



## Appendices

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- D. Publicity materials
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## Appendix A: Event overviews

1. Leafleting
2. Pop-ups
3. Public exhibition
4. Outreach
5. Meetings
6. Workshops





**Our borough.  
A great place.**

**Guildford borough**  
Draft Local Plan: strategy and sites consultation  
1 July to 22 September

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<b>Respond:</b>	
consultation portal	<a href="http://getinvolved.guildford.gov.uk">getinvolved.guildford.gov.uk</a>
email	<a href="mailto:localplan@guildford.gov.uk">localplan@guildford.gov.uk</a>
post	<b>Local Plan Consultation 2014</b> Planning Policy Guildford Borough Council Millmead House Guildford Surrey GU2 4BB
<b>Find out more via:</b>	
website	<a href="http://www.guildfordlocalplan.info">www.guildfordlocalplan.info</a>
twitter	@GuildfordBC
facebook	<a href="http://www.facebook.com/GBCLocalPlan">www.facebook.com/GBCLocalPlan</a>
drop in centre	<b>25 Swan Lane, Guildford</b> Monday – Saturday 10am – 4pm
telephone	<b>01483 444471</b>



Figure 4: Postcard

## Leafleting

Postcards were distributed at six train stations across the borough on 1 July 2014, the first day of the consultation. Distribution took place during the morning (7am to 10am) and evening peak (4pm to 7pm) periods.

With many people travelling through the railway stations, they were a great place to raise awareness of the consultation. Postcards were handed out to passers-by. The postcards included consultation contact details and dates, an example can be found in Figure 4.

## The stations included:

1. Ash station
2. Ash Vale station
3. Effingham Junction station
4. Horsley station
5. Gomshall station
6. Guildford station





## Pop-ups

We held five public pop-up events at several locations in the borough, including two supermarkets, Guildford Spectrum Leisure Centre, Ripley Farmers' Market and Guilfest in Stoke Park.

Pop-ups are mini information displays that are located at high footfall venues and events. They have high impact because we can reach people as they're going about their everyday life rather than them having to seek us out.

Attendees were able to view maps and documents, ask staff for details, and fill in questionnaire responses or take away information to respond at their convenience.



**Event location:**

Guildford Spectrum Leisure Centre, Parkway,  
Guildford, GU1 1UP

**Event date and time:**

8 July 2014, 4pm to 8pm.

**Number of attendees:**

46



**Event location:** Tesco Superstore, Ashenden Road, Guildford, GU2 7UN

**Event date and time:** 10 July 2014, 4pm to 8pm.

**Number of attendees:** 20



**Event location:** Guilfest, Stoke Park, Guildford, GU1 1ER

**Event date and time:** 18, 19 and 20 July 2014, 11am to 3pm. A stand was held at Guilfest on Friday, Saturday and Sunday. Staff also walked around the Guilfest site during the day, handing out flyers and encouraging people to visit the stand

**Number of attendees:** 72



**Event location:**

Sainsbury's Superstore, Clay Lane, Burpham, Guildford GU4 7JU

**Event date and time:**

5 August 2014, 4pm to 8pm.

**Number of attendees:**

60



**Event location:**

Ripley Farmers' Market, Cricketshill, Potters Lane, Send, GU23 7JH

**Event date and time:**

9 August 2014, 9am to 1pm.

**Number of attendees:**

126



## Exhibitions

Nine public exhibition events were held at several locations in the borough.

Attendees were able to view the exhibition boards, maps and documents. Attendees could discuss further details with staff, and fill in questionnaire responses or provide other written feedback.



**Event location:**

Guildhall, High Street, Guildford, GU1 3AA

**Event date and time:**

13 July 2014, 11am to 3pm.

**Number of attendees:**

50



**Event location:** Lancaster Hall, Send, GU23 7ET

**Event date and time:** 26 July 2014, 11am to 3pm.

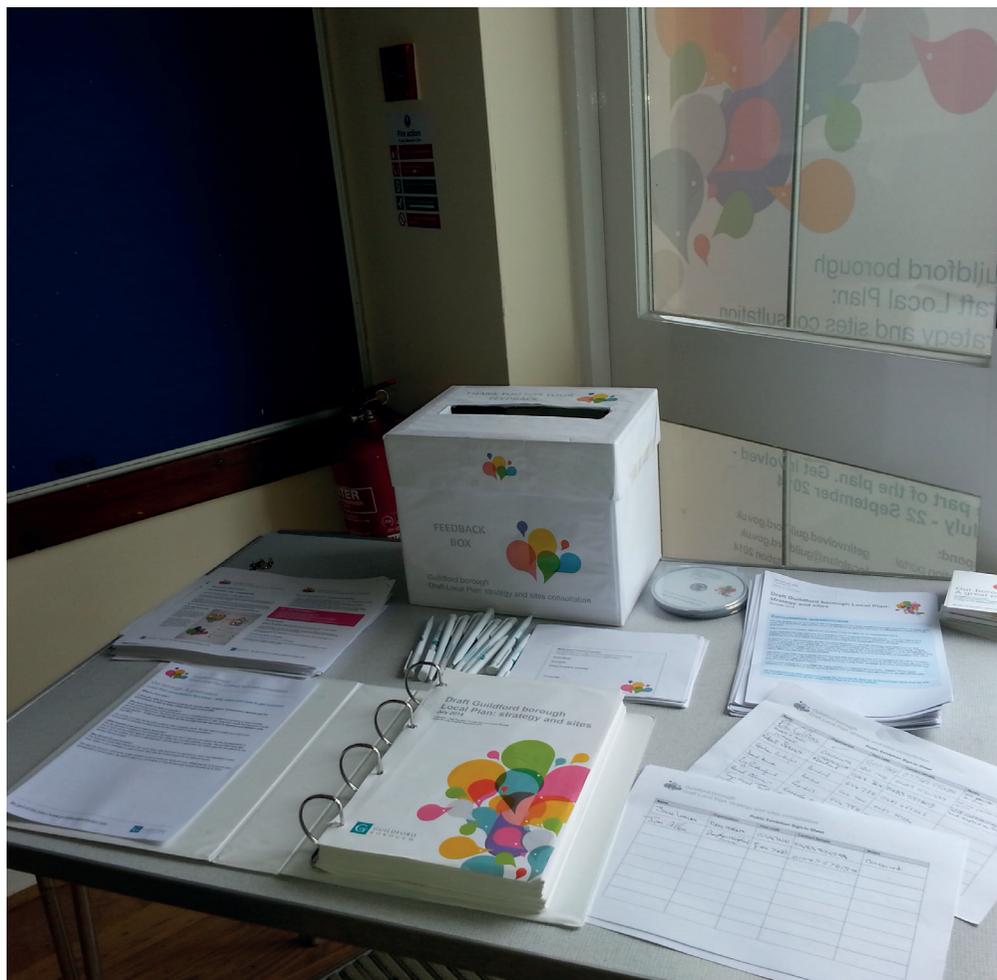
**Number of attendees:** 60



**Event location:** Sutherland Memorial Hall, Clay Lane, Burpham, GU4 7JU

**Event date and time:** 1 August 2014. 4pm to 8pm.

**Number of attendees:** 30



**Event location:** King George V Hall, Browns Lane, Effingham, KT24 5ND

**Event date and time:** 2 August 2014, 11am to 3pm.

**Number of attendees:** 47



**Event location:** Shalford Upper Hall, Kings Rd, Shalford, GU4 8JU

**Event date and time:** 16 August 2014, 11am to 3pm

**Number of attendees:** 90



**Event location:** St. Marks Hall, Guildford Rd, Normandy, GU3 2DA

**Event date and time:** 20 August 2014. 4pm to 8pm

**Number of attendees:** 10



**Event location:** Fairlands Community Hall, Fairlands Avenue, Fairlands, GU3 3NA

**Event date and time:** 22 August 2014, 4pm to 8pm

**Number of attendees:** 71



**Event location:** The Ash Centre, Ash Hill Road, Ash, GU12 5DP

**Event date and time:** 30 August 2014. 11am to 3pm.

**Number of attendees:** 48



**Event location:** Horsley and Send Cricket Club, Twinns' Field, Off Ripley Lane, West Horsley, Leatherhead, KT24 6JS

**Event date and time:** 1 September 2014. 4pm to 8pm.

**Number of attendees:** 35



## Outreach events

We held five outreach events at various locations in the borough. The aim of the events were to engage specific groups of the population such as public sector workers, Gypsy and Traveller community, seldom heard groups, college students, parish councillors and housing association residents. This included events at the Royal Surrey County Hospital, a housing association community day, 25 Swan Lane and Guildford College.

As part of the outreach events, we took different approaches to try and engage people, one example of how we did this was in the case of our members of the Gypsy and Traveller community when our team delivered targeted door-knocking to make sure they were aware of the consultation.



**Event location:** Councillor drop-in session. 25 Swan Lane, Guildford, GU1 4EQ

**Event date and time:** 28 June 2014. 10am to 2pm.

**Number of attendees:** 18

**Overview of format:** Drop-in session held at 25 Swan Lane to give councillors an opportunity to speak directly with the consultation team, to provide their ideas on groups that need to be consulted, on venues that would suit the local community and aspects that should be considered.



Image source: Guildford Borough Council commissioned photographer



**Event location:**

Outreach coffee morning, Radisson Blu Edwardian hotel, 3 Alexandra Terrace, Guildford, GU1 3DA

**Event date and time:**

5 August 2014. 10.30am to 12.30pm.

**Number of attendees:**

35

**Overview of format:**

Representatives from the faith community, ethnic minority groups, young people and disability organisations were invited to a coffee morning to talk about the future of the borough.



**Event location:**

Thames Valley Housing Association (TVHA) community events, Greyhound Close, Ash, GU12 6PU and Winter Close, Ash Vale, GU12 5HG

**Event date and time:**

21 August 2014. 2pm to 7pm.

**Number of attendees:**

25

**Overview of format:**

Stand alongside the TVHA roadshow visiting Greyhound Close and Winter Close.



**Event location:**

The Royal Surrey County Hospital, Egerton Road, Guildford, GU2 7XX

**Event date and time:**

1 September 2014. 11.30am to 1.30pm.

**Number of attendees:**

25

**Overview of format:**

Stand in Royal Surrey County Hospital. Hospital staff were able to see maps, summary documents and copies of the Draft Local Plan. Attendees were free to ask staff for more details, post questions and fill in the questionnaire.



**Event location:**

The Bridge, Guildford College, Stoke Road, Guildford, GU1 1EZ

**Event date and time:**

9 September 2014. 11am to 1.30pm.

**Number of attendees:**

Approximately 50.

**Overview of format:**

Stand on The Bridge in Guildford College, a busy thoroughfare on route to the dining room. Students were encouraged to complete a feedback form asking for their thoughts on "What are the three most important things you want to see in Guildford over the next 20 years?" There was a prize draw for respondents, with a prize for a £50 gift voucher for Guildford Spectrum. The winner was randomly drawn after the event



## Targeted Meetings

Eight targeted meetings were held with representatives from different harder to reach groups. Meetings followed a similar format where Guildford Borough Council and URS staff introduced the Draft Local Plan with a short presentation.

There was then discussion around key policies and sites related to the meeting attendees.

**Event location:** Guildford Youth Council Meeting, YMCA, Bridge Street, Guildford, GU1 4SB

**Event date and time:** 15 July 2014, 4.30pm to 6pm.

**Number of attendees:** 4

**Event location:** Meeting for homeless and vulnerable adult representatives, Millmead House, Guildford, GU2 4BB

**Event date and time:** 7 August 2014. 2pm to 4pm.

**Number of attendees:** 4

**Event location:** University Workshop, Students' Union building, The University of Surrey, Guildford, GU2 7XH

**Event date and time:** 25 July 2014. 2.30pm to 4pm.

**Number of attendees:** 4

**Event location:** Meeting for Lesbian, Gay, Bisexual and Transgender (LGBT) representatives, Guildford Library, Guildford, GU1 4AL

**Event date and time:** 27 August 2014. 2pm to 4pm.

**Number of attendees:** 5

**Event location:** Meeting for older people and disability and access group representatives, Guildford Library, Guildford, GU1 4AL

**Event date and time:** 19 August 2014. 2pm to 4pm.

**Number of attendees:** 5

**Event location:** Meeting for young people, YMCA, Bridge Street, Guildford, GU1 4SB

**Event date and time:** 29 August 2014. 7pm to 8pm.

**Number of attendees:** 15



**Event location:**

Presentation at Guildford Teachers Forum,  
The Legacy Farnham Hog's Back Hotel,  
Farnham, Surrey, GU10 1EX

**Event date and time:**

10 September 2014 1.30pm to 2pm.

**Number of attendees:**

211 (4 teachers / 207 responses from pupils)

**Overview of format:**

Presentation at the Guildford Teachers Forum to introduce the Draft Local Plan and provide them with the information pack to encourage young people (aged 16 to 18) to complete the online questionnaire.

The pack included a summary of the Draft Local Plan, youth questionnaire (and online web link), map of Guildford, and poster providing details of the consultation process.

Packs were sent electronically to George Abbot School, Guildford County School, Kings College, St Peter's Catholic Comprehensive School, and Christ's College Guildford.

**Event location:**

Meeting for faith group representatives,  
Committee Room 2, Millmead House,  
Guildford, GU2 4BB

**Event date and time:**

4 September 2014. 2pm to 4pm.

**Number of attendees:** 7





## Workshops

We held five workshops for different stakeholder groups: parish councillors, stakeholder organisations, resident's associations, local businesses and borough and county councillors.

Workshops followed a similar format each time, where Guildford Borough Council and URS staff introduced the Draft Local Plan with a presentation. Break-out discussion groups were then held to answer questions around key policies and sites. Groups reported back on their discussions before URS provided an update on next steps and upcoming events.



**Event location:**

Parish Summit workshop, G Live, London Road, Guildford, GU1 2AA

**Event date and time:**

11 August 2014. 1pm to 5pm.

**Number of attendees:**

14



**Event location:** Stakeholder organisations workshop, G Live, London Road, Guildford, GU1 2AA

**Event date and time:** 26 August 2014. 3pm to 5pm.

**Number of attendees:** 23



**Event location:** Residents associations workshop, G Live, London Road, Guildford, GU1 2AA

**Event date and time:** 28 August 2014. 6pm to 8pm.

**Number of attendees:** 24



**Event location:**

Business workshop, G Live, London Road, Guildford, GU1 2AA

**Event date and time:**

8 September 2014. 5pm to 6pm.

**Number of attendees:** 22



**Event location:**

Councillor workshop, Millmead House, Guildford, GU2 4BB

**Event date and time:**

11 September 2014. 7pm to 9pm.

**Number of attendees:** 19



## Appendix B: Groups and organisations

A list of the groups and organisations consulted include those listed below:

Group name		
1. 4getMe-Nots	25. Boughton Hall Avenue Residents Association	49. Country Land and Business Association
2. Abbotswood Residents Association	26. Boxgrove Park Neighbourhood Watch and Residents Association	50. Courage
3. Abbotswood Women in Touch	27. Bramley Parish Council	51. Campaign to Protect Rural England (CPRE)
4. Abinger Parish Council	28. British RedCross - Guildford	52. Cranleigh Parish Council
5. Action for Carers	29. Brook Residents Group	53. Cranley Road Area Residents Association
6. Age Concern Surrey	30. Burpham Community Association	54. Diocese of Guildford - Community connectors project
7. Age UK Surrey	31. Burpham Neighbourhood Forum	55. Diocese of Guildford - Surrey Faith Links
8. Ahmadiyya Muslim Association UK	32. Burrows Cross Area Residents Association	56. Disability Challengers
9. Airport Operators Association	33. CAMEO	57. Downsedge Residents Association
10. Albury/Compton Parish Council	34. Campaign to Protect Rural England	58. East Clandon Parish Council
11. Allianz	35. Carers Support (Guildford)	59. East Guildford Residents Association (EGRA)
12. Artington Parish Council	36. Catch 22	60. East Hampshire District Council
13. Artington Walk Residents Association	37. Chaplaincy University of Surrey	61. East Horsley Parish Council
14. Ash Citizens Advice	38. Chapters Financial	62. EDF Energy
15. Ash Parish Council	39. Charles Russell LLP	63. Edwin Road Residents Association
16. Bahai Women Association	40. Charlotteville Jubilee Trust	64. Effingham Parish Council
17. Barlow Robbins Solicitors	41. Christ's College Guildford	65. Electronic Arts
18. Beechcroft Drive Residents Association	42. Churches together Guildford	66. Elmbridge Borough Council
19. Bell Cornwell	43. Club support group for adults	67. Elstead Parish Council
20. Bellfields Residents Association	44. Community Mental Health Team for Older People - Guildford	68. Employment Services Partnership
21. Berkeley Group	45. Compton Parish Council	69. English Heritage
22. Biodiversity Working Group	46. Contact the elderly	70. Enterprise First
23. Bisley Parish Council	47. Council of Churches	71. Enterprise M3
24. BNI Guildford Business	48. County Club	72. Environment Agency



## Appendix B: List of groups and organisations consulted

Group name		
73. Epsom and Ewell Borough Council	97. Guildford and Godalming Interfaith Group	121. Hampshire County Council
74. Ericsson	98. Guildford and Waverley CCG (NHS)	122. Hart District Council
75. Ewhurst Parish Council	99. Guildford Area Gay Society	123. Headway Surrey
76. Experience Guildford	100. Guildford Borough Council	124. Highways Agency
77. Fairlands Action Group (FLAG)	101. Guildford Business Forum	125. Holmwood Close Residents Association
78. Faith Matters	102. Guildford Business Networking (Business Biscotti)	126. Holy Trinity Amenity Group
79. Farnham - Sixth Form College	103. Guildford Citizens Advice	127. Home Builders Federation
80. Farnham Town Council	104. Guildford College	128. Homes and Communities Agency
81. FirstPoint CiC	105. Guildford Community Church	129. Honeywell
82. Fairlands, Liddington Hall and Gravetts Lane Community Association (FLGCA)	106. Guildford County School	130. Horsley Countryside Preservation Society
83. Friends International Guildford	107. Guildford Environmental Forum	131. HOST (Homeless Outreach Support Team)
84. G4 Residents Association	108. Guildford Greenbelt Guardians Group	132. Hungarian Cultural Group Guildford
85. Ganghill Residents Association	109. Guildford High School	133. Independent Age
86. Gay Business Association	110. Guildford Hostel	134. Independent Mental Capacity Advocate Providers
87. Gay Surrey - Charity	111. Guildford Nepalese Community	135. Inter Faith Friends in Surrey
88. George Abbot School	112. Guildford Residents Association (GRA)	136. International Centre for Education
89. G Live	113. Guildford Society	137. Joining In Men's Group
90. Godalming Town Council	114. Guildford Vision Group	138. Joining In Project
91. Greenoak Housing Association	115. Guildford Woking & Waverley Friends of the Earth	139. Kings College Guildford
92. Guildford & District Local RSPB Group	116. Guildford YMCA	140. Kingstons
93. Guildford Access Group	117. Guildford Youth Council	141. Land Securities
94. Guildford Action	118. Guildhall, Guildford Museum and Guildford House Gallery	142. LC Energy
95. Guildford Advice Services	119. GVA Grimley	143. Learning Disability Partnership Board
96. Guildford and District Jewish Community	120. HALOW project	144. Liddington New Road & Liddington Hall Drive Resident's Groups



## Appendix B: List of groups and organisations consulted

Group name		
145. Lifetrain	169. Ockham & Hatchford Residents Association	193. Ripley Parish Council
146. Local Care Group	170. Ockham Parish Council	194. Roseacre Gardens Residents Assoc.
147. London Lesbian and Gay Switchboard	171. Onslow Village Residents Association	195. Rosemary Simmons Housing Association
148. Loseley Park	172. Open access older persons' group	196. Runnymede Borough Council
149. M&G Real Estate	173. Openreach newsites	197. Rural Partnership (Through Surrey Community Action)
150. Medpharm Ltd.	174. Outline	198. Rural Sector Group
151. Meeting Point	175. Pakistan Muslim Welfare Association	199. Rushmoor Borough Council
152. Merrow Methodist Church	176. Pancentric Digital	200. Sansom Centre
153. Merrow Residents Association	177. Park Barn & Westborough Community Association	201. Save Send
154. Mole Valley District Council	178. Park Barn and Shawfield (Ash) day centres, community transport and meals	202. Save the Hogs Back Campaign
155. Monday Chat St Clare's	179. Park Barn Centre	203. Scotia Gas Networks
156. National Grid c/o AMEC UK Ltd	180. Peaslake Community Council	204. Scotland Gas Networks
157. National Trust	181. Peper Harow Parish Council	205. Scottish and Southern Energy Power Distribution
158. Natural England	182. Pewley Down Conservation Volunteers	206. Seale And Sands Parish Council
159. Network Rail	183. Pirbright Institute	207. Send Parish Council
160. New Hope Centre	184. Pirbright Parish Council	208. Send Village Online
161. New Life Baptist Church	185. Police and Crime Commissioner Surrey	209. Seniors Lunch Club
162. NFU South East Region	186. Poyle Road Campaign Group	210. Shackleford & Peper Harow PCC
163. NHS	187. Propernomics	211. Shackleford Parish Council
164. NHS Property Services Ltd	188. Public Health - Surrey County Council	212. Shalford Conservation Society
165. Normandy Parish Council	189. Queen Elizabeth Park Residents Association	213. Shawfield Centre
166. North West Surrey CCG (NHS)	190. Rapleys	214. Shere Parish Council
167. Normandy Action Group	191. Puttenham Parish Council	215. Shalford Parish Council
168. Number five project	192. Reigate and Banstead Borough Council	216. Sight for Surrey



## Appendix B: List of groups and organisations consulted

Group name		
217. Solent Lesbian & Gay Switchboard	241. Stoughton Youth Centre	265. Sutton and East Surrey Water Company
218. South East Coast Ambulance Service	242. Surrey Association for Visually Impaired	266. Tandridge District Council
219. South East England Faiths Forum	243. Surrey Chambers of Commerce	267. Teacher Forum Conference
220. South East Water	244. Surrey Coalition of Disabled People	268. Terence O'Rourke
221. Southern Water	245. Surrey Community Action	269. Thames Valley Housing Association
222. Spelthorne Borough Council	246. Surrey Community Foundation	270. Thames Water
223. Sport England	247. Surrey County Council	271. The Best of Guildford
224. St Clare's Church	248. Surrey County Playing Fields Association	272. The Café (North Guildford Food Bank)
225. St John the Evangelists Church	249. Surrey Fire & Rescue	273. The Clandon Society
226. St John's Ambulance County HQ Brigade	250. Surrey Gardens Trust	274. The Matrix Trust
227. St Joseph's Church	251. Surrey Heath Borough Council	275. The Motor Neurone Disease Association
228. St Mark's Church Wyke	252. Surrey Heath CCG (NHS)	276. The Relatives & Residents Association
229. St Martha Parish Council	253. Surrey Hills AONB	277. The Ripley Society
230. St Mary C of E Church	254. Surrey Hills Society	278. The RSPB
231. St Nicolas Church	255. Surrey Independent Living Council (SILC)	279. The Samaritans of Guildford
232. St Peter's Catholic Comprehensive School	256. Surrey Islamic Society, Surrey University	280. The Thursday Club
233. St Peter's Shared Church	257. Surrey Minority Ethnic Forum	281. Tilford Parish Council
234. St Pius Catholic Church	258. Surrey Nature Partnership	282. Tongham Residents Association
235. St Saviours Church	259. Surrey Police's Lesbian & Gay Liaison Officer	283. Transition Guildford
236. St. Catherines' Village Association	260. Surrey Satellite Technology Ltd	284. Turley
237. St. Mary C of E Church	261. Surrey University Student Union	285. Tyting Society
238. Stevens & Bolton	262. Surrey Wildlife Trust	286. UniS LGBT+ Society
239. St. Luke's Park Residents Association	263. Surrey Young Planners	287. Unison
240. Stoughton Community Association	264. Sussex and Surrey Police	288. Vaughan House



## Appendix B: List of groups and organisations consulted

Group name		
289. Voluntary Action South West Surrey	313. WOW- Women on Wednesday	
290. WAAG	314. Young Man's Christian Association (YMCA)	
291. Wanborough Parish Council	315. Yomen Club	
292. Westborough Allotments Self Help Association (WASHA)	316. Youth Programmes, YMCA DOWNSLINK GROUP	
293. Waverley Borough Council		
294. West Clandon Parish Council		
295. West Horsley Parish Council		
296. West Surrey Natural History Society		
297. Westborough & District Residents Organisation (WBDRA)		
298. Wey & Arun Canal Trust		
299. Weymount Neighbourhood Group		
300. Whitmoor Common Association		
301. Wilky Group Ltd		
302. Witley Parish Council		
303. Wodeland Avenue Action Group		
304. Woking Borough Council		
305. Women in Business Network		
306. Wonersh Parish Council		
307. Wood Street Residents Association		
308. Wood Street Village Association		
309. Woodlands Park Residents Association		
310. Working people of faith		
311. Worplesdon Parish Council		
312. Wotton Parish Council		



## Appendix C: Consultation materials



### Consultation materials

During the Draft Local Plan consultation, a variety of consultation materials were developed to engage people and enable them to respond. Consistent branding was used on all printed and online materials.

The following materials were produced for the consultation:

- A. Postcards
- B. Exhibition boards
- C. Where do you live map
- D. Maps
- E. Draft Local Plan hard copy
- F. Colouring in sheets
- G. Questionnaires
- H. Youth questionnaires
- I. Fact sheet
- J. Draft Local Plan Summary
- K. Sign-in sheet
- L. Your ideas
- M. Your vision for Guildford in 20 years postcard
- N. Promotional materials

#### A. Postcards

Postcards were developed for promoting the consultation period and also included all the details on how to provide feedback, an example of the postcards can be found on page 21.

#### B. Exhibition boards

Exhibitions boards were designed for pull-up banners. Seven boards were designed in total covering the following topics:

1. Welcome
2. Background
3. Economy
4. Development
5. Sustainability
6. Society
7. What happens next?

Images of the boards are shown at the end of this section, image no. 1.



### C. Where do you live map

The map was displayed at events during the consultation period, and was intended to get an understanding of where people who attended the events travelled from.

An image of the map at the end of the consultation period is shown at the end of this section, image no. 2.

### D. Maps (constraints and sites)

Large maps (size A0) were printed and available at events. There were two maps. One was the borough overview map from Appendix G of the Draft Local Plan, and the second was the constraints map showing sites and land allocations from the Draft Local Plan.

Images of the maps are shown at the end of this section, image no. 3.

### E. Draft Local Plan hard copy and CD

Hard copies of the Draft Local Plan were available at events and were also available on CD.

An image of the plan taken to events is shown at the end of this section, image no. 4.

### F. Colouring-in sheets

The colouring-in graphic was designed as an activity sheet for children at events and enabled parents or carers to talk to the project team, whilst their children were occupied. Large Lego pieces were also available for children at some events.

An image of the activity sheet is shown at the end of this section, image no. 5.

### G. Questionnaires

Hard-copy questionnaires were made available at all events. The questionnaire was also hosted on the Local Plan website.

An image of the questionnaire is shown at the end of this section, image no. 6.

### H. Youth questionnaires

A questionnaire was designed specifically for the young people's consultation events. This was intended to be used in a classroom situation, and was also made available online through the SurveyMonkey website.

An image of the youth questionnaire is shown at the end of this section, image no. 7.

### I. Fact sheet

A fact sheet was produced to summarise the key issues covered by the Draft Local Plan, as well as how to get involved with the consultation.

An image of the fact sheet is shown at the end of this section, image no. 8.

### J. Draft Local Plan Summary

A summary document was available at events, the document provides background to the Draft Local Plan, and a summary of the key policies.

An image of the summary is shown at the end of this section, image no. 9.

### K. Sign-in sheet

A sign-in sheet was used at each event. Attendees could leave their details to be kept up to date with the Local Plan process.

An image of a sign-in sheet is shown at the end of this section, image no. 10.

### L. Your ideas

A5 sheets were made available for people to complete at events. These slips asked people to provide their ideas, along with their name and address so that the response could be logged as an official consultation response. The slips were useful at events, where people often preferred to provide some quick feedback, rather than completing the full questionnaire.

An image of the 'Your ideas' slip is shown at the end of this section, image no. 11.

### M. Your vision for Guildford in 20 years

Comments cards were produced specifically for the pop-up event at Guildford College. These A5 cards asked students to write down the three most important things they want to see in Guildford over the next 20 years. The comments cards were entered into a prize draw for one student to win a £50 Guildford Spectrum voucher.

An image of the comments card is shown at the end of this section, image no. 12.

### N. Promotional materials

To help people gain familiarity with the Draft Local Plan brand we handed out some promotional materials including water bottles, pens and bags. Our consultation team wore identifiable t-shirts that helped people recognise who to approach at events.





Guildford borough  
Draft Local Plan: strategy and sites consultation

## Welcome

Thank you for coming to view this exhibition today. Let us know what you think by filling in one of our questionnaires:

on paper | online | sending us an email | write us a letter



We are consulting on the Draft Local Plan for 12 weeks from 1 July to 22 September 2014

You can review the full Draft Local Plan on the Council website at [www.guilfordlocalplan.info](http://www.guilfordlocalplan.info) or ask to see a copy here today.

## What is the purpose of this exhibition?

This exhibition provides:

- an overview of the Draft Local Plan;
- background to the plan;
- a summary of the plan policies;
- details about the consultation process; and
- information on how your representations and comments will be used to help produce the final plan.

## Why should you get involved?

The Draft Local Plan will affect your community and local neighbourhood, where you:



Learn more about the Draft Local Plan and ask our team questions

? Have a chat to our team today

Don't forget to pick up a postcard so you have all the contact details.

## How will we consult the Guildford community?

We want this Draft Local Plan to reflect you and your local community. All voices are important so make sure that you get involved and have your say during this consultation.

- **Awareness raising:** press releases; newsletters; Guildford Borough Council website; leaflet flyers; social media posts; adverts on the radio; posters in public buildings;
- **Informing:** information displays; frequently asked questions; key topic papers e.g. on housing, infrastructure and Green Belt; postcards with contact details; consultation telephone number; dedicated consultation drop-in centre at 25 Swan Lane.
- **Consulting and communicating:** staffed public exhibitions; questionnaires; online consultation system; outreach events; pop-up information displays across the borough; targeted emails and letters.
- **Discussion and debate:** targeted workshops and meetings with various stakeholders including harder-to-reach groups and young people.



Guildford borough  
Draft Local Plan: strategy and sites consultation

## Background

The Draft Local Plan is central to delivering a vision for the future of Guildford borough.

### The Local Plan:

- guides development to make the kind of borough we all want to live, work or play in;
- sets out our vision, aims and strategy;
- deals with key issues and planning policies of importance to Guildford up to 2031;
- allocates land for different types of development including housing, employment, and community facilities; and
- steers future development by acting as a crucial guide to help us make decisions on planning applications.

### Our vision for Guildford is:

- development supported by strong infrastructure;
- an evolving, vibrant and thriving economy;
- new development that shows excellent design, respects our heritage and the character of the area;
- enough new homes to meet the needs of all members of all communities;
- a borough with a variety of transport options;
- an ever improving society;
- a borough in which our natural, built and heritage environments are respected.

### Evidence:

Every policy or proposal has to be based on sound evidence. A comprehensive evidence base supports the Draft Local Plan and helps explain the need for each policy and the reasons for choices made. You can view the evidence at [www.guilfordlocalplan.info](http://www.guilfordlocalplan.info)

The Draft Local Plan includes five key themes around which the exhibition boards are based:



### What makes Guildford great?



### What are the key issues for the borough?



### What does the Draft Local Plan look at?



### ...So, what proposals are we currently considering?

- **Affordable homes:** Support various modes of transport; Expand and improve sustainable modes of transport; Provide up to 14,800 new jobs; Offer a choice of housing; Provide 73 traveller pitches and 8 travelling showpeople plots; 40% of new homes to be affordable; 662 new homes a year; Reduce waste and increase recycling; Promote renewable and low carbon energy



Guildford borough  
Draft Local Plan: strategy and sites consultation



## Economy

Grow a sustainable economy that will support all aspects of life in our borough

Relevant policies:  
Policy 13: Economic development  
Policy 14: Leisure and visitor experience  
Policy 15: Guildford town centre  
Policy 16: District and local centres

### Economic development

The Draft Local Plan promotes:

- keeping, creating and developing small local business;
- a range of types and sizes of new premises;
- smart growth and business competition;
- rural economic development opportunities; and
- flexibility to cater for the changing needs of the Guildford economy.

10,900-14,800 additional B Class (business/general industry/storage or distribution) jobs to 2031.

With 137,183 people in Guildford borough, that works out to roughly one new job for every 10 people already living in Guildford.

21.6 hectares - 29.2 hectares of B Use Class floor space.

The Draft Local Plan will continue to protect 17 strategic employment sites and allocate five new strategic sites.

### Leisure and visitor experience

High quality visitor experience will increase our quality of life, our social and cultural well-being and vibrancy.

This policy promotes new and improved:

- leisure and visitor attractions and facilities;
- visitor accommodation;
- accommodation and conference facilities for business visitors; and
- arts and cultural facilities in our urban areas.



### Guildford town centre vision

The key retail and service centre for Surrey and beyond.

Guildford town centre has a unique setting and historical character, and is at the centre of one of the most prosperous counties in England.

We will ensure that it is a more attractive place to live and to visit now and in the future.

- To do this our policies will promote:
- new high quality homes, retail, leisure and business development;
- approximately 50,000 square metres of additional floor space within the town centre's main shopping areas;
- new homes, particularly as part of mixed use developments, ensuring that it is a pleasant and safe place to live;
- active use of the riverside and the river;
- better linkages within and across the town centre for pedestrians and cyclists;
- improved public areas; and
- a great town centre which improves and connects the riverside.

### District and local centres

Provide everyday shopping and service needs for our local community.

The Draft Local Plan will:

- help people make a single trip for several purposes;
- provide increased competition and customer choice; and
- keep areas lively by encouraging new homes above ground floor level.



Guildford borough  
Draft Local Plan: strategy and sites consultation



## Development

Development that improves the economic, social and environmental conditions in Guildford.

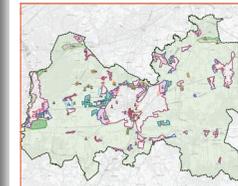
Relevant policies:  
Policy 1: Presumption in favour of sustainable development  
Policy 2: Planning for the borough – our spatial development strategy

### Growth in sustainable locations

Growth will be focused in the most sustainable locations, making the best use of previously developed land.

The focus is on:

- Guildford town centre;
- Urban areas: Guildford, Ash and Tongham; and
- Within villages.



### Land allocated for new development

Brownfield and urban sites are our preferred locations for new development but they are unlikely to be able to accommodate all of the new development that we need.

For this reason we have also proposed to allocate land for development in other areas including:

- countryside beyond the Green Belt (Ash and Tongham Strategic Location for Growth);
- urban extensions to Guildford (Gosden Hill Farm, Blackwell Farm, Liddington Hall, Land north of Keens Lane);
- new settlement at the former Wisley airfield; and
- development around villages (including some expansion).

### Quick facts:

The Draft Local Plan makes provision for 13,040 new homes between 2011 and 2031. This is 652 new homes a year.

21.6 to 29.2 hectares of employment land to provide 10,900 to 14,800 additional jobs.

To ensure new Green Belt boundaries endure beyond the plan period, we are safeguarding approximately 99 hectares of land for future development needs.

We will provide 73 permanent pitches (space for about 2.2 caravans) for Gypsies and Travellers and eight permanent plots for Travelling Showpeople within Guildford borough between 2012 and 2017. From 2017 to 2027 an extra 30 pitches and two plots will be provided.



## Infrastructure

Secure the infrastructure needed to drive development and business growth.

Relevant policies:  
Policy 17: Infrastructure and delivery  
Policy 18: Sustainable transport for new developments  
Policy 19: Green and blue infrastructure

### Infrastructure and delivery

We will produce an Infrastructure Delivery Plan (IDP). This will include input from infrastructure providers and will identify what vital infrastructure is needed to support and serve our community.

We are planning to introduce a Community Infrastructure Levy (CIL) in 2015. CIL is a charge on development according to its size and type. CIL is then spent on infrastructure that supports new development in the borough.

cycling, walking, public transport



recreational spaces and waterways



### Want more information? See the infrastructure schedule in Appendix B of the Draft Local Plan

### Sustainable transport for new developments

Improving and making a connected and accessible transport system.

New developments should encourage walking and cycling by:

- providing cycle parking; improving walking and cycling routes;
- improving public transport;
- facilitating the use of ultra-low emission vehicles.

### Green and blue infrastructure

Protect, improve and create pleasant and sustainable places in which to live, work or visit.

- The policies aim to:
- improve biodiversity;
- contribute to climate change adaptation; and
- improve character and attractiveness.

### What is green infrastructure?

Green space, both urban and rural, with multiple uses such as recreational spaces, parks, playgrounds, walking and cycle ways.

### What is blue infrastructure?

Water based resources including ponds, lakes, reservoirs, streams, rivers and other waterways.



## Guildford borough Draft Local Plan: strategy and sites consultation



### Sustainability

**Sustainable growth and development that considers adaptation and mitigation for climate change and the environment, both now and in the future.**

design, climate change, renewable energy, Green Belt

**Relevant policies:**  
Policy 7: Sustainable design, construction and energy  
Policy 8: The Surrey Hills Area of Outstanding Natural Beauty  
Policy 9: Villages and major previously developed sites  
Policy 10: Green Belt and the countryside  
Policy 11: Ash and Tongham Strategic Location for Growth  
Policy 12: Historic environment



**Sustainable design, construction and energy**  
National policy requires us to help meet national targets for carbon reductions.

We encourage development to follow these sustainable design principles:

- be energy and water efficient, with low carbon or zero carbon emissions in new developments;
- design developments to be adapted and adaptable for climate change and changing weather patterns;
- encourage renewable energy and local energy networks (rather than the National Grid), especially where there is a community benefit and/or community ownership; and
- encourage all new development to use existing district heating/cooling networks.

**The Surrey Hills Area of Outstanding Natural Beauty**  
Areas of Outstanding Natural Beauty (AONB) are parts of the countryside considered to have significant landscape value as a national asset.

The Surrey Hills AONB will be conserved, enhanced and protected from inappropriate development.

**Villages and major previously developed sites**  
Development of rural settlements will be appropriate to their size, local character, facilities and function. This includes:

- enabling appropriate development and redevelopment opportunities
- supporting economic growth in our rural areas
- supporting existing and new local services and community facilities.

**Want more information?  
See the detailed settlement boundaries in Appendix G**

### Green Belt and the countryside

Most of our borough is designated as part of the Metropolitan Green Belt around London.

Evidence supporting the emerging plan indicates that we will probably need to alter our Green Belt boundaries in order to meet our identified development needs.

The National Planning Policy Framework (paragraphs 83 and 85) states that councils with Green Belts in their area should establish boundaries in their local plans which set the framework for Green Belt and settlement policy.

### What does this mean?

Green Belt boundaries should only be altered in exceptional circumstances, through the preparation or review of the Local Plan.

We will continue to protect our Green Belt against inappropriate development in accordance with national planning policy.

We will provide an additional 140 hectares of new Green Belt. That's almost 200 football pitches or more than two Stoke Parks.



### Ash and Tongham

Land surrounding Ash and Tongham will be designated as a 'Strategic Location for Growth'.

Development proposals in this location will provide:

- suitable alternative natural greenspace;
- sufficient school places;
- improvements to the capacity of, or provision of new doctors and dental surgeries;
- improvements to the local road network; and
- provision of community and social facilities to meet the needs of residents.

### Historic environment

The historic environment of Guildford will be conserved and enhanced.

The borough has a variety of rich and varied heritage assets including:

- listed buildings;
- conservation areas;
- scheduled monuments;
- historic parks and gardens; and
- areas of archaeological value and potential, such as Guildford Cathedral, Loseley House and Chilworth Gunpowder Mills.

**Want more information?  
See Appendix E of the Draft Local Plan**



## Guildford borough Draft Local Plan: strategy and sites consultation



### Society

**Creating a self-reliant and sustaining community and supporting our most vulnerable residents.**

**Relevant policies:**  
Policy 3: Homes for all  
Policy 4: Affordable homes  
Policy 8: Rural exception homes  
Policy 9: Making better places



### Homes for all

We want to cater for all types of housing to meet the needs and demands of different people in our community.

### Housing mix and density:

- New development will be a mix of housing types and sizes each appropriate to the site.
- Residential densities will vary depending on the local area.
- Higher density development will be supported in Guildford town centre.

### Specialist housing:

- Some of our community need accommodation that caters for their specific needs, such as the elderly or people needing specialist social support.
- To create inclusive communities, this type of accommodation should be located in accessible areas with good links to public transport and local facilities.

### Students:

- We expect a minimum of 60% of eligible University of Surrey students (full time equivalent) to have student accommodation on campus or university owned land.

### Travellers:

- We will provide a mix of housing options and sites for Travellers.
- The sites must have space for adequate facilities (including utility services, amenity space, related business activities where appropriate, safe access) and be in areas with reasonable access to schools, health services and local services.

### Houses in multiple occupation:

- Houses in multiple occupation (three or more tenants living in the same home) will only be supported where the local balance of housing types, amenity space and character is not negatively affected.

### Affordable homes

Providing and managing affordable housing on all types of developments.

The Draft Local Plan requires that at least:

- 40% of all new homes built in the borough are affordable (equal to 5,126 new affordable homes);
- 45% are on greenfield sites (as per Policy 4);
- Affordable homes should be at least 70% rented; and
- Affordable rent requirements are also covered by this policy.

### Rural exception homes

For Rural exception homes, the housing site must be within, next to, or a short walk from a village.

The number, size and type of homes should be appropriate to the local affordable housing needs, and the homes should all be kept permanently as affordable homes.

### Making better places

Creating places that are good to live in, with access to green and open space, and designed to cater for the needs of different types of people, including young and old.

Large scale residential developments (20 or more dwellings or over 0.5 hectares) must:

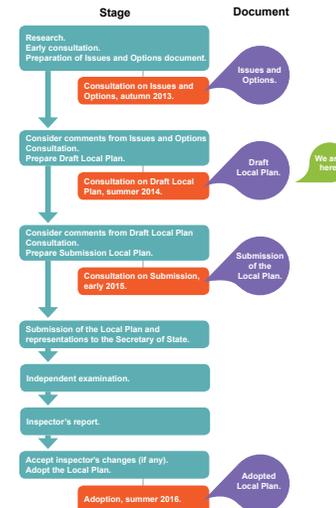
- provide a mix of uses and facilities;
- provide places for communities to meet and interact; and
- give priority to non-car transport.



## Guildford borough Draft Local Plan: strategy and sites consultation

### What happens next?

1. The Draft Local Plan consultation runs from 1 July to 22 September 2014.
2. Your comments on this Draft Local Plan will help inform the preparation of the next version of the Local Plan, which will be published prior to submission.
3. We will publish the proposed Submission Plan in early 2015 and invite comments at that stage about the soundness of the plan.
4. Your comments on the Submission Plan will go directly to the Secretary of State who will then examine the Plan to ensure that it meets the legal tests and does everything that a Local Plan should do in terms of addressing the issues and providing evidence to support the policies.
5. The final Draft Local Plan is expected to be submitted to the Secretary of State for examination in early 2015.



### How you can get involved?

#### Respond:

online  
email  
post

getinvolved.guilford.gov.uk  
localplan@guildford.gov.uk  
Local Plan Consultation 2014  
Planning Policy  
Guildford Borough Council  
Mintwood House  
Guildford  
Surrey GU2 4BB

#### Find out more:

website  
twitter  
facebook  
drop in centre

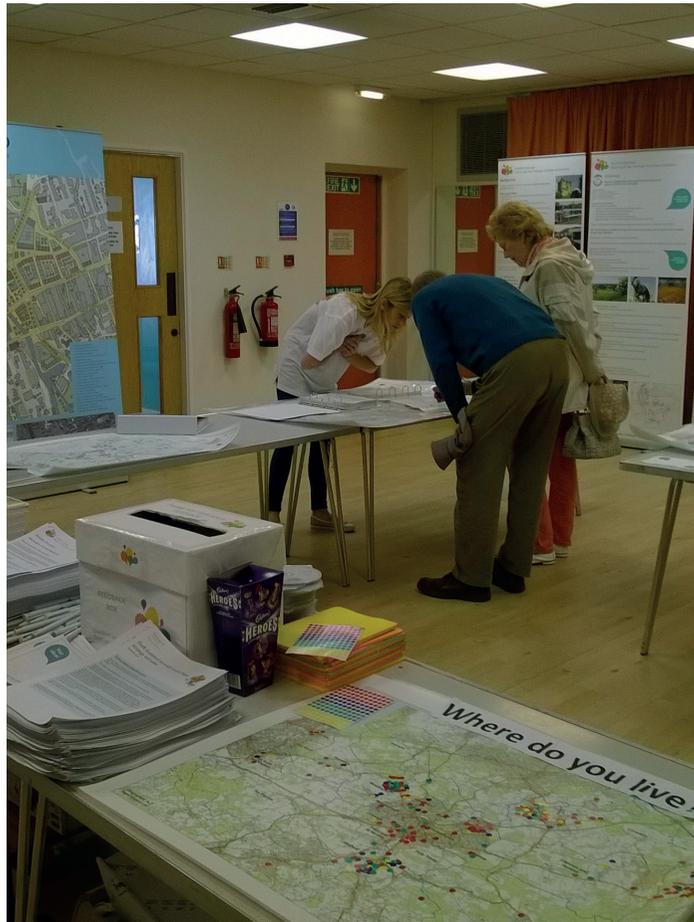
www.guilfordlocalplan.info  
@GuildfordBC or @GBCPlanning  
www.facebook.com/GBCLocalPlan  
25 Swan Lane, Guildford Monday - Saturday 10am - 4pm

The Draft Local Plan is available in hard copy at the following locations:

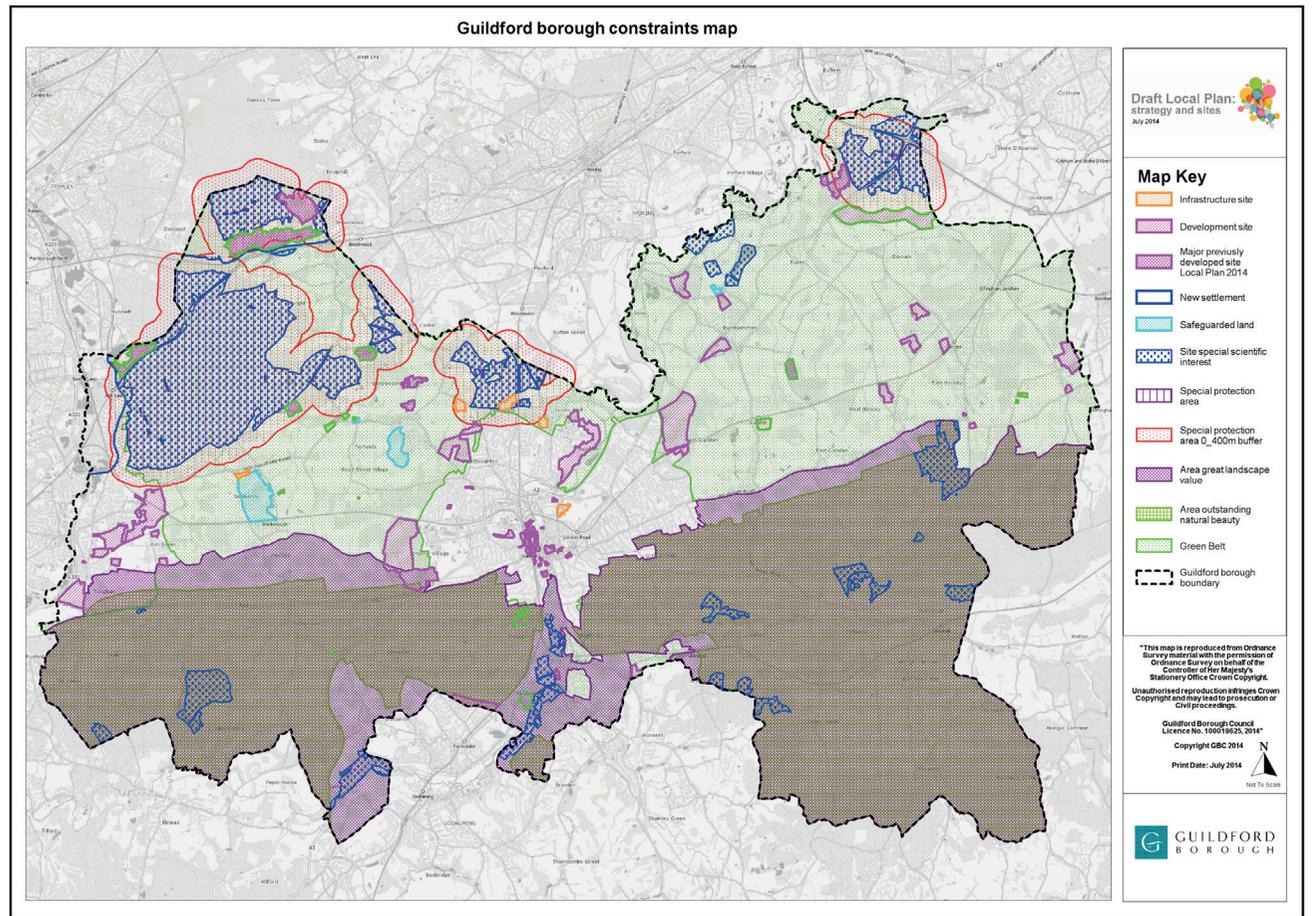
- Guildford Borough Council reception; and
- Public libraries throughout the borough.

Other events are happening throughout the borough - please see the website for details: www.guilfordlocalplan.info

**Please provide your comments before 5pm on 22 September 2014.**



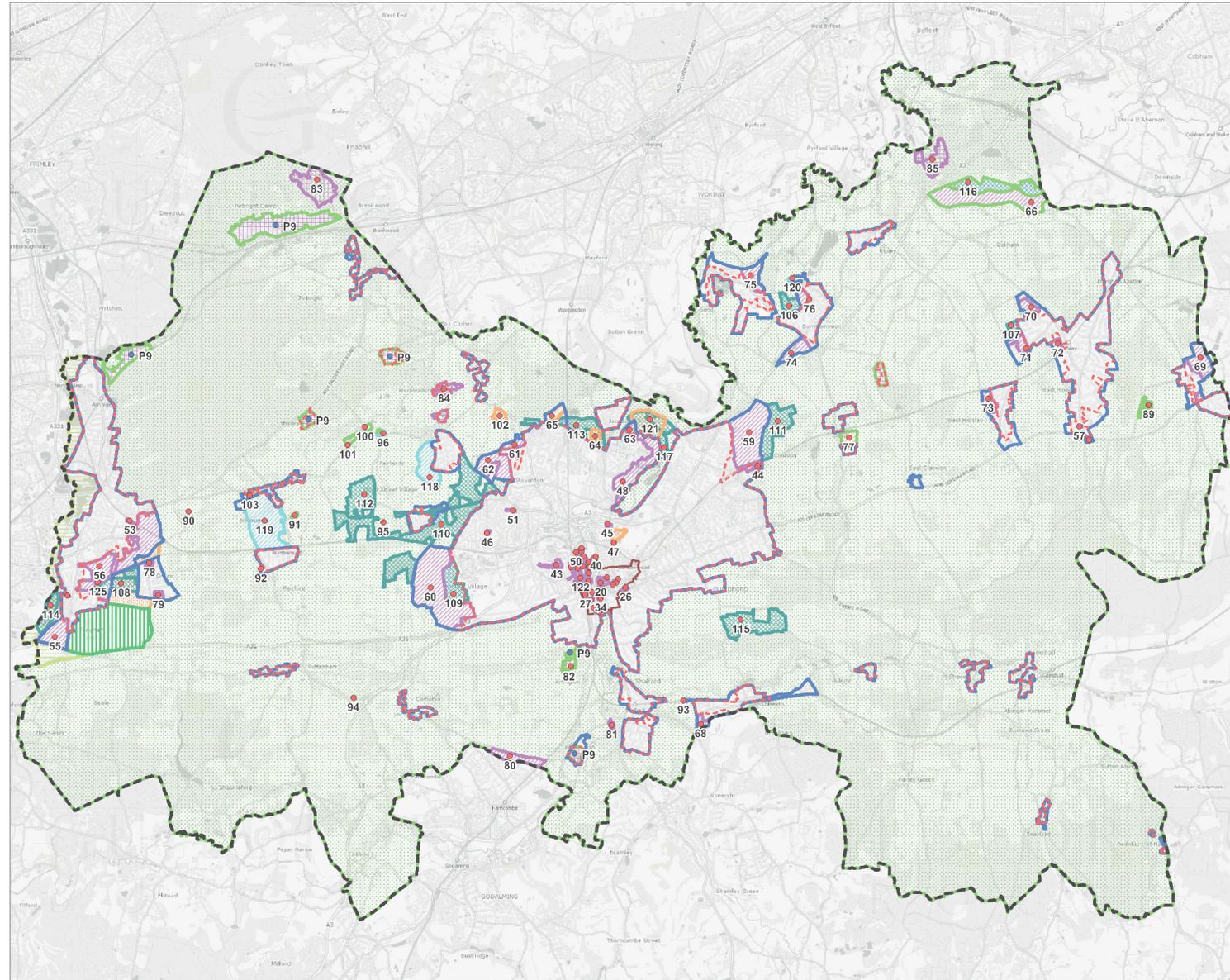
Where do you live map  
Image no. 2



Maps  
Image no. 3 / constraints map



Appendix 4 Guildford borough overview map



Draft Local Plan: strategy and sites July 2014

Map Key

- See associated site template in planning for sites section of the document
- See policy 9 in the main document
- Settlement boundary Local Plan 2003
- Settlement boundary Local Plan 2014
- Town centre boundary Local Plan 2014
- Development site inset from the Green Belt
- Development site
- Major previously developed site inset from the Green Belt Local Plan 2014
- Major previously developed site Local Plan 2014
- Infrastructure site inset from the Green Belt
- Infrastructure site
- Allotments
- Safeguarded land
- New area Green Belt
- Suitable alternative natural greenspace (SANG)
- Suitable alternative natural greenspace (SANG) inset from the Green Belt
- Area of separation
- Countryside
- Green Belt
- Guildford borough boundary

"This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings."

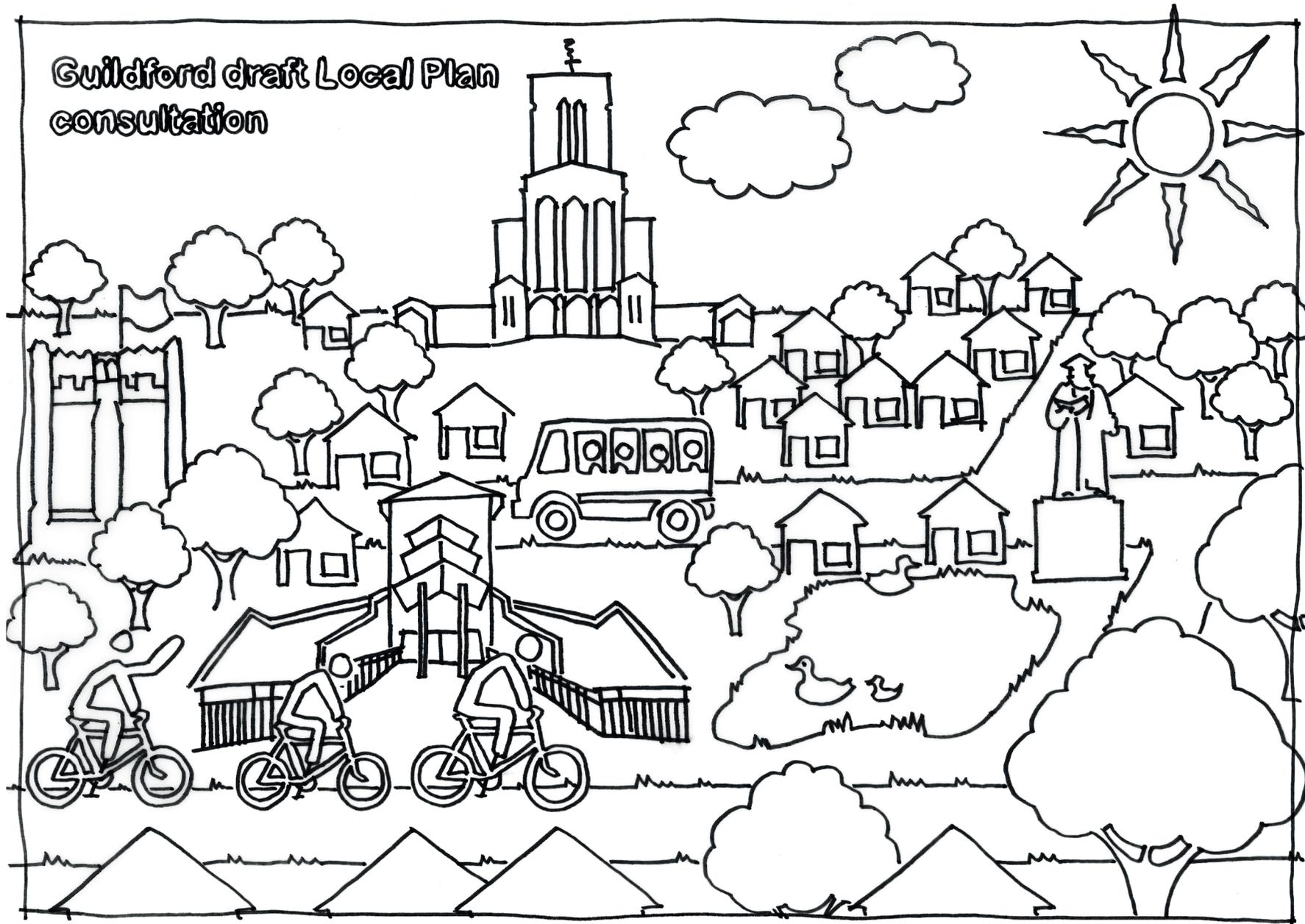
Guildford Borough Council  
Licence No. 100018625, 2014"  
Copyright GBC 2014  
Print Date: June 2014

Not To Scale





Draft Local Plan hard copy and CD  
Image no. 4





Internal use only  
Comment ID: .....  
Name of respondant .....

# Draft Guildford borough Local Plan: strategy and sites

Summer 2014



## Consultation questionnaire

We are inviting you to take part in the consultation on the draft Guildford borough Local Plan: strategy and sites. This document sets out the vision for the borough and the approach to development between now and 2031.

The 12 week consultation period will run from **1 July to 5pm on 22 September 2014**.

When adopted the plan will play an important role in shaping Guildford's future – how our towns and villages develop, protecting and enhancing our natural environment, developing our local economy, improving leisure and visitor facilities and supporting more sustainable forms of travel.

In autumn 2013, we consulted on the Guildford borough Local Plan Strategy and Sites Issues and Options and had a great response. Over 5,000 organisations and individuals made comments. These comments helped us to identify what is important to address for the borough's future and, alongside an extensive evidence base, have been used to prepare the draft Guildford borough Local Plan: strategy and sites document on which we are now consulting. Comments received during this consultation will, once again, feed into the plan making process.

The draft Local Plan has a range of policies and site allocations that are proposed to be taken forward. You may comment on as many policies, site allocations and other aspects of the document as you wish. You will need to refer to the draft Guildford borough Local Plan: strategy and sites document whilst you are completing the questionnaire.

The Council wishes to encourage as many people to respond as possible - please inform your neighbours, colleagues or other contacts about this consultation and get them to be part of the plan.

**All questionnaires and comments must be received by 5pm on 22 September 2014 and we will only accept comments on the draft Local Plan in a written format.**

## Part A: Your contact details

### Data Protection

The information you provide will be processed in accordance with the Data Protection Act 1998. Information from the questionnaire will be stored on a computer database used solely in connection with the Guildford borough Local Plan consultation and engagement process. As we are required to make all representations available for public inspection, representations cannot be treated as confidential. All representations will be retained in full by Guildford Borough Council and will be available for public viewing at the Guildford Borough Council offices at Millmead. A respondent's address, postcode, telephone numbers, email addresses and signatures will remain confidential.

Copies can be made of the questionnaire if you require more space, or you can simply continue on other sheets of paper, making clear which policy, proposal, paragraph, section or site allocation you are referring to.

### Personal Details

### Agent's details (if applicable)

Title	<input type="text"/>	<input type="text"/>
First name	<input type="text"/>	<input type="text"/>
Last name	<input type="text"/>	<input type="text"/>
Organisation (if applicable)	<input type="text"/>	<input type="text"/>
Address	<input type="text"/>	<input type="text"/>
Postcode	<input type="text"/>	<input type="text"/>
Telephone	<input type="text"/>	<input type="text"/>
Email address	<input type="text"/>	<input type="text"/>
Preferred method of contact	<input type="text"/>	<input type="text"/>



## You can let us know your views in several ways

Please comment on the plan in any of the following ways:

### Online questionnaire

<https://getinvolved.guildford.gov.uk>

### Paper questionnaire

Paper copies of the questionnaire can be obtained at

- any of the borough's public libraries
- Guildford Borough Council's offices at Millmead
- 25 Swan Lane, Guildford
- from one of our events that are happening across the borough throughout the consultation period (see the [guildfordlocalplan.info](http://guildfordlocalplan.info) website for details).

Copies can also be posted to you - please contact us by email or post.

The questionnaire can also be downloaded from [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)

Completed paper questionnaires should be returned by post to:

Local Plan Consultation 2014  
Planning Policy  
Guildford Borough Council  
Millmead House  
Guildford  
Surrey, GU2 4BB

### Write to us

by email: [localplan@guildford.gov.uk](mailto:localplan@guildford.gov.uk)  
or by post to the address above.

## Questions about procedure

### Question 1: The evidence base

All Local Authorities should prepare a Local Plan for their areas. The draft Local Plan: strategy and sites document sets out how we can direct and manage development across the borough up to 2031, making provision for homes and employment and environmental assets. It is based on up-to-date evidence. Evidence contributing to the preparation of the draft Local Plan: strategy and sites, is listed in Appendix C.

Do you agree that the evidence used for the draft Local Plan: strategy and sites is adequate, up-to-date and relevant?

Yes  No

Comments

### Question 2: National policy and guidance

Local Plans are required to be in line with the National Planning Policy Framework (NPPF) and the National Planning Policy Guidance (NPPG).

To the best of your knowledge, do you think that the draft Local Plan: strategy and sites is consistent with national policy and guidance?

Yes  No

Comments

### Question 3: Sustainability Appraisal and Habitats Regulations Assessment

As part of the preparation of the draft Local Plan: strategy and sites, we carried out a Sustainability Appraisal and Habitats Regulations Assessment which considered the likely significant effects that the draft Local Plan: strategy and sites may have on environmental, economic and social factors in the borough, including European Designated Habitats.

Having looked at the Sustainability Appraisal and Habitats Regulations Assessment do you agree with:

a) the Sustainability Appraisal of the draft Local Plan: strategy and sites?

Yes  No

Comments

b) the Habitats Regulations Appraisal of the draft Local Plan: strategy and sites?

Yes  No

Comments



Questions about the document

Question 4: The vision

The draft Local Plan: strategy and sites vision statement should be both aspirational and achievable and set out the kind of borough we will strive to become by 2031. It should also identify objectives that we will meet in order to achieve the vision. The vision for the draft Local Plan has been developed from a range of locally specific strategies and through consultations and feedback from stakeholders.

a) Do you think the vision of the draft Local Plan: strategy and sites depicts the borough that communities would want to be living and working in by 2031?

Yes  No

Comments

b) Do you think the ambitions, issues and strategic objectives of the draft Local Plan: strategy and sites are representative of the issues the borough faces and the things that we will need to achieve to meet our vision for 2031?

Yes  No

Comments

c) Is there anything you think should be included?

Yes  No

Comments

Question 5: The Key Diagram

The Key Diagram is a representation of the draft Local Plan: strategy and sites. It provides a broad indication of how the borough will develop over the lifetime of the plan.

a) Do you think that the Key Diagram is representative of the key aspects of the draft Local Plan: strategy and sites?

Yes  No

Comments

b) Is there anything missing or is there a way to make the Key Diagram clearer?

Yes  No

Comments

Please note: The Key Diagram is not intended to identify specific sites or street names which can be seen on the individual settlement maps in Appendix G.

Question 6: The content - paragraphs, policies and site allocations

Which paragraph, policy or site allocation of the draft Local Plan: strategy and sites document do you wish to make comment on and do you wish to support or object and/or comment?

A separate response should be completed for each individual paragraph/policy/site you are making comment on. Please state your comments fully and clearly and your reasons for supporting/objecting to this paragraph/policy/site.

Please indicate what changes i.e. wording, alternative site/boundary, you feel should be made.

Paragraph number/Policy number/Site allocation number or any other aspect:

Support  Object

Comments

Question 7: Any other comments

Do you have any other comments that have not been covered by the previous questions?

Yes  No

Comments



# Draft Guildford borough Local Plan: strategy and sites

Summer 2014



## Consultation monitoring form

Please answer the questions by ticking the boxes that you feel best describe you. If you do not want to answer a specific question then please leave it blank. We will use it for monitoring purposes only, to help us understand which groups find it difficult to get involved in consultations. This will enable us to improve the way we do consultations in the future. We will separate this form from your comments.

### Question 1 Your age

- Under 16  
  16 - 24  
  25 - 34  
  35 - 44  
  45 - 54  
  55 - 64  
  65 or over  
 I prefer not to say

### Question 2 Your gender

- Male  
  Female  
 I prefer not to say

### Question 3 If you live in the borough, which settlement do you live in?

### Question 4 Your ethnicity

Tick one box and add details below if necessary

#### White

- English/ Welsh/ Scottish/ Northern Irish/ British  
 Irish  
 Traveller (including Gypsy, Roma or Irish Traveller)  
 Other White

#### Black or Black British

- African  
 Caribbean  
 Other Black

#### Asian or Asian British

- Bangladeshi  
 Indian  
 Pakistani  
 Other Asian

#### Mixed

- White and Asian  
 White and Black African  
 White and Black Caribbean  
 Other Mixed

#### Other backgrounds

- Chinese  
 Arab  
 Any other background, please write  
  
 I prefer not to say

### Question 5 Disability

The Equality Act 2010 states that a person has a disability if he or she "has a physical or mental impairment that has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities".

Do you consider yourself to have a disability as defined by the Equality Act 2010?

- Yes  
  No  
  I prefer not to say  
 Other (please say if you wish)

### Question 6 Dependents

Do you have any dependents:

- Yes  
  No

What is the age of your dependent(s)? (Tick all that apply if more than 1 dependent)

- Under 5  
 5-10  
 11-15  
 16 - 24  
 25 - 34  
 35 - 44  
 45 - 54  
 55 - 64  
 64 or over  
 I prefer not to say

If you have any questions about this form or how your information will be handled please contact the Planning Policy Team.

Telephone: 01483 444471

Email: localplan@guildford.gov.uk

Post : Local Plan Consultation 2014  
 Planning Policy  
 Planning Services  
 Guildford Borough Council  
 Millmead House  
 Guildford  
 Surrey, GU2 4BB



## Guildford Local Plan Consultation

### Questionnaire for 16-18 year old residents

#### How to use this Questionnaire

This questionnaire is to be used in classrooms, targeting students aged 16-18. Initial teacher instruction is necessary and some teacher support may be required by respondents.

Teachers should instruct students to complete the questionnaire. Completed questionnaires should be submitted or collected after one day, to enable students to research the web links provided, as needed. Use of the web version is preferable, but pdf copies will also be available in case paper surveys are preferred by some respondents.

#### Part 1: Introduction – Take this opportunity to influence your Local Plan!

Guildford Council has prepared a Local Plan (<http://guildfordlocalplan.info/portfolio/draftlocalplan/>), a document that sets out the vision for the borough and the approach to development between now and 2031. When adopted the plan will play an important role in shaping Guildford's future – how our towns and villages develop, protecting and enhancing our natural environment, developing our local economy, improving leisure and visitor facilities and supporting more sustainable forms of travel.

If you are interested in your area, your street, your school or your park then the Local Plan is relevant to you. You are Guildford's future so shape where you will live / work / study and let us know your ideas and what you think about the plan!

In autumn 2013, the Council consulted on a previous stage of the plan, called "the Guildford borough Local Plan Strategy and Sites Issues and Options" and had a great response. Over 5,000 organisations and individuals made comments. These comments helped us to identify what is important to address for the borough's future and, alongside an extensive evidence base, have been used to prepare the draft Guildford borough Local Plan: strategy and sites document on which we are now consulting. Comments received during this consultation will, once again, feed into the plan making process.



#### 2a: Vision

The Plan is based on an overall Vision for Guildford.



#### The Vision for Guildford 2031:

- Development supported by strong infrastructure;
- An evolving, vibrant and thriving economy;
- New development that shows excellent design and respects our heritage;
- Enough new homes to meet the needs of all members of all communities;
- A borough with a variety of transport options;
- A borough in which our natural, built and heritage environments are respected.

Do you agree this is a good vision for Guildford?

Would you add anything to Guildford?

Any other comments on the Vision?





Guildford borough  
Draft Local Plan: strategy and sites consultation

2b: Housing



We want to cater for all types of housing to meet the needs and demands of different people in our community (Policy 3 and 4)

**Housing mix and density:**

- New development will be a mix of housing types and sizes, depending on the site.
- Residential densities (the number of homes in residential areas) will vary depending on the local area. Higher density development will be supported in Guildford town centre.

**Specialist housing:**

- Housing for people with special needs (e.g. older people, disabled people) will be built in some areas.
- Specialist housing would be located in areas with good links to public transport and local facilities, to avoid excluding the residents from community life.

**Students:**

- The majority (60%) of University of Surrey students will be housed on-campus or on university owned land.

**Houses in multiple occupation:**

- Houses in multiple occupation (with 3 or more tenants sharing) that require planning permission, will only be supported where the local balance of housing types, open space and character is not negatively affected.

**Affordable housing:**

- At least 40% of all new homes built in the borough will be reasonable priced (equal to 5,126 new affordable homes)
- Affordable homes should be at least 70% rented.
- The Council will not avoid loss of any affordable homes that have been built on site.
- Some affordable housing may be given planning permission in the Green Belt, if it is near and well connected to town facilities.

(For more information on housing policies 3 and 4, see <http://guildfordlocalplan.info/>)

Does the approach meet the housing needs of your age group? Do you think we need more homes? If so, where?

What else do you think we need to consider in order to provide housing for young people?

Any other comment on housing?



Guildford borough  
Draft Local Plan: strategy and sites consultation

2c: Transport



The Local Plan aims to promote sustainable transport options (Policy 3 and 4)

The Sustainable Transport policy (Policy 18) requires that new developments should:

- Contribute to improving and making a connected and accessible transport system.
- Encourage walking and cycling by:
  - providing cycle parking; improving walking and cycling routes;
  - improving public transport;
  - facilitating the use of ultra-low emission vehicles.
- Demonstrate they do not negatively affect the Local Road Network and Strategic Road Network.

The Plan provides for:

- A new rail station in Merrow.
- A new rail station at Park Barn.
- Two new park and rides at Gosden Hill and Blackwell Farm.

Do you feel that this policy will encourage walking and cycling?

What else can we do to reduce traffic congestion?

Any other comment on transport?





Guildford borough Draft Local Plan: strategy and sites consultation

2d: Public realm and facilities for young people

The Local Plan emphasises the improvement of the public realm and the development of sports and recreational facilities for young people.



Large scale residential developments (20 or more dwellings or over 0.5 hectares) must provide places for communities to meet and interact, such as recreation and other public spaces in large developments (Policy 6).

The Local Plan proposes to : 1) increase the amount of outdoor recreational space (Policy 19), including open spaces, green spaces and water bodies, and make sure these can be maintained in future; and 2) improve the provision of leisure facilities (Policy 14) by:

- Supporting new and improved leisure and visitor attractions and facilities.
- Encouraging new and improved arts and cultural facilities in urban areas.
- In rural areas, as well as encouraging new and enhanced leisure facilities, the Council will expect developers to provide sustainable transport options to access these facilities (e.g. walking, cycling, coaches)

The Local Plan for Guildford town centre (Policy 15) supports:

- The development of town centre uses other than shopping, which will add to the liveliness of the town centre.
- Varied use of the centre during the evening and night-time, with residents and visitors feeling safe.
- Active use of the riverside and the river.
- Better linkages within and across the town centre for pedestrians and cyclists.
- Improved public areas.

The Local Plan promotes the provision of community and social facilities in Ash and Tongham (Policy 11) to meet the specific needs of residents in these villages. A new football pitch with training facilities is planned in Worplesdon, to the west of Jacobs Well.

In addition, housing policies within the Local Plan support mixed-use developments (the same building or complex would have homes along with other uses, such as shops, offices, cafes and leisure centres) in Guildford town centre and across the borough.

Do you feel that this policy meets the needs of your age group? If not, please explain.

What else would you like to see in public spaces?

What else would you like to see in leisure facilities?

Any other comment on public realm and leisure facilities?



Guildford borough Draft Local Plan: strategy and sites consultation

2e: Employment

The Local Plan aims to grow a sustainable economy that will support all aspects of life in the borough.



The Local Plan (Policy 13) enables 10,900-14,800 additional jobs to be created through allocating large areas of land to be used for industrial purposes.

The Local Plan sets out 17 strategic employment sites and five new strategic sites. (Please see the borough overview map for more information on each site.)

Improvements aimed at the leisure and tourism industry (Policy 14) are also expected to contribute to the job market, i.e. jobs in new tourism and leisure facilities for locals and visitors.

The Local Plan aims to promote Guildford town centre as a hub for retail and services (Policy 15) by allocating 50,000 sq m of additional space for shopping and related uses (including North Street regeneration site).

What is your experience of employment / unemployment in Guildford? How can this policy help to improve employment in your area?

Do you feel that the kinds of jobs created will be suited to your age group?

Any other comment on economy and employment?





Guildford borough  
Draft Local Plan: strategy and sites consultation

2f: Traveller Sites

The Local Plan aims to support the needs of all communities living in the area, including traveller communities.



Housing policy within the Local Plan (Policy 3) provides for Travellers' sites:

- On a number of small sites and including a mix of tenures.
- The sites must have space for adequate facilities (including utility services, amenity space, some related business activities, safe access).
- The sites must be in areas with reasonable access to schools, health services and local services.

The Local Plan also stipulates that these sites should not significantly impact on the local character of the area, or negatively affect an environmentally sensitive area.

Do you feel this Policy will meet the needs of the Travelling community (gypsies and travellers and travelling showpeople)?

Any other comment on Travellers' sites?



Guildford borough  
Draft Local Plan: strategy and sites consultation

2g: Sustainability

The Local Plan aims to promote sustainable growth and development that considers climate change and the environment, both now and in the future.



The Local Plan promotes developments that are sustainable in terms of design, construction and energy (Policy 7). Developments are required to:

- Be energy and water efficient, with low carbon or zero carbon emissions in new developments.
- Have designs that optimise the amount of energy needed to realise the design and to minimise the amount of waste produced.
- Design developments to be adapted and adaptable for changing weather patterns and other elements of Climate Change.
- Encourage renewable energy and local energy networks (rather than the National Grid), especially where there is a community benefit and/or community ownership.
- Encourage all the new development and use of existing district heating/cooling networks.

The Local Plan protects the Surrey Hills Area of Outstanding Natural Beauty (Policy 8) from inappropriate development and encourages its enhancement.

The Local Plan will also:

- Encourage development of the appropriate scale for small rural settlements (Policy 9).
- Protect the green belt, although its boundaries may need changing in the near future (Policy 10).
- Conserve and enhance the historic environment of the borough (Policy 12).

Are there any other sustainability issues this policy should cover? (please explain your answer)

Please let us know your ideas to improve sustainability in your area.

Any other comment on sustainability?



Guildford borough  
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Please let us know other comments you might have about the Local Plan.



Guildford borough  
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**Your Details**

**Data Protection**

The information you provide will be processed in accordance with the Data Protection Act 1998. A respondent's address, postcode, telephone numbers, email addresses and signatures will remain confidential.

**Personal Details**

First name  Address

Last name

Email

Preferred method of contact  Postcode

**Your Gender**

Male  Female  Prefer not to say

Please answer the questions by ticking the boxes that you feel best describe you. If you do not want to answer a specific question then please leave it blank.

**Your Ethnicity**

Tick one box and add details below if necessary

**White**

English/ Welsh/ Scottish/ Northern Irish/ British

Irish

Traveller (including Gypsy, Roma or Irish Traveller)

Other White

**Black or Black British**

African

Caribbean

Other Black

**Asian or Asian British**

Bangladeshi

Indian

Pakistani

Other Asian

**Mixed**

White and Asian

White and Black African

White and Black Caribbean

Other Mixed

**Other Backgrounds**

Chinese

Arab

I prefer not to say

Any other background, please write:

**Disability**

The Equality Act 2010 states that a person has a disability if he or she "has a physical or mental impairment that has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities".

Do you consider yourself to have a disability as defined by the Equality Act 2010?

Yes  No  Prefer not to say  Other (please say if you wish)

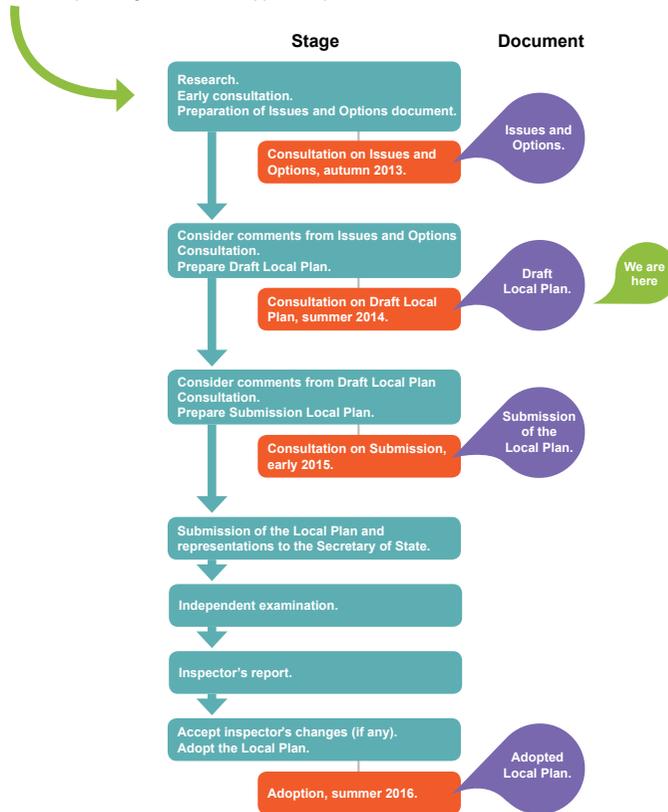
If you have any questions on this form please contact: Maria.Paez@URS.com



Guildford borough  
Draft Local Plan: strategy and sites consultation

What next:

Once we have analysed your responses, we will prepare a Submission Draft of the Local Plan. We will then undertake a further round of consultation on the soundness of the proposed submission plan next year. Comments will be shared with the Secretary of State (in practice the Planning Inspectorate) who will then examine the Plan to ensure that it meets the legal tests and does everything that a Local Plan should do in terms of addressing the issues and providing evidence to support the policies.



Guildford borough  
Draft Local Plan: strategy and sites consultation

Our borough. A great place.

Local Plan consultation fact sheet - why, when and how to get involved

What is a local plan?

A local plan sets out proposed policies for homes, jobs, transport, infrastructure, services and the environment, as well as town, village and rural communities.

Why does Guildford need a local plan?

As an increasing number of people live and work in Guildford borough, pressure is growing on local housing, services and infrastructure. The local plan is our strategic response to help meet local needs and the governments growth agenda – it will set out the vision for the borough and the approach to development between now and 2031.

Our priority is to help the borough evolve to meet changing needs. We also need to protect our culture and environment to provide the best choice for the enjoyment of future generations.

What happens if we don't have a local plan?

We are required to prepare a new local plan because if we don't, planning permission for new developments in the borough will be judged against national policy rather than borough specific policies. We will then have less power over the location and type of development, until we have an approved plan which sets the framework for all development proposals.

Why should you get involved?

The local plan could affect where you live, work, shop, play and how you get around. If you are interested in your area, street, or your business or place of work, then this set of documents will be relevant to you.

We need you and your community to get involved, to tell us what you think and why. Whilst saying no to growth and development is not an option, we want to hear your comments on how the borough should develop up to 2031.



Guildford borough  
Draft Local Plan: strategy and sites consultation



Guildford borough  
Draft Local Plan: strategy and sites consultation

**What makes Guildford great?**

**What are the key issues for the borough?**

**What does the draft Local Plan look at?**

**...So, what proposals are we currently considering?**

- Provide various modes of transport
- Expand and improve sustainable modes of transport
- Provide up to 14,800 new jobs
- Offer a choice of housing
- Provide 43 traveller pitches and 6 travelling showpeople plots
- 40% of new homes to be affordable
- 652 new homes a year
- Reduce waste and increase recycling
- Promote renewable and low carbon energy

**What consultations have already happened?**

In Autumn 2013 over 5,000 local residents, businesses, organisations and developers responded to our Issues and Options consultation. You can read a full Statement of Engagement by visiting the local plan website: [www.guildfordlocalplan.info/portfolio/issuesoptions/](http://www.guildfordlocalplan.info/portfolio/issuesoptions/). We analysed the 20,000 comments and used the feedback to produce this draft Local Plan.

**When are we consulting?**

For 12 weeks from the 1 July – 5pm 22 September 2014. We want this consultation to be a two way process of sharing information about the draft Local Plan, listening to feedback and responding to suggestions so that a sound local plan can be developed.

**How will we consult?**

- Awareness raising:** press notices; newsletters; the Guildford Borough Council website; leaflet flyering; social media posts; adverts on the radio; posters in public buildings.
- Building understanding:** information displays; frequently asked question sheets; key topic papers e.g. on housing, infrastructure and Green Belt; post cards with contact details; consultation telephone number; dedicated consultation drop-in centre at 25 Swan Lane, Guildford.
- Consulting and communicating:** staffed public exhibitions; questionnaires; online questionnaire system; out-reach events; pop-up information displays at high footfall venues and events; targeted emails and letters.
- Discussion and debate:** targeted workshops and targeted meetings with various stakeholders including hard to reach groups and young people.

**How can you get involved?**

You can take the opportunity to influence the Local Plan, and the earlier you get involved the better:

**Respond:**

consultation portal  
email  
post

[getinvolved.guildford.gov.uk](http://getinvolved.guildford.gov.uk)  
[localplan@guildford.gov.uk](mailto:localplan@guildford.gov.uk)  
**Local Plan Consultation 2014**  
Planning Policy  
Guildford Borough Council  
Millmead House  
Guildford  
Surrey GU2 4BB

**Find out more via:**

website  
twitter  
facebook  
drop in centre  
telephone

[www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)  
[@GuildfordBC](https://twitter.com/GuildfordBC)  
[www.facebook.com/GBCLocalPlan](https://www.facebook.com/GBCLocalPlan)  
**25 Swan Lane, Guildford**  
Monday – Saturday 10am – 4pm  
**01483 444471**



Guildford borough  
Draft Local Plan: strategy and sites consultation

## Summary Document

Public consultation: 1 July to 5pm 22 September 2014

### What is the purpose of this document?

This document provides an accessible overview of the draft Local Plan, including the background to the plan, and a summary of the plan policies. There are also details about the consultation and how your representations and comments will be used to help produce the final plan.

This consultation is a two way process of sharing information about the draft Local Plan and listening to feedback from people who live, work, study in and visit Guildford. It is a crucial opportunity for all local interests to give detailed feedback before the Local Plan is submitted to the Secretary of State for approval.

You can review the full draft Local Plan on the Council website at [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)

### Why should you get involved?

The draft Local Plan will affect where you live, work, shop, play and how you get around. If you are interested in your community and local neighbourhood, then this set of documents will be relevant to you.

We need to meet our housing, shopping, employment and community needs, but how do we do that in a sustainable way? All voices are important so make sure you get involved in this consultation!



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Guildford borough  
Draft Local Plan: strategy and sites consultation

**What makes Guildford great?**

- 1200 listed buildings
- World class businesses
- 89% Green Belt
- River Wey
- Tourism

**What are the key issues for the borough?**

- Sustainability: energy, waste and water
- Public transport and congestion
- Green Belt
- Affordable homes
- Flooding

**What does the Draft Local Plan look at?**

- Economy
- Infrastructure
- Sustainability
- Society
- Development

**...So, what proposals are we currently considering?**

- Support various modes of transport
- Expand and improve sustainable modes of transport
- Provide up to 14,800 new jobs
- Offer a choice of housing
- Provide 73 traveller pitches and 8 travelling showpeople plots
- 40% of new homes to be affordable
- 652 new homes a year
- Reduce waste and increase recycling
- Promote renewable and low carbon energy



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Guildford borough  
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### How will we consult the Guildford community?

- **Awareness raising:** press notices; newsletters; Guildford borough council website; leaflet flyers; social media posts; adverts on the radio; posters in public buildings; 'About Guildford', hand delivered to every home in the borough.
- **Informing:** information displays; key topic papers e.g. on housing, infrastructure and Green Belt; post cards with contact details; consultation telephone number; dedicated consultation drop-in centre at: 25 Swan Lane, Guildford.
- **Consulting and communicating:** staffed public exhibitions; questionnaires; online consultation system; outreach events; pop-up information displays at high footfall venues and events; targeted emails and letters.
- **Discussion and debate:** targeted workshops and targeted meetings with various stakeholders including harder-to-reach groups, young people and neighbouring authorities.

### Our vision for Guildford is

- development supported by strong infrastructure;
- an evolving, vibrant and thriving economy;
- new development that shows excellent design and respects our heritage;
- enough new homes to meet the needs of all members of all communities;
- a borough with a variety of transport options;
- a borough in which our natural, built and heritage environments are respected.

### Background

The Local Plan is central to delivering a strong vision for the future of Guildford borough. It guides development to make the kind of borough we all want to live, work or play in.

The Local Plan sets out our vision, aims and strategy. It deals with key issues and planning policies of importance to Guildford up to 2031. The Local Plan also allocates land for different types of development including housing, employment, and community facilities.

The Local Plan will steer future development by acting as a crucial guide to help us make decisions on planning applications.

### Evidence and rationale

Every policy or proposal has to be based on sound evidence.

The draft Local Plan: strategy and sites, available online at [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info), explains the need for each policy and the reasons for choices made.



Guildford borough  
Draft Local Plan: strategy and sites consultation

### Infrastructure

**Aim:** to work effectively with partners to secure the infrastructure needed to drive development and business growth.



### Summary of infrastructure policies

#### Policy 17: Infrastructure and delivery

To support the Local Plan we will produce an Infrastructure Delivery Plan (IDP). This will include input from infrastructure providers and will identify what vital infrastructure is needed to support and serve the community.

We are planning to introduce a Community Infrastructure Levy (CIL), this is a charge on development according to size and CIL is spent on infrastructure that supports the development of the borough. For more information see the infrastructure schedule in Appendix B of the local plan.

#### Policy 18: Sustainable transport for new developments

New developments should:

- contribute to improving and making a connected and accessible transport system;
- encourage walking and cycling by:
  - providing cycle parking; improving walking and cycling routes;
  - improving public transport;
  - facilitating the use of ultra-low emission vehicles.
- demonstrate they do not negatively affect the Local Road Network and Strategic Road Network.

#### Policy 19: Green and blue infrastructure

**What is green infrastructure?:** green space, both urban and rural, with multiple uses, capable of delivering a wide range of environmental quality of life benefits for local communities.

**What is blue infrastructure?:** water including ponds, lakes, reservoirs, streams, rivers and other waterways.

The Local Plan states that all development must aim to:

- protect, improve and provide integrated and accessible networks of green and blue infrastructure;
- enable good public access to green and blue infrastructure;
- establish the creation of green and blue corridors and improve biodiversity;
- contribute to climate change adaptation;
- improve the character and attractiveness of the borough;
- create pleasant and sustainable places in which to live in, work in or visit;
- increase the amount of green and blue infrastructure, including outdoor recreational space, and make sure it can be maintained in future.





Guildford borough  
Draft Local Plan: strategy and sites consultation

### Economy

**Aim:** to grow a sustainable economy that will support all aspects of life in our borough



### Summary of economy policies

**Policy 13: Economic development**

The Plan enables 10,900-14,800 additional B class (business/general industry/storage or distribution) jobs to 2031. We will allocate 21.6 hectares - 29.2 hectares of B use class floor space.

We aim to promote a sustainable economy that will support all aspects of life in our borough, and be flexible to cater for the changing needs of the Guildford economy.

The Local Plan sets out 17 strategic employment sites and five new strategic sites – please see the borough overview map for more information on each site.

### We will support

- keeping, creating and developing small local business by encouraging a range of types and sizes of new premises;
- providing essential employment facilities close to places of work;
- rural economic development opportunities.

**Policy 14: Leisure and visitor experience**

High quality visitor experience in our borough will increase the contribution that tourism, arts, cultural heritage and sport make to our quality of life, our social and cultural well-being and vibrancy, we will do this by:

- supporting new and improved leisure and visitor attractions and facilities, where they do not undermine the character of the area;
- supporting new and improved visitor accommodation;
- supporting new and improved accommodation and conference facilities for business visitors;
- encouraging new and improved arts and cultural facilities in our urban areas.

In rural areas, we will expect that new and enhanced leisure and visitor attractions and facilities will be accessible by one or more sustainable transport modes, including walking, cycling, low and ultra-low emission vehicles, public transport and coaches.



Guildford borough  
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**Policy 15: Guildford town centre**

Working with partners we will promote Guildford town centre as the key retail and service centre for Surrey County and beyond. We will ensure that it is a more attractive place to live and to visit now and in the future by encouraging and helping:

- approximately 50,000 square metres of additional 'comparison goods' floor space within the town centre's main shopping area. This includes the allocation of the North Street regeneration site for a retail-led mixed use development;
- developments of other town centre uses that add to the liveliness of the town centre;
- approximately 1,932 new homes, particularly as part of mixed use developments, ensuring that it is a pleasant and safe place to live;
- varied use of the centre during the evening and night-time, with residents and visitors feeling safe.
- active use of the riverside and the river;
- better linkages within and across the town centre for pedestrians and cyclists;
- improved public areas.

### Policy vision

Guildford town centre has a unique setting and historical character, and is at the centre of one of the most prosperous counties in England. We will continue to protect and build on these assets and insist that all new development will be of the highest design and environmental standards. We will be proactive in building a great town centre which improves and connects to the amenity of the riverside.

We will invest in creating high quality public realm. We will put people above traffic and we will promote new high quality homes, retail, leisure and business development. To achieve this we will develop innovative funding and delivery bodies.

As we embark together towards this exciting future we pledge that we will continue and extend an active dialogue with our residents and other stakeholders.

**Policy 16: District and local centres**

We will support the role of district and local centres to provide for everyday shopping and service needs for the local community. To keep these areas lively we will encourage new homes provided above ground floor level.

Town centre developments of suitable scale should be located in district and local centres as the most sustainable locations. This helps people to make a single trip to that centre for several purposes. It also provides increased competition and customer choice.

Retail, leisure and office development proposals over 500 square metres (gross) outside of local and district centres on sites not allocated in the local plan must be supported by an impact assessment.





Guildford borough  
Draft Local Plan: strategy and sites consultation

## Development

**Aim:** To plan for appropriate infrastructure, commercial space and a range of homes that are built sensitively without damaging our heritage or countryside.



### Summary of the Strategic Policies

#### Policy 1: Presumption in favour of sustainable development

Working to secure development that improves the economic, social and environmental conditions in the area. Planning applications in line with local plan policies will be approved, unless material considerations (e.g. new Government Policy) indicate otherwise.

#### Policy 2: Planning for the borough – our spatial development strategy

Our preference is to focus growth in the most sustainable locations, making the best use of previously developed land. These locations are:

- Guildford town centre;
- Urban areas: Guildford urban area, including Slyfield; Ash and Tongham;
- Within villages: Albury, Ash Green, Chilworth, Compton, East Clandon, East Horsley and West Horsley (North), Effingham, Fairlands, Flexford, Gomshall, Holmbury St. Mary, Jacobswell, Normandy, Peaslake, Peasmarsh, Pirbright, Puttenham, Ripley, Send, Send Marsh / Burntcommon, Shalford, Shere, West Clandon (North and South), West Horsley (South), Wood Street Village, Worplesdon

These locations are our preferred areas for new development because they are the most sustainable. However, they are unable to accommodate all of the new development we need. We have also proposed to allocate land for development in other areas including:

- countryside beyond the Green Belt;
- urban extensions to Guildford (Gosden Hill Farm, Blackwell Farm, Liddington Hall, Land north of Keens Lane) and Ash and Tongham;
- new settlement at the former Wisley airfield;
- development around villages (including some expansion).

The Plan makes provision for 13,040 new homes between 2011-2031. This is 652 new homes a year, plus 21.6 – 29.2 hectares of employment land to provide 10,900 – 14,800 additional jobs.

To ensure new Green Belt boundaries endure beyond the plan period, we are protecting approximately 99 hectares of land.

We will provide 43 permanent pitches for Gypsies and Travellers and 6 permanent plots for Travelling Show people within Guildford borough between 2012 and 2017. From 2017-2027 an extra 30 pitches and 2 plots will be permitted.



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Guildford borough  
Draft Local Plan: strategy and sites consultation

## Sustainability

**Aim:** to promote sustainable growth and development that considers climate change and the environment, both now and in the future.



### Summary of sustainability policies

#### Policy 7: Sustainable design, construction and energy

National policy requires us to help meet national targets for carbon reductions. We encourage development to follow these sustainable design principles:

- **Sustainable development**
  - Be energy and water efficient, with low carbon or zero carbon emissions in new developments.
  - Follow the energy and waste hierarchies.
- **Climate Change Adaptation**
  - Design developments to be adapted and adaptable for climate change and changing weather patterns.
- **Renewable, low carbon and decentralised energy**
  - Encourage renewable energy and local energy networks (rather than the National Grid), especially where there is a community benefit and/or community ownership.
  - Encourage all the new development and use of existing district heating/cooling networks.

#### Policy 8: The Surrey Hills Area of Outstanding Natural Beauty

Areas of Outstanding Natural Beauty (AONB) are parts of the countryside considered to have significant landscape value as a national asset.

The Surrey Hills AONB will be conserved, enhanced and protected from inappropriate development.

#### Policy 9: Villages and major previously developed sites

Development of rural settlements should be appropriate to their size, local character, facilities and function. The best and most versatile agricultural land should be protected. We are also keen to keep existing, and support new, local services and community facilities.

This policy sets out the locations where appropriate development and redevelopment will be supported, as well as where appropriate small-scale or infill development opportunities will be supported. The detailed boundaries are defined on the policy maps.

See the hard copy Local Plan maps showing policy areas. (Appendix G)



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Guildford borough  
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**Policy 10: Green Belt and the countryside**

Most of our open countryside is designated as part of the Metropolitan Green Belt around London.

Evidence supporting the emerging plan indicates that we will need to alter our Green Belt boundaries in order to meet identified requirements for development and local needs. The National Planning Policy Framework (paragraphs 83 and 85) states that councils with Green Belts in their area should establish boundaries in their local plans which set the framework for Green Belt and settlement policy. Further, Green Belt boundaries should only be altered in exceptional circumstances (e.g. where the scale of objectively assessed need is great), through the preparation or review of the Local Plan. When defining boundaries, local planning authorities should ensure consistency with the Local Plan strategy for meeting identified requirements for sustainable development.

We will continue to protect our Green Belt against inappropriate development in accordance with national planning policy. In the countryside not designated as Green Belt, only appropriate development will be permitted.

We will support rural tourism and leisure developments that benefit businesses, communities and visitors in rural areas as long as they respect the size, character and function of the countryside and comply with national policy on Green Belts.

**Policy 11: Ash and Tongham**

Land surrounding Ash and Tongham, as defined on the policies map, will be designated as a 'Strategic Location for Growth'.

Development proposals in this location will provide:

- suitable alternative natural greenspace;
- sufficient school places;
- improvements to the capacity of, or provision of new Doctors and Dentist Surgeries;
- improvements to the local road network;
- provision of community and social facilities to meet the needs of residents.

We will provide an additional 140 hectares of new Green Belt (See also Policy 10 above on Green Belt and the countryside).

**Policy 12: Historic environment**

We will conserve and enhance the historic environment. The borough has a variety of rich and varied heritage assets including listed buildings, conservation areas, scheduled monuments, historic parks and gardens, and areas of archaeological value and potential such as Guildford Cathedral, Loseley House and Chilworth Gunpowder Mills.

We know that the historic environment is important in the borough and we recognise that it needs protection from inappropriate development.



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Guildford borough  
Draft Local Plan: strategy and sites consultation

**Society**

**Aim:** to evolve a self-reliant and sustaining community, while supporting our most vulnerable residents.



**Summary of society policies**

**Policy 3: Homes for all**

We want to cater for all types of housing to meet the needs and demands of different people in our community.

- **Housing mix and density:**
  - New development will be a mix of housing types and sizes each appropriate to the site.
  - Residential densities will vary depending on the local area. Higher density development will be supported in Guildford town centre.
- **Specialist housing:**
  - Specialist forms of accommodation will be supported in appropriate locations. Some of our community need accommodation that caters for their specific needs, such as the frail elderly or people needing specialist social support.
  - To create inclusive communities, this type of accommodation should be located in accessible areas with good links to public transport and local facilities.

- **Students:**
  - We expect a minimum of 60% of the University of Surrey students (full time equivalent) to have student accommodation on their campus or on university owned land.
- **Travellers:**
  - We will provide sites for Travellers. This will be for a mix of tenures and provided on a number of small sites.
  - The sites must have space for adequate facilities (including utility services, amenity space, related business activities where appropriate, safe access) and be in areas with reasonable access to schools, health services and local services.
  - Sites should not significantly impact on the local character of the area, or negatively affect an environmentally sensitive area.
- **Houses in multiple occupation:**
  - Houses in multiple occupation that require planning permission will only be supported where the local balance of housing types, amenity space and character is not negatively affected.



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Guildford borough  
Draft Local Plan: strategy and sites consultation

**Policy 4: Affordable homes**

This policy sets out requirements for affordable housing on different types of developments. It requires that at least 40% of all new homes built in the borough are affordable (equal to 5,126 new affordable homes) 45% on greenfield sites as per Policy 4.

Affordable homes should be at least 70% rented. Affordable rent requirements are also covered by this policy.

We will not grant planning permission for development that would result in the overall loss of any affordable homes that have been built on site.

**Policy 5: Rural exception homes**

Support for affordable housing on small sites in rural areas on Green Belt land as an exception to other planning policies.

The site must be within, next to, or a short walk from a current settlement. The number, size and type of homes should be appropriate to the identified local affordable housing needs. The homes are all to be kept permanently as affordable homes.

**Policy 6: Making better places**

We are keen that development creates places that are good to live in, with access to green and open space, and designed to be appropriate to the local area. Places should cater for the needs of different types of people, including young and old.

Large scale residential developments (20 or more dwellings or over 0.5 hectares) must:

- provide a mix of uses and facilities to create a sense of community;
- provide places for communities to meet and interact, such as recreation and other public spaces in large developments;
- give priority to non-car transport (including having safe and convenient routes for walking and cycling).



Guildford borough  
Draft Local Plan: strategy and sites consultation

**Planning for sites**

Sites have been identified to deliver the scale of growth and development set out in the Local Plan policies. This list of sites does not give permission to any particular development proposal; proposals will still need to go through the planning application process. The allocation of a site does not necessarily mean that it will be developed straight away.

Each of the following sites are site allocations, and are numbered for reference. For each site, the allocated land use is identified.

Site Allocation	Site	Allocated uses	Total number of homes
Guildford Town Centre			
20	North Street regeneration site	Retail (A1) with assembly and leisure (D2), restaurants and cafes (A3), non residential institutions (D1), multi-storey car park	0
21	Portsmouth Road surface car park	Office (B1a) and/or hotel (C1) with cafes and restaurants (A3) and/or leisure (D2) and/or non-residential institutions (D1)	0
22	1 and 2 Station View, Guildford	Housing (C3) and/or offices (B1a)	177
23	The Plaza, Portsmouth Road	Housing (C3)	122
24	Land and buildings at Guildford railway station	Housing (C3) and hotel (C1) and office (B1a) with restaurants and cafes (A3) and/or assembly and leisure (D2) and/or retail (A1)	450
25	Land at Bedford Road, Guildford	Offices (B1a) and/or housing (C3) with restaurants and cafes (A3)	120
26	Bright Hill surface car park and Adult Education Centre	Residential (C3) and public car parking	77
27	Guildford Park Car Park	Housing (C3) and parking	110
28	York House, Chertsey Street, Guildford	Housing (C3) and/or offices (B1a)	20
29	Jewsons, Walnut Tree Close	Housing (C3) and/or office (B1a)	112
30	77 to 83 Walnut Tree Close, Guildford	• Housing (C3) and offices (B1a), or • Offices (B1a) and storage and distribution (B8), or • Offices (B1a)	34
31	BT Telephone Exchange, Leapale Road, Guildford	Housing (C3) and/or offices (B1a)	100
32	Buryfields House	Housing (C3) and/or offices (B1a)	28
33	Guildford Crown Court	Housing (C3) and/or crown court (sui generis)	94
34	Debenhams, Guildford	Housing (C3) and/or retail (A1) and underground parking, with cafes/restaurants (A3) and/or non residential institutions (D1)	150
35	Dolphin House, North Street, Guildford	Residential (C3) and retail (A1) with café/restaurants (A3) and/or non-residential institutions (D1) and/or with hotel (C1)	44



Guildford borough  
Draft Local Plan: strategy and sites consultation

Site Allocation	Site	Allocated uses	Total number of homes
36	Guildford Borough Council offices, Millmead, Guildford	Housing (C3) and/or offices (B1a)	52
37	Land between Farnham Road and the Mount	Housing (C3)	70
38	Guildford Library, North Street, Guildford	Retail (A1) and/or offices (B1a) and/or housing (C3)	18
39	Bus depot, Leas Road, Guildford	Housing (C3)	50
40	Guildford Methodist Church, Guildford	Housing (C3) and/or non residential institution (D1)	25
41	Pembroke House, Mary Road, Guildford	Housing (C3) and/or offices (B1a)	26
42	Riverside Business Park, Walnut Tree Close, Guildford	Housing (C3) and/or office (B1a)	60
Guildford urban area			
43	Land at Guildford Cathedral, Guildford	Housing (C3)	168
44	Merrow depot, Merrow Lane, Guildford	Housing (C3) and/or offices (B1a), or Light industrial (B1c) and/or storage and distribution (B8)	50
45	Land adjoining the new Guildford fire station, Guildford	Housing and/or specialist housing (C3)	25
46	Former Pond Meadow School, Guildford	Housing and/or specialist housing (C3) and/or student accommodation, and/or non-residential institution (D1) including community facilities.	20
47	Guildford College, Stoke Road, Guildford	Education (D1) and associated uses	0
48	Slyfield Area Regeneration Project (SARP)	<ul style="list-style-type: none"> <li>Housing (C3) and Traveller pitches (sui generis)</li> <li>Employment - Offices (B1a), Research and development (B1b), Light industrial (B1c), general industrial (B2), storage and distribution (B8)</li> <li>A new council waste management depot (relocated on the site)</li> <li>Waste facilities – the northern area of approximately 11ha is allocated in Surrey Waste Plan 2008 for non-thermal waste uses.</li> <li>A new sewage treatment works (relocated within the site)</li> <li>Upgraded primary school and financial contributions towards secondary school expansions</li> <li>A local retail centre</li> </ul>	1000
49	Bishops Nissan Garage, Walnut Tree Close, Guildford	C3 (housing) and/or employment (B1a) or car dealership (sui generis)	28



Guildford borough  
Draft Local Plan: strategy and sites consultation

Site Allocation	Site	Allocated uses	Total number of homes
50	Kernal Court, Walnut Tree Close, Guildford	Housing (C3) and/or student accommodation and/or offices (B1a)	136
51	Former car showroom, Aldershot Road, Guildford	Housing and/or specialist housing (C3)	38
52	Wey Corner, Walnut Tree Close, Guildford	Housing (C3) and/or offices (B1a) or storage and distribution (B8)	35
Ash and Tongham Urban Area			
53	Ash Vehicle Centre, Ash Church Road, Ash	Housing (C3)	40
54	Public House, Oxenden Road, Tongham	Housing (C3) and/or public house (A4) with associated car parking	24
55	Tongham Triangle (Land at Grange Road, Tongham (bounded by A331 and A31)	Offices (B1a) and/or research and development (B1b) and/or light industrial (B1c) and/or general industrial (B2) and/or storage and distribution (B8)	0
56	Land in Ash and Tongham	Housing (C3)	1500
Within villages			
57	East Horsley countryside depot and BT telephone exchange, East Horsley	Housing (C3) or Housing (C3) and Traveller pitch (sui generis)	22
58	Hotel, Guildford Road, East Horsley	Housing and/or specialist housing (C3) and/or hotel (C1)	48
Land around Guildford urban area			
59	Gosden Hill Farm, Guildford	Housing (C3), Traveller pitches (sui generis), employment uses (B1a, B1b and B1c), Park and Ride, railway station, open space, education, local retail centre (A1, A2 and A3), community and health services buildings (D1).	2000
60	Blackwell Farm, Guildford	Housing (C3), Employment use (B1a, B1b, B1c, B2, B8), Traveller pitches (sui generis), open space, Park and Ride, railway station, education, local retail centre (A1, A2 and A3), community and health services buildings (D1).	2250
61	Land north of Keens Lane, Guildford	Housing (C3) and care home (C2)	140
62	Land at Liddington Hall, Guildford	Housing (C3) and Traveller pitches (sui generis)	625
63	Land north of Slyfield Industrial Estate	Light industrial (B1c) and/or general industrial (B2) and/or storage and distribution (B8)	0
64	Land at Gunners Farm and Bullens Hill Farm	Community football ground (D2)	0
65	Land north of Salt Box Road, Guildford	Education (D1)	0



Guildford borough  
Draft Local Plan: strategy and sites consultation

Site Allocation	Site	Allocated uses	Total number of homes
<b>New settlement</b>			
66	Land at the former Wisley airfield	Housing (C3), Traveller pitches (sui generis), Employment use ☐ Offices (B1a), Research and development (B1b), Light industrial (B1c), general industrial (B2), storage and distribution (B8), education, community and health services buildings (D1), open space. 16.98ha  in the north west corner of the site is allocated for waste use in Surrey Waste Plan 2008	up to 2100
<b>Land around villages</b>			
67	Tannery House, Cheriton, and land adjacent, Tannery Lane, Send	Offices (B1a) and/or research and development (B1b) and/or light industrial (B1c)	0
68	Land at Hornhatch Farm, Chilworth	Housing (C3)	80
69	Redevelopment of Howard of Effingham School and associated land, Effingham	Education (D1) and housing (C3)	310
70	Land to the north of West Horsley	Housing (C3)	114
71	Land to the west of West Horsley	Housing (C3)	135
72	Land near Horsley Railway Station, Ockham Road North, West Horsley	Housing (C3)	100
73	Land to the west of West Horsley (south)	Housing (C3)	185
74	Land around Burnt Common warehouse, London Road, Send	• Light industrial (B1c), general industrial (B2), storage and distribution (B8) or • Light industrial (B1c), general industrial (B2), storage and distribution (B8) and housing (C3)	100
75	Land at Tannery Lane, Send (including Clockbarn Nurseries)	• Housing (C3) and public village car park or • Housing (C3), public village car park and marina (sui generis)	215
76	Land to the east of Aldertons Farm, Send Marsh	Housing (C3)	116
77	Land to the south of Clandon station and north of Meadowlands, West Clandon	Education (D1)	0
78	Land to the east of White Lane, Ash Green	Housing (C3)	62
79	Land to the south of Hazel Road, Ash Green	Housing (C3)	71



Guildford borough  
Draft Local Plan: strategy and sites consultation

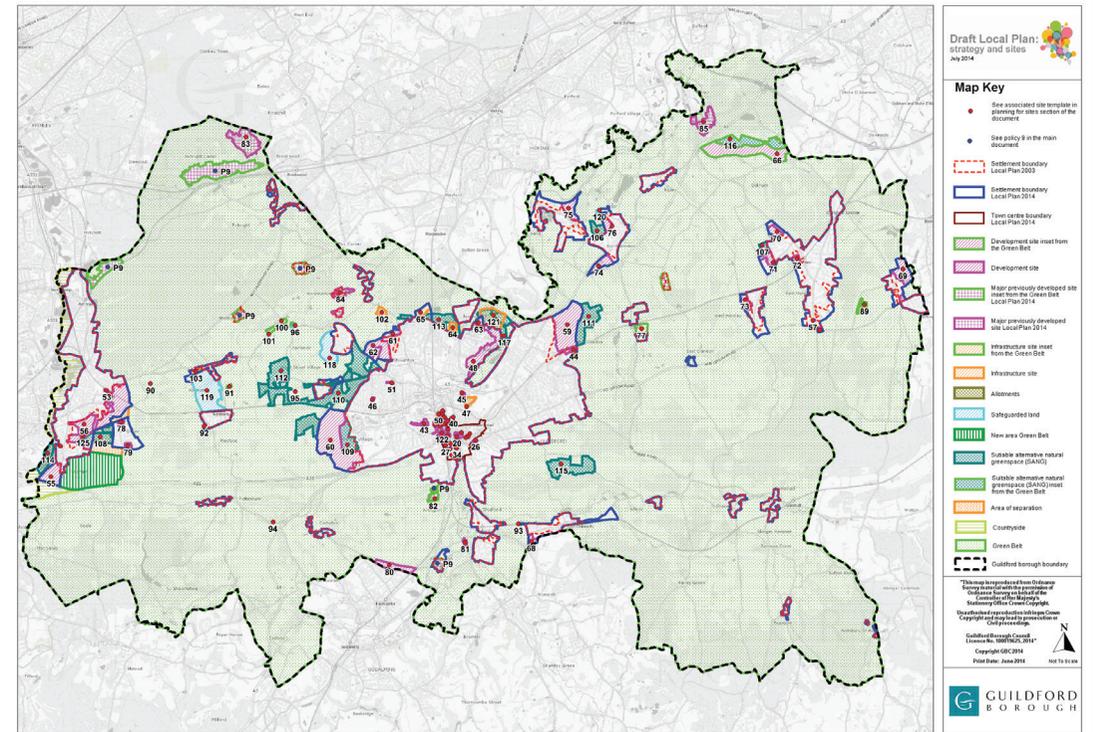
Site Allocation	Site	Allocated uses	Total number of homes
80	Land south of New Pond Road, adjoining Farncombe	Housing (C3)	100
<b>Previously developed sites in the countryside</b>			
81	Broadford Business Park, Shalford	Housing (C3)	100
82	Mount Browne, Guildford	Housing and/or specialist housing (C3)	125
83	Bisley Camp, Bisley, Brookwood	Sport and recreation, business premises, workshops, retail, hotel (sui generis)	0
84	Merrist Wood College, Worplesdon	Education (D1) and supporting ancillary uses	0
85	RHS Wisley, Wisley	Agriculture and horticulture (trial fields and orchards), research and learning and outdoor recreation (D1 and D2) with ancillary retail (A1)	0
<b>Traveller and Travelling Showpeople accommodation</b>			
86	Land at Oxenden Road, Ash	Traveller pitches (sui generis)	3
87	Ipsley Lodge, Hogs Back, Seale	Traveller pitches (sui generis)	6
88	Lakeview, Lakeside Road, Ash Vale	Traveller pitches (sui generis)	3
89	Land at Home Farm, Effingham	Traveller pitches (sui generis)	6
90	Land at Wyke Avenue, Normandy	Traveller pitches (sui generis)	1
91	Land rear of Palm House Nurseries, Normandy	Traveller pitches (sui generis)	6
92	Land to the north of Green Lane East, Normandy	Traveller pitches (sui generis)	4
93	Valley Park Equestrian, East Shalford Lane, Shalford	Traveller pitches (sui generis)	5
94	The Orchard, Putterham	Traveller pitches (sui generis)	1
95	Roundoak, White Hart Lane, Wood Street Village	Traveller pitches (sui generis)	1
96	Four Acres Stable, Aldershot Road, Normandy	Traveller pitches (sui generis)	4
97	Travellers End, Spoil Lane, Tongham	Traveller pitches (sui generis)	2
98	Land south of Guildford Road, Ash	Traveller pitches (sui generis)	2
99	Garages at Wharf Lane, Send	Traveller pitches (sui generis)	1
100	Land at Cobbetts Close, Normandy	Traveller pitches (sui generis)	3
101	Whittles Drive, Aldershot Road, Normandy	Travelling Showpeople plots (sui generis)	2
124	Land to the west of Ipsley Lodge, Hogs Back, Seale	Travelling Showpeople plots (sui generis)	6



Guildford borough  
Draft Local Plan: strategy and sites consultation

Site Allocation	Site	Allocated uses	Total number of homes
<b>Cemeteries</b>			
102	Land at Worplesdon Road, north of Tangley Place	Cemetery or crematorium (sui generis)	0
103	Land to the west of Normandy, east of Westwood Lane	Cemetery or crematorium (sui generis)	0
<b>Allotments</b>			
104	Land at Westborough allotments, Guildford	Allotments	0
105	Land rear of Jacobs Well village hall, Jacobs Well	Allotments	0
125	Land north east of Spoil Lane, Tongham	Allotments	0
<b>SANG</b>			
106	Aldertons Farm SANG	Suitable Alternative Natural Green space (SANG)	0
107	Benswood SANG	Suitable Alternative Natural Green space (SANG)	0
108	Ash SANG	Suitable Alternative Natural Green space (SANG)	0
109	Blackwell Farm SANG	Suitable Alternative Natural Green space (SANG)	0
110	Broadstreet and Backside Common SANG	Suitable Alternative Natural Green space (SANG)	0
111	Gosden Hill Farm SANG	Suitable Alternative Natural Green space (SANG)	0
112	Russel Farm Place SANG	Suitable Alternative Natural Green space (SANG)	0
113	Stringers Common SANG	Suitable Alternative Natural Green space (SANG)	0
114	Tongham Pools SANG	Suitable Alternative Natural Green space (SANG)	0
115	Tyting Farm SANG	Suitable Alternative Natural Green space (SANG)	0
116	Former Wisley Airfield SANG	Suitable Alternative Natural Green space (SANG)	0
117	Burpham Court Farm SANG	Suitable Alternative Natural Green space (SANG)	0
<b>Safeguarded land</b>			
118	Land adjoining Fairlands, Guildford	N/a	N/a
119	Land between Normandy and Flexford	N/a	N/a
120	Land to the north of Send Marsh Road, Send Marsh	N/a	N/a
121	Clay Lane link road, Guildford	N/a	N/a
122	Sustainable movement corridor	N/a	N/a
123	Land to the east and south of Four Acre Stables Aldershot Road, Normandy	N/a	N/a

Guildford borough overview map





# Guildford borough Draft Local Plan: strategy and sites consultation

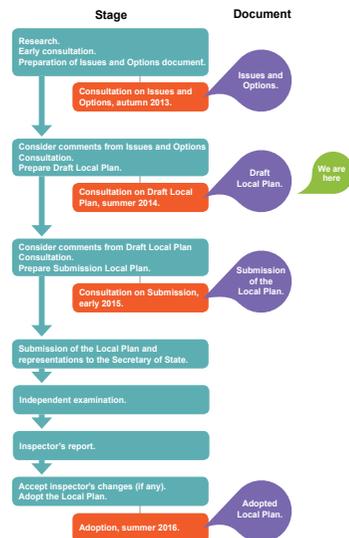
## What Happens Next?

The draft Local Plan consultation runs from 1 July 2014 to 5pm 22 September 2014.

Your comments on this draft Local Plan will be considered and will help inform the preparation of the next version of the Local Plan, which will be published prior to submission. We aim to publish the proposed submission plan in early 2015 and invite comments at that stage about the soundness of the plan.

Your comments on the submission will be considered by the Secretary of State who will then examine the Plan to ensure that it meets the legal tests and does everything that a Local Plan should do in terms of addressing the issues and providing evidence to support the policies.

The final Local Plan is expected to be submitted to the Secretary of State for examination in spring 2015.



### Respond:

consultation portal [getinvolved.guildford.gov.uk](http://getinvolved.guildford.gov.uk)  
 email [localplan@guildford.gov.uk](mailto:localplan@guildford.gov.uk)  
 post **Local Plan Consultation 2014**  
 Planning Policy  
 Guildford Borough Council  
 Millmead House  
 Guildford  
 Surrey GU2 4BB

The draft Local Plan is available in hard copy at the following locations:

- Guildford Borough Council reception,
- Public libraries throughout the borough

### Find out more via:

website [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)  
 twitter [@GuildfordBC](https://twitter.com/GuildfordBC)  
 facebook [www.facebook.com/GBCLocalPlan](https://www.facebook.com/GBCLocalPlan)  
 drop in centre 25 Swan Lane, Guildford Monday – Saturday 10am – 4pm  
 telephone 01483 444471

Other events are happening throughout the borough, please see the website for details [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)

Please provide your comments before 5pm on 22 September 2014.



Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)



**Consultation event name and venue**

**Date**

**Sign-in Sheet**

Name	Organisation (if applicable)	Email or postal address	Post code	Notes



**Your ideas**

**Our borough.  
A great place.**

Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)



**Make your comment count.**  
We are unable to consider comments without contact details.  
Please provide your contact details in capital letters.

**First name:**

**Surname:**

**Email or postal address:**

**Postcode:**



Your ideas card Image no. 11

**Answer our questions to enter a prize draw to win a £50 Spectrum Leisure Voucher!**

**What are the 3 most important things you want to see in Guildford over the next 20 years?**

1. \_\_\_\_\_  
 \_\_\_\_\_

2. \_\_\_\_\_  
 \_\_\_\_\_

3. \_\_\_\_\_  
 \_\_\_\_\_

**Name** \_\_\_\_\_

**Email** \_\_\_\_\_

**Postcode** \_\_\_\_\_

Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)

**Thank you,  
Good luck!**



**Your vision for Guildford in 20 years**

Image no. 12



## Appendix D: Publicity materials

Guildford Borough Council extensively publicised the Draft Local Plan consultation through a variety of mediums between 1 July and 26 September. Consistent Local Plan branding was used on all materials.

The following mediums were used to publicise the consultation:

- A. Radio
- B. Mail-out (targeted and all household)
- C. Local newspapers
- D. Public display boards and posters
- E. Online
- F. Other posters
- G. Council publications
- H. Media briefings and interviews
- I. Internal Council communications

### A. Radio

Adverts were broadcast on Eagle Radio (96.4 FM) between 1 to 15 July (99 broadcast spots) and 8 to 21 September (96 broadcast spots).

### B. Mail-out

An information pack was sent on 1 July 2014 to targeted stakeholders including schools, GP Surgeries, child care centres, stakeholder groups and residents associations.

Leaflets were delivered to all residential address in the borough (64,176 households) via Royal Mail. Delivery took place week commencing 1 September and week commencing 8 September. (See image number 7 of leaflet.)

### C. Local newspapers

Newspaper adverts and articles were used to publicise the Draft Local Plan consultation. The following list of local press advertisements were made during the consultation period. For examples of the adverts placed, please see the images at the end of this section:

Publication	Date
Surrey Advertiser	July 2014
Surrey Advertiser	July 2014
Surrey Advertiser	September 2014
Surrey Advertiser	August 2014
Getsurrey.co.uk	July 2014
Getsurrey.co.uk	July 2014
Getsurrey.co.uk	September 2014
Surrey Times	July 2014
Surrey Times	July 2014
Surrey Times	September 2014
Aldershot News Group	July 2014
Aldershot News Group	July 2014
Aldershot News Group	September 2014
Guildford Magazine	August 2014
Guildford Magazine	September 2014
Round and About	August 2014
Guilfest programme	July 2014





## D. Public posters, display boards and banners

Posters promoting the consultation were displayed across the borough.

Please see the images at the end of this section showing the following promotional displays:

- Safeguard bus backs (image 3)
- Taxi supersides (image 4)
- Railway poster (image 5)
- Refuse/recycling vehicles (image 6)
- Leaflet mailout (image 7)
- Banner board graphic (image 8)
- High Street banner (image 9).

## E. Online

We promoted the consultation online via Council web pages, Facebook, Twitter and Pinterest feeds as described below:

- [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info): Local Plan website which includes a get involved section, regular updates, document summaries and links, and a photo gallery.
- [www.guildford.gov.uk](http://www.guildford.gov.uk): Council website homepage, an alert banner on every website page. News articles and other promotion were added to this website throughout the consultation period.
- Facebook: Guildford Local Plan profile and consultation promotion on the Council's main corporate page. This included promotion of each individual consultation event.
- Twitter: Guildford Planning stream and consultation promotion through the Council's main corporate feed. This included promotion of each individual consultation event.

- Pinterest: Consultation events photo gallery.
- The consultation was also promoted through Council staff email signatures.

## F. Posters

In addition to the Council's banner boards, posters and leaflets were distributed at various stages to local attractions, venues and community areas including:

- Consultation hub 25 Swan Lane
- Council's Millmead offices
- Housing Advice Services office
- Woking Road Depot
- Parks and Countryside sites (public parks and open spaces)
- Heritage sites (Guildhall, Guildford Museum, and Guildford House Gallery)
- Tourist Information Centre
- The Electric Theatre
- G Live
- Yvonne Arnaud Theatre
- Surrey Sports Park
- Parish council clerks
- Resident associations and groups
- Post offices in consultation event areas
- Newsagents in consultation event areas
- Medical centres in consultation event areas.

An Art Competition was run for the consultation period between 1 July and 22 September 2014.

Posters were displayed and distributed for the competition, which invited children to create a piece of artwork entitled "My vision for Guildford". An image of the poster is shown, image number 10.

## G. Council publications

### *About Guildford Council newspaper*

*About Guildford* is delivered to every residential address in the borough via Royal Mail.

It is also available at Council offices and the Guildford Tourist Information Centre, as well as online at [www.guildford.gov.uk/aboutguildford](http://www.guildford.gov.uk/aboutguildford)

Articles on the public consultation were included as follows:

- Spring edition (distributed w/c 31 March) see image 1 at the end of this section.
- Summer edition (distributed w/c 23 June)
- Autumn edition (distributed w/c 22 September)

### *Contact Point tenant magazine*

*Contact Point* is delivered to all social housing tenants by Royal Mail.

An article on the public consultation was included in the Summer 2014 edition, on page 3. This was distributed end of July.



Newspaper, magazine and printed promotional materials



Surrey Advertiser – front page banner

Our borough. A great place.

Get involved in Guildford's Draft Local Plan until 22 September

Follow us on @GBCPlanning and /GBCLocalPlan

Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)



Aldershot News Group



Our borough. A great place.  
Get involved – 1 July to 22 September



Follow us on @GBCPlanning and /GBCLocalPlan

Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)



1. Spring Edition – About Guildford (p1)

# About Guildford

GUILD FORD B O R O U G H News from Guildford Borough Council Spring 2014

**Aerial Adventure course nears completion** – page 3

**Emergency flood plan swings into action** – page 8

**Three new members join our Young Ambassadors** – page 9

## A budget for growth

**Our budget and Council Tax for 2014-15 is confirmed.**

Leader of the Council, Cllr Stephen Mansbridge, said: "We agreed a budget featuring further investment across the borough. We want to encourage growth, create opportunities and provide choice for future generations, despite the challenging economic climate and ongoing financial pressures."

"Through robust financial planning and improving the efficiency of our existing services, we delivered a total of £8.8million in savings since 2008-09 and £3.7 million in income. The budget includes further savings of £292,000 for 2014-15, including £243,000 from our recent management restructure."

Changes to the way our government grant is distributed and other funding reductions mean that we must increase our portion of the Council Tax by 1.9%.

This is well below the rate of inflation and equivalent to an additional £2.73 a year, or less than six pence a week, for a Band D property.

This increase helps us continue to deliver high quality services for residents and reduce the risk of higher rises in the future. For more information, see pages 10 and 11.



## Glutton machines will help to keep our streets clean

Our street cleansing team has recently purchased three Gluttons, handheld machines similar to vacuum cleaners that can suck up all sorts of items from our streets.

The machines – designed to pick up cans, leaves, cigarette butts and even dog mess – are five times more efficient than the manual sweeping system.

## Residents help us to move forward with Local Plan

We are reviewing thousands of comments made during the Local Plan Issues and Options consultation late last year. The responses will help us finalise our Draft Local Plan, which will be open for public consultation in a few months' time. See page 6 for details.

[www.guildford.gov.uk](http://www.guildford.gov.uk)

Follow us on Facebook /GuildfordBC and Twitter @GuildfordBC

1. Spring Edition – About Guildford (p6)

## Local Plan update



## Local residents help us to formulate Local Plan

We are reviewing thousands of comments made during the Local Plan Issues and Options consultation late last year. The responses will help us finalise our Draft Local Plan, which will be open for public consultation in a few months' time.

Look out for further information in the Summer edition of *About Guildford* or on our website at [www.guildford.gov.uk](http://www.guildford.gov.uk)

You can also sign up for email updates on the Local Plan – send your details to [planningpolicy@guildford.gov.uk](mailto:planningpolicy@guildford.gov.uk)

Or you can follow us on Twitter @GBCPlanning and Facebook /GBCLocalPlan

More than 130 people helped reappraise the evidence base for Guildford's new Local Plan at two Scrutiny forum sessions in early March. Both the afternoon and evening sessions were well attended.

Local people and business representatives joined Council officers, consultants and Councillors to discuss the methodology and maths behind the documents.

Cllr Terence Patrick, Chairman of the Customer and Community Scrutiny Committee, said: "It was good to see so many local residents and organisations at the forum sessions. They provided useful feedback on the evidence documents."

"We covered a number of issues, including interpretation of the facts and figures, corrections that may be required, and additional information that was requested."

The forum follows the Council's consideration of two e-petitions – "Keeping West Horsley in the Green Belt" and "Save the Hogs Back" in January. The Council agreed to enable full public involvement in the



reappraisal of the Local Plan's evidence base, including the Green Belt and Countryside Study. After a short introduction by Cllr Terence Patrick and Cllr Zoe Franklin, participants were invited to speak to the officers and consultants who prepared the evidence base and ask questions.

Cllr Zoe Franklin, Chair of the Corporate Improvement Scrutiny

Committee, said: "The forum sessions gave residents an opportunity to give their views and talk to Council staff, consultants and councillors about the evidence base documents. A special Joint Scrutiny Committee will consider the findings on Thursday 3 April."

For more information on the Scrutiny meeting, visit [www.guildford.gov.uk](http://www.guildford.gov.uk)

## Council considers two local petitions

The Council considered two petitions at its meeting on Wednesday 26 February. About 60 people attended the meeting to hear the Council's responses to the petitions, and 119 watched via our live online webcast.

The first petition – "Maintaining the Green Belt between Effingham and Bookham" – asked us to recognise the wishes of Effingham residents when we are consulted on the Mole Valley Green Belt review. The petition was signed by 325 people, plus a further 243 e-signatories.

The second petition – "Prepare a new Strategic Housing Market Assessment (SHMA)" – asked us to reject the consultant's draft report and prepare a new document. It received 1,200 e-signatures.

Cllr Monika Juneja, Lead Councillor for Planning and Governance, said: "The petitions show the level of concern about the Green Belt and future development in the borough."

"Public engagement is important to us. We welcome feedback from local people as we and neighbouring authorities work through the Local Plan process."

"Green Belt land makes up 89% of our borough. Through our Local Plan, we will work to preserve this valued landscape, provide the infrastructure we need, along with homes and economic opportunities."

"We must plan carefully to meet the needs of everyone who lives, works or studies in the borough."

Cllr Stephen Mansbridge, Leader of the Council, said: "We will consider these petitions as we respond to the work of Mole Valley District Council and progress with our own SHMA and Local Plan."

"The views of our residents are important. Our door is always open – we want local people to talk to us and work with us to help shape the future of our borough."

"I would encourage everyone to get involved in the next stage of our Local Plan consultation, which is due to start in a few months time."

The Council considered two earlier petitions – "Keep West Horsley in the Green Belt" and "Save the Hogs Back" at a meeting on 13 January.

You can view the meetings on our website at [www.guildford.gov.uk/webcasting](http://www.guildford.gov.uk/webcasting)



## 2. Guilfest

**Our borough.  
A great place.**

**Get involved –  
1 July to 22 September**

Follow us on  @GBCPlanning and  /GBCLocalPlan

Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)  
localplan@guildford.gov.uk | 01483 444471



## 3. Safeguard Bus Backs



## 4. Taxi Supersides





### 5. Railway Posters



# Our borough. A great place.

Get involved at a Draft Local Plan consultation event:

- **Saturday 9 August, 9am-1pm:**  
Ripley Farmers' Market Summer Festival
- **Saturday 16 August, 11am-3pm:**  
Upper Village Hall, Shalford
- **Wednesday 20 August, 4pm-8pm:**  
St Mark's Hall, Normandy
- **Friday 22 August, 4pm-8pm:**  
Fairlands Community Centre
- **Saturday 30 August, 11am-3pm:**  
The Ash Centre, Ash Hill Road
- **Monday 1 September, 4pm-8pm:**  
West Horsley and Send Cricket Club



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### 6. Refuse/Recycling Fleet





### 7. Leaflet Mail out (Page 1 of 2)



Guildford borough  
Draft Local Plan: strategy and sites consultation

Our borough. A great place.  
**Be part of Guildford's Draft Local Plan.**

Guildford's Draft Local Plan sets out the vision for the borough and the approach to development between now and 2031. It covers issues we can all relate to in some way – jobs, the economy, homes for all, health, infrastructure, our town and villages.

We started our consultation on the Draft Local Plan: strategy and sites on **1 July** and will continue until **22 September 2014**. It is important we hear all local voices. We want everyone to get involved and give their views on the future of our borough.

We held a series of consultation events across the borough over the summer. If you were unable to make it along, there is still time to get involved - make sure you are part of the plan.

You can view the Guildford Draft Local Plan at [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info) and respond:

- at [getinvolved.guildford.gov.uk](http://getinvolved.guildford.gov.uk)
- by email to [localplan@guildford.gov.uk](mailto:localplan@guildford.gov.uk)
- write to **Local Plan Consultation, Planning Policy, Guildford Borough Council, Millmead House, Millmead, Guildford, GU2 4BB**
- drop in to **25 Swan Lane, Monday to Saturday, 10am to 4pm**
- call **01483 444471**.

For the latest Local Plan news visit [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info), or follow us on **Facebook /GBCLocalPlan** and Twitter **@GBCPlanning**



### 7. Leaflet Mail out (Page 2 of 2)

**What makes Guildford great?**

- 1200 listed buildings
- World class businesses
- 89% Green Belt
- River Wey
- Tourism

**What are the key issues for the borough?**

- Sustainability: energy, waste and water
- Affordable homes
- Public transport and congestion
- Green Belt
- Flooding

**What does the Draft Local Plan look at?**

- Economy
- Infrastructure
- Sustainability
- Society
- Development

**...So, what proposals are we currently considering?**

- Support various modes of transport
- Expand and improve sustainable modes of transport
- Provide up to 14,800 new jobs
- Offer a choice of housing
- Provide 73 traveller pitches and 8 travelling showpeople plots
- 40% of new homes to be affordable
- 652 new homes a year
- Reduce waste and increase recycling
- Promote renewable and low carbon energy

### Calling all young artists 'My vision for Guildford' art competition Show us how Guildford should look in 2050

Enter for your chance to win a £50 voucher for Guildford Spectrum, G Live or The Electric Theatre. Category prizes also up for grabs.

Open to Guildford artists aged 18 years and younger. Entries should be A3 or smaller.

Enter by **Friday 12 September 2014**

Full details at [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)

Terms and conditions apply





### 8. Banner Board

# Our borough. A great place.

Get involved – 1 July to 22 September



Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)



### 9. High Street Banner



### 10. Art Competition



## Calling all young artists 'My vision for Guildford' art competition

### Show us how Guildford should look in 2050

Enter for your chance to win a **£50 voucher** for Guildford Spectrum, G Live or The Electric Theatre. Category prizes also up for grabs.

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Be part of the plan | [www.guildfordlocalplan.info](http://www.guildfordlocalplan.info)



## Appendix E: Glossary

Key Term	Description
Affordability	Affordability is assessed by comparing household incomes against the cost of suitable housing on the market (to either buy or rent). Household incomes are based on income data modelled using a number of sources.
Affordable Housing	<p>Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the housing market. Whether households are eligible for affordable housing is determined by looking at local incomes, local house prices and housing need in accordance with Guildford Borough Council allocations policy. Affordable housing should include provision to remain at an affordable price for future eligible households, or for the subsidy to be used for alternative affordable housing provision.</p> <p>Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008). Guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements, as agreed with the local authority or with the Homes and Communities Agency.</p> <p>Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable). Guildford's affordable rent is either 70%, or the LHA equivalent, whichever is lower.</p> <p>Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.</p> <p>Homes that do not meet the above definition of affordable housing, such as "low cost market" housing, may not be considered as affordable housing for planning purposes.</p>

Area of outstanding natural beauty (AONB)	A nationally designated area, where the primary aim is conservation of the natural beauty of the landscape. The boundaries of the AONB and designation is carried out by Natural England on behalf of Central Government.
Allocated site / land	Land that is assigned by the development plan for particular use(s).
Business uses (B uses)	<p>These are defined in the Use Classes Order 1987 (as amended):</p> <p>B1: Business:</p> <p>a) Offices. Except those defined as a 'class A2' use (financial and professional services)</p> <p>b) Research and Development laboratories, studios</p> <p>c) Light industry</p> <p>B2: General industrial:</p> <p>Used for an industrial process other than those in class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).</p> <p>B8: Storage or distribution:</p> <p>Used for storage or as a distribution centre (including open air storage).</p>
Community Infrastructure Levy (CIL)	A tariff allowing councils to raise funds from the owners or developers of land who are undertaking new building projects in their area. The Council agreed the principle of preparing a CIL for Guildford borough in September 2011.
Duty to Cooperate	This process places a legal duty on local authorities to engage constructively, actively and on an ongoing basis with 'specific consultation bodies' to maximise the effectiveness of strategic cross boundary matters for Local Plan preparation.
Employment Land Assessment (ELA)	A technical study that identifies land for employment to meet the needs of the borough.
Evidence base	As part of the Guildford Development Framework, an evidence base is being collated to inform the preparation of policies. The Council are working on a number of pieces of research, some of which are published and some which will be published when they are ready. Together with your views, these will help to inform the Local Plan. The evidence base can be found online at: <a href="http://www.guildford.gov.uk/evidencebase">http://www.guildford.gov.uk/evidencebase</a>



Green Belt	<p>Legislatively designated land created to limit the sprawl of London. Its purpose is to (as defined by NPPF, para 80):</p> <ul style="list-style-type: none"> <li>• Check the unrestricted sprawl of large built-up areas;</li> <li>• Prevent neighbouring towns from merging into each other;</li> <li>• Assist in protecting the countryside from encroachment;</li> <li>• Preserve the setting and special character of historic towns;</li> <li>• Assist urban regeneration, by encouraging the use of derelict and other urban land.</li> </ul> <p>The key aim is maintaining or improving the degree of openness in the landscape.</p>
Green Belt and Countryside Study	<p>An independent assessment of Guildford Borough's Green Belt and 'countryside beyond the Green Belt' with a view to potential release for development purposes in the longer term, should this be necessary within the Guildford Local Development Framework Plan Period  <a href="http://www.guildford.gov.uk/gbcs">http://www.guildford.gov.uk/gbcs</a></p>
Habitat Regulations Assessment	<p>The Habitats Directive provides legal protection for habitats and species of European importance. If a plan or project is likely to have a significant impact on internationally designated sites then the Council must undertake an Appropriate Assessment.</p>
Infrastructure	<p>The services required to support development. These include highways, sewerage, utilities, and schools and doctors surgeries.</p>
Insetting	<p>Where a village is excluded from the Green Belt boundary. Currently the villages in Guildford form part of the Green Belt.</p>
Issues and Options	<p>The first stage in the preparation of the local plan is the issues and options report which identifies the issues to be included, such as affordable housing and protection of industrial land, and the options for dealing with these issues. The Issues and Options consultation (October to November 2013) invited comments on a series of key issues for the borough and the options that could help us address them.</p>
National Planning Policy Framework (NPPF)	<p>National planning document that sets out national planning policies which local policies are required to comply with.</p>

Safeguarding	<p>Safeguarded land is removed from the Green Belt, but is not intended to be developed during this plan period. This reduces the need to change Green Belt boundaries again at the end of this plan period, and will help meet longer term development needs stretching beyond this plan period. This land is not allocated for development at the present time and will only be considered for development following a Local Plan review. This is further detailed in NPPF, Paragraph 85.</p>
Section 106 (s.106) Agreement	<p>A legal agreement (Town and Country Planning Act 1990) between planning authorities and developers.  A Section 106 Agreement contains planning conditions which are agreed specifically for a development, which must be met to make that development acceptable in planning terms.</p>
Small Medium Enterprises (SME)	<p>Businesses that employ below a certain number of people. In Europe, SME's typically include business employing up to 250 people.</p>
Special Protection Area (SPA)	<p>An area of land, water or sea which is identified as being of international importance for the breeding and feeding of rare and vulnerable species of birds found within the European Union.</p>
Strategic Housing Land Availability Assessment (SHLAA)	<p>Technical study assessing the potential of sites to accommodate residential development in the future.</p>
Strategic Housing Market Assessment (SHMA)	<p>Technical study considering the level and type of housing needed across an area.</p>
Suitable Alternative Natural Green space (SANG)	<p>Green spaces (parks, woodlands, playing fields etc.) provided in areas where development could lead to increased visitor pressure on Special Protection Areas (SPAs).  SANGs are an important part of the Council's Special Protection Area Strategy for the Thames Basin Heaths. They aim to reduce pressure on the SPAs by providing attractive green spaces that people can use for recreation instead.</p>
Sustainability Appraisal	<p>The Guildford Local Plan is required by law to promote sustainable development through the balancing of social, environmental and economic considerations to achieve the best overall outcome. This is done through assessing plan documents at each stage of their preparation to consider potential social, environmental and economic impacts. This process, and the resulting report, is called Sustainability Appraisal (SA).</p>

