing of B&Bs • Foster agricultural professions and help preserve the Green Belt • Build on digital economy to provide more employment opportunities • Opportunities for technical training • Greater variety of shops • Create jobs but also housing to go with it
Other	<ul style="list-style-type: none"> • Inaccuracies in evidence base and Issues and Options paper – confidence in Guildford Borough Council needs to be restored

Questions and answers

1. How valid is the consultation process if you have already decided which villages are to be taken out of the Green Belt?
2. As an individual, what is the most effective way to influence the Plan?
3. How will you be assimilating responses?
4. How can the evidence documents form a basis for the Issues and Options paper if some documents were produced in parallel?
5. How will the discussions at the workshops be recorded and inform the consultation paper?
6. Can you explain why West Horsley has been split into North and South? Can this be reversed? Where do each of these boundaries end?
7. There are thoughts of producing an East Horsley Neighbourhood Plan. How would this be incorporated into the Local Plan?
8. Will Wisley Airfield be considered for a new settlement?
9. West Horsley has a parish plan. How does this differ from a neighbourhood plan?
10. 821 homes have been added to West Horsley. Are there any other areas that have been exposed to as much development?
11. Is the biomass digester unit at Wisley Airfield still going ahead?
12. Can we appeal the Local Plan once it goes to the Inspector?
13. Errors in the evidence base in the description of distance of W. Horsley and E. Horsley from Guildford town.
14. Cannot accept that because the Wisley Airfield site is concreted this makes it suitable for development. Will the Inspector be examining the access routes to the site and vehicular movement?
15. When will you know the number of new homes needed?



Drop-in event - Ripley

Soundings

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