

# Planning Haslemere's Future Have Your Say: Stage 1

June 2014

# Part 1 Introduction

## Your Chance to Influence Haslemere's Future

If you have received this document you live within the area that will be covered by the Haslemere and Villages Neighbourhood Plan ("the Plan"). A map of the area is included on the back page. Please note that the Royal Mail may deliver to some houses in Grayshott and Bramshott and, if you live in these areas, please do not respond.

The Localism Act 2011 encourages communities to take a greater role in the planning and development of their towns. One way we can do this in Haslemere is through the development of a Neighbourhood Plan. This Plan, once approved by the community, must be taken into account by Waverley Borough Council ("WBC") in its planning decisions and development control activities over the next 15 or so years.

For some months Haslemere Vision has been developing ideas for Haslemere's future. There have been several community events and consultations and **now we invite you to give us your input on some of the key issues and options facing the town**. Your views are important and will influence the policies included in the final Plan that will be put to all residents of Haslemere in a referendum vote. If more than 50% of those voting in the referendum vote yes then the policies proposed in the Plan will have legal force.

Some issues that are included in this consultation are important, but fall outside the scope of the Localism Act. These issues will not be in the Plan, but will be included in a separate document to guide the thinking of organisations, such as Surrey County Council ("SCC"), WBC and Haslemere Town Council ("HTC"). We hope you will take time to read about the issues and tell us how you want to see Haslemere's future develop. The rest of the document is organised into 3 parts.



### Part 2: Key Issues

This gives you information about all the Key Issues we are covering in this consultation. We cover each issue in a single page, setting out what might happen if we have no Plan and what options we might have to influence the future development of our community. The next page lists these issues and the pages where you can find them.

### Part 3: Understanding more about the Neighbourhood Plan

For those who are interested, the section at the back of the document gives you some background to the Neighbourhood Plan. You may like to look at this section to understand more about the process, but it is not necessary to read it in order to answer the consultation questions. We include a map of the Haslemere Neighbourhood Plan area.

### Your Comments and Feedback

There is a pull out section in the centre of the document which is designed to allow you tell us which future options you would prefer. There is also a chance to add any other comments or tell us about things we have missed!

If you don't have time to look at all the issues, please just look at the pages you are most interested in and answer those. The next page tells you how to get your answers back to us.

### Missing Issues

There is not room to put all the issues in one document and we are still waiting for information on the future number, location and type of new housing WBC thinks should be built in Haslemere.

The number of houses is one of the most important issues that can be included in the Neighbourhood Plan. WBC withdrew their Core Strategy, the first part of their new Local Plan, last October after the Planning Inspector indicated that it did not allow for enough new houses to be built in the Borough.

WBC has since carried out a new assessment of the housing needs of the Borough and will be issuing an issues and options document for consultation in July and August. This will indicate the number of new houses planned for Haslemere.

We may also want to consult on some local area plans for Wey Hill, the Station area, central Haslemere, Hindhead and Beacon Hill. So we will be consulting you again later in the year.



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## What do I do with this document?

**In the centre is a pull-out answer section that you can use to give us your views on each of the issues. Please remove this now and have it by your side as you read each of the issues.** There is one question to answer on each issue.

### Answering the Questions

- We suggest you tackle one issue at a time and vote for the option you prefer before moving on.
- You don't have to answer every issue.
- When you have voted on all the issues of interest to you, please either return your form by handing it in to a collection point or posting it to the Town Hall. There are collection points at the Town Hall, Haslemere Hall, Haslemere Museum, Haslemere Library, Haslewey, High Lane Community Centre, Nobbs, Tesco, the Co-op, Hindhead Furnishing and Grayswood Cars.
- Alternatively and ideally, you can help us by filling in your answers on-line at <http://haslemerevision.org.uk>
- Every member of your household over the age of 14 is entitled to answer the questionnaire. If another member of your family wants to answer the questions themselves then please either photocopy the answer section or print it off from the Haslemere Vision website <http://haslemerevision.org.uk> . You can also collect a printed version from the collection points listed above.
- **We need all replies back to us By July 30<sup>th</sup>. Thank you for taking the time to give us your views.**





# Part 2

## Key Issues

# Part 2 Key Issues

## A1: Using our New Community Rights

### The Issue

A key objective of the new Localism Act 2011 is to encourage and empower local communities to take a proactive role in developing and managing local resources and facilities.

The community infrastructure of schools, health services and other public services underpin everyday life in the town. In addition a large part of our quality of life derives from the community facilities, clubs, societies and activities that bring life to the town.

The Localism Act enshrined in law a new set of rights for communities. These rights give us opportunities to build and buy community assets and set up community organisations to enhance local services.

Of course, these initiatives will only succeed in the long term if there is sufficient community support, volunteers and funding to staff and sustain any new facilities or services.

### Without a Plan

If we do not take advantage of these new rights, we will have less scope and opportunity to create or protect valued community assets or create new community organisations to run local activities and services.

This means that the town will remain heavily dependent on the decisions of external authorities about our future services.

### A1:1 The Right to Build

The Right to Build allows the community to put forward specific proposals for small scale, site-specific, community-led developments (e.g. a youth facility, an arts centre or a housing association development to provide affordable housing).

### A1:2 The Right to Buy

The Right to Buy allows the community to nominate land and buildings to be included on a register of assets of community value.

If any of these assets later come up for sale the community would then have six weeks to confirm their interest and six months to raise the money to bid to buy the asset.

We have recently used this right to explore community options for the Police Station site

Assets that we could register include: sports and recreational facilities (e.g. The Herons, The Edge), cultural facilities (e.g. Haslemere Hall, the Haslemere Museum), youth centres (e.g. the Wey Centre, Wey Hill Youth Campus), health centres and hospitals (e.g. Haslemere Hospital), open spaces (e.g. Wey Hill Fairground Car park, Lion Green, Town Meadow, Haslemere War Memorial Recreation Ground), pubs and shops.

### A1:3 The Right to Challenge

The Right to Challenge allows the community to challenge WBC or SCC for the right to run specific local authority services which it believes could be run more effectively by HTC or other community and voluntary groups. Examples could include parking within the town and youth services.



Some of the Town's Community Assets; left to right: Haslemere Museum, The Police Station (soon to be redeveloped) and Haslemere Hall:

# Part 2 Key Issues

## A2: The Future Look and Feel of our Town and Villages

### The Issue

The terms Townscape and Built Environment describe the visual and physical aspects of our town that effect how the town functions and its impact upon our experience of life in Haslemere.

The Plan can influence the design of our town spaces, the character of buildings and how we use the streets and roads as pedestrians, cyclists, and cars users. It could reduce street clutter (unnecessary signs and poorly designed street furniture) and improve hard landscaping.

Good design can make the streets and spaces safer, more efficient and more enjoyable places to be, attracting more spending in local shops and a more social use of our community spaces.

There have been several recent developments which exemplify good design, such as the new residential development next to Glovers Field on the Hindhead Road. However, many developments fall short of good design. The Plan can ensure new buildings and public spaces are built to higher quality designs.

### The Haslemere Design Statement 2012

The HDS (<http://www.haslemere.com/hds/>) was written by Haslemere residents in 2012. It is now a "material planning consideration" which must be taken into account by WBC when considering all planning applications in the Haslemere area.

The overall aims of the HDS are to set out guidelines which:

- have a positive influence on development throughout the Haslemere area.
- ensure a sustainable and attractive environment for future generations.
- identify the key design elements that should be taken forward to influence all new developments including affordable housing.



Saint Christopher's Church inset: Linden Hazelwood

### Without A Plan

Our residential population is predicted to grow, especially the numbers of young children and the elderly. Without a Plan:

- this growth, together with increased through and visitor traffic and more commuters, is likely to create greater conflicts between all road users who will find themselves increasingly hampered and frustrated.
- uncontrolled development or changes to the streetscape could reduce the attractiveness of our town, thereby undermining its appeal to shoppers and visitors and its economic prosperity and sustainability.

### A2:1 Promote Good Design

The Plan could support the key points of the Haslemere Design Statement for all developments to preserve and enhance the look, feel, and character of the whole town.

### A2:2 Promote a Public Realm Design Guide

The Plan could propose that a 'public realm design guide' could be commissioned for public spaces, streetscape, street furniture and lighting in order to create a useable and attractive local environment.

### A2:3 Local Area Plans

Haslemere Vision is planning to prepare some local area briefs for key parts of the town. These briefs would set out guidance for how the community want to see these areas developed, the kind of uses and design that will be acceptable and how the public spaces should be used and developed. Local briefs could be developed for places like the Wey Hill Fairground site, Beacon Hill and Hindhead, the Station area and Haslemere High Street through to Town Meadow.

### A2:4 Leave to Market Forces

The Plan need not impose limitations on what people build, as this may add to the cost of construction. This would rely upon developers and the existing development control system to provide appropriate buildings and public spaces for the area.

# Part 2 Key Issues

## B1: The Future Focus of Our Local Economy

### The Issue

Haslemere may be considered to be a prosperous town with an affluent community but, for years, the diversity and number of locally-based businesses have been in decline. Employment has reduced as offices and light industrial businesses have closed and their land used for housing developments. The employment that remains is, increasingly, in lower paid jobs in retail, social care and domestic services. The Annual Survey of Hours and Income 2012 indicates that the gross annual earnings of those who work in Haslemere, as distinct from those that commute elsewhere to work, is 11% below the regional average.

Without a vibrant, sustainable local economy, Haslemere could become a dormitory town, a satellite of Godalming, Farnham, Guildford and London.

Should we allow this trend to continue or could the Plan include ideas designed to expand the local economy and provide greater and more varied employment opportunities within the town?

### Without a Plan

It is likely that there will be continued growth in lower paid jobs in social care and domestic services. The Office for National Statistics predicted a 35% growth in the population of people aged 75 or over in Waverley in the ten years from 2011 to 2021.

However, without a Plan, the future of retail activity in the area and the possibility of attracting more diverse and better paid local employment will be left solely to market forces.

Residents will have no option but to seek higher skilled jobs outside the area, increasing commuter parking needs and traffic growth.

### B1:1 Promote better paid, more diverse local employment

The Plan could promote the creation of a larger, more diverse local economy by including ideas designed to attract new knowledge-based and light industrial businesses to the area, to facilitate tourism and to reverse the decline in retail activity.

This would entail devoting more of our scarce supply of developable land to commercial activity but could help to create a vibrant local economy with more, better paid local employment opportunities.

### B1:2 Prevent further loss of employment

The Plan could seek to maintain the status quo and propose options aimed at limiting further loss of retail and other work places.

### B1:3 Prioritise housing over employment

You may think that there is a need for more housing in the Neighbourhood Plan Area which may help to support our shops. Accordingly, the Plan could actively encourage the conversion of unused employment land to residential use.

Browsing the stalls at the  
Haslemere Farmers  
Market: Sally Webb





# Part 2 Key Issues

## B2: Haslemere's Visitor Economy

### The Issue

One way to revitalise the local economy could be to seek to attract more visitors and tourism. Historically, Hindhead was a spa destination from London. Could access to the National Park and local attractions like the Punch Bowl and Haslemere Museum be used to promote the visitor economy of Haslemere? The South Downs National Park Authority has already identified Haslemere Station as a public transport gateway to the National Park and is investing in a redesign and refurbishment of the forecourt area.

The issue is how far do we wish to encourage the development of Haslemere as a tourist and visitor destination? Visitors need facilities such as cycle hire, cafés, souvenir shops and accommodation (hotels, B&B or self-catering). They would provide opportunities for new local businesses and employment but would also put greater pressure on scarce parking facilities and increase traffic volumes.

Should the Plan include ideas to help promote Haslemere as a tourist destination in order to increase economic activity and employment opportunities within the town?

### Without a Plan

Haslemere lies just outside the National Park and will therefore be unlikely to gain greatly increased visitor and tourist income without substantial effort and investment.

Whilst it is good news that Undershaw, where Conan Doyle wrote 13 of his Sherlock Holmes stories, will have a continuing use as a Stepping Stones School, the fact that it will not be a tourist attraction is an opportunity lost for our visitor economy.

Without a Plan, Haslemere is unlikely to attract significant additional income or generate employment based on tourism.

### B2:1 Maintain the Status Quo

Haslemere already enjoys a vibrant events programme that attracts visitors to the town. These enhance the local economy and community spirit and include the Farmers' and Christmas Markets, the Charter Fair, the Haslemere Fringe and the Haslemere Festival.

However, the Plan could discourage further development of the visitor economy by, for instance, restricting the development of new attractions or of more visitor accommodation.

### B2:2 Active Promotion of the Visitor Economy

The Plan could propose the development of visitor and tourism-orientated businesses in the town, capitalising on local assets by:

- facilitating the development of Haslemere as a hub for low impact, land-based recreational tourism (walking, cycling, horse riding).
- investing in our townscape and public spaces to increase, in a sustainable way, the attractiveness of Haslemere to residents, visitors, and tourists.
- supporting the development of new visitor facilities potentially at the expense of new housing or other developments.



The Haslemere Sweet Shop – Haslemere High Street: Rachel Hana Cresswell



## Part 2 Key Issues

### B3: Planning the Future of Our Central Areas

#### The Issue

The history and topography of Haslemere has led to the development of four dispersed commercial centres, namely Old Haslemere, Wey Hill, Hindhead and Beacon Hill. Local residents tend to use the 'centre' nearest to where they live. However, in recent years, other than the Tesco development, attention and investment has tended to favour Old Haslemere, arguably at the expense of the development of other centres.

- What future do we want for our four centres?
- As 'bricks and mortar' shops and services face ever growing competition from the internet, will all Haslemere's centres remain viable?
- Should we concentrate development on one centre that could attract a wider range of shops?
- Should we find a way to create closer integration between Old Haslemere and Wey Hill?
- What other shops and services do we want to see in Haslemere?
- Could some shops be converted to other uses to maintain the activity and viability of our centres?
- What other kinds of employment could we seek to attract to the town?

#### Without a Plan

Without a Plan, commercial development will be ad hoc. It may not reflect the needs and preferences of the community or ensure that Haslemere remains an economically vibrant and sustainable town attractive to residents and visitors alike.

#### B3:1 Development Focused on Old Haslemere

The Plan could propose that the development of Haslemere should continue to favour Old Haslemere as the main commercial centre of the town. Wey Hill, Hindhead and Beacon Hill should remain as centres principally serving their local communities.

This approach would be designed to create a centre of sufficient merit to attract more shoppers and visitors to Haslemere.

Haslemere Charter Fair: Sue Locke



#### B3:2 Equal Growth

The Plan could encourage development spread equally across the four centres, perhaps encouraging each to develop a distinctive commercial focus and character.

#### B3:3 Integrating Old Haslemere and Wey Hill

In order to create a larger, more unified and cohesive main centre for the town, the Plan could encourage developments that improve the physical and functional integration of Old Haslemere and Wey Hill.

#### B3:4 Wey Hill Fairground development

The Plan could propose a high quality redevelopment of the Wey Hill Fairground site as a town square with a mix of retail, housing and community facilities. This could have potential to become a "shopping destination" which attracts large numbers of shoppers and visitors, helping to regenerate the Wey Hill area.

## Part 2 Key Issues

### C1: The Future of Our Roads and Streets

#### The Issue

Haslemere is used by its residents, visitors and many people who live in the surrounding areas for shopping, visitor attractions (such as the Museum and the surrounding countryside) and to commute from the Station. There are also two A roads passing through the town, the A286 and the A287. Most people travel to Haslemere by car in preference to the public transport system. Providing good access to our shops is essential for the prosperity of the town. We need to make adequate provision for people who wish to continue to drive to and park in Haslemere. However traffic also brings negative impacts:

- It detracts from the look and feel of our streets and can adversely affect the experience of cyclists, shoppers and other pedestrians.
- It can create safety concerns for pedestrians, especially the elderly and mobility impaired and parents wanting to escort children to local schools.
- It can cause children to lose independence as parents restrict their movements.
- It causes congestion, noise, dirt and pollution.

Cars also need to be parked. These impacts are greatest around the Station and High Street, where the large numbers of cars create congestion and take up car park and on-street space. This creates problems, especially for those who have little or no off street parking, and can impede the free movement of traffic along narrow roads.

The Plan gives us an opportunity to improve the quality of our daily lives by planning how we handle these daily needs to travel, park and walk in our town.

#### Without a Plan

Without a Plan, the attractiveness and functioning of our streets will decline and the quality of life and safety of Haslemere residents and visitors will be reduced by growth in traffic volumes and parked cars, generated by additional housing development in Haslemere and the surrounding towns and villages.

Not addressing traffic growth and parking requirements will reduce our ability to use our streets safely, especially the growing number of elderly and young people which is predicted to occur over the next 20 years.

All approaches assume that some growth in traffic is inevitable but the alternatives give differing priorities to motorised traffic, pedestrians, bus users, and cyclists.

#### C1:1 Provide for more motorised traffic

This approach assumes that motorised traffic should have priority. The Plan could support the design of Haslemere's streets to provide the most efficient transit of cars and lorries. This might mean reducing the road space available for cyclists and shoppers, noise and pollution would get worse and crossing the road would become harder and more dangerous. The growth in parking needs could be met by building more off-street parking space.

#### C1:2 A Middle Way

Traffic and parking will be an inevitable feature of Haslemere's future townscape but there is also a need for attractive town centres. It will take time to influence people to reduce their use of cars but we could start now. The Plan could propose options to accommodate some short term traffic growth and an increase in parking provision, providing additional parking in keeping with the scale and character of the town, possibly in the form of a multi-storey car park. The Plan could also promote ideas to rebalance the modes of travel we use and restrict traffic passing through the town.

The Plan could promote options to reduce the current dominance of car traffic, encourage public transport use and make better provision for walking and cycling by redesigning the road space to improve safety, reducing traffic speeds at key points and improving access about the town using non-motorised routes.

#### C1:3 Encourage Other Forms of Transport

The Plan could reduce parking capacity and make it more expensive to park, especially all day. Under this option, shopping and some commuter parking demand would be reduced by promoting alternatives such as park and ride, taxi shares, Hoppa buses and electric bike schemes to help commuters and local workers who live close to Haslemere to be able to avoid the use of cars. Through traffic would be diverted away from the town centres where possible.

Future developments should be required to restrict additional on-street parking demand, provide secure cycle parking and to contribute to the promotion of non-car transport.





# Pull Out Section for Your Comments and Responses to the Issues

# Your Comments



## Thank you in advance for completing the questionnaire!

Please give us your opinion on the issues by first completing the questionnaire (with boxes) on the next two sides. After that, in case there is anything that you think we have missed, please use this page to describe the issue and then the comment you want to make, including what you think the Plan should do about it. Please note that we will be consulting again later in the year on Housing and on some issues affecting specific parts of Haslemere (e.g. Wey Hill, the Station area, central Haslemere, Hindhead and Beacon Hill) and will welcome your comments on those topics then.

Please bear in mind that the Plan does have legal limitations, but we will seriously consider all suggestions made.

Describe the Issue	What is your comment?

We would also like your name, but this is not necessary if you don't wish to give it.

As soon as we get the form we will separate your personal information from your answers so what you have said will remain confidential.

Your name \_\_\_\_\_

If you would like us to contact you about the Neighbourhood Plan by email in future please give us your email below:

\_\_\_\_\_@\_\_\_\_\_.



# Your Comments

Please tell us what you think on this form, remove it from the document and return to us. There are many collection points:  
The Town Hall, Haslemere Hall, Haslemere Museum, Haslemere Library, Hasleway, High Lane Community Centre, Nobbs,  
Tesco, The Co-Op, Hindhead Furnishing and Grayswood Cars, or you can post the form to the Town Hall High Street  
Haslemere. GU27 2HG.

In order to monitor where replies have come from please include a few details about yourself and family.

Your Postcode

Your gender ☐ Male ☐ Female

Your approximate age ☐ under 20 ☐ 20-34 ☐ 35-49 ☐ 50-64 ☐ 65-79 ☐ 80+

Your type of household ☐ single/ group of adults ☐ young family ☐ older family ☐ post family  
☐ couple ☐ other

Is your house ☐ rented from the council ☐ rented privately ☐ owned outright or with a mortgage

## A1: Using our New Community Rights

A1:1 I favour using these rights for the benefit of the community.	<input type="checkbox"/>
If you have any specific ideas or projects you would like to use these rights to achieve write them below	
I do not favour using any of these community rights	<input type="checkbox"/>

## A2: The Future Look and Feel of our Town and Villages

Tick any options you would like to see included in the Neighbourhood Plan	
A2:1 I am in favour of future developments in our public spaces conforming to the Haslemere Design Statement	<input type="checkbox"/>
A2:2 I am in favour in the development of a Public Realm Design Guide for Haslemere	<input type="checkbox"/>
A2:3 I am in Favour of developing Local Area Plans for areas like Wey Hill, the Station, Beacon Hill and Haslemere Town Centre	<input type="checkbox"/>
A2:4 I think the Plan should not impose further limitations on what people can build	<input type="checkbox"/>

## B1: The Future Focus of Our Local Economy

Tick the one option that you would most like to see in the Neighbourhood Plan	
B1:1 I favour using some of our scarce land to promote more and better paid jobs in Haslemere	<input type="checkbox"/>
B1:2 I favour preventing any further loss of employment land	<input type="checkbox"/>
B1:3 I favour the continued conversion of employment land to housing uses	<input type="checkbox"/>

## B2: Haslemere's Visitor Economy

Tick the one option you would like to see included in the Neighbourhood Plan	
B2:1 I favour the status quo I do not wish the Plan to encourage the development of a more vibrant Visitor Economy	<input type="checkbox"/>
B2:2 I favour supporting the development of more visitor and tourism orientated businesses and facilities in the town	<input type="checkbox"/>

## B3: Planning the Future of Our Central Areas

Tick any options you would like to see included in the Neighbourhood Plan	
B3:1 I favour focusing retail/service development in Old Haslemere	<input type="checkbox"/>
B3:2 I favour a Plan that seeks to spread retail/service/ employment developments	<input type="checkbox"/>
B3:3 I favour a plan that promotes the greater integration of Wey Hill and Old Haslemere	<input type="checkbox"/>
B3:4 I favour new retail/service development focused around a new Wey Hill Fairground development	<input type="checkbox"/>
B3:5 I believe the changes in our centres should be left to market forces to dictate	<input type="checkbox"/>

# Your Comments

## C1: The Future of Our Roads and Streets

Tick <u>any options</u> you would like to see included in the	
Neighbourhood Plan	
C1:1 I favour accepting and providing for more motorised traffic	<input type="checkbox"/>
C1:2 I favour short term provision for some car growth while reducing car dominance and making better provision for other means of transport	<input type="checkbox"/>
C1:3 I favour restricting future town centre motorised traffic growth and encouraging other means of transport	<input type="checkbox"/>

## C2 Balancing the needs of all road users & shoppers

Tick <u>any options</u> you would like to see included in the	
Neighbourhood Plan	
C2:1 I favour re-balancing the use of our road space to create a safer and more attractive environment for all road users	<input type="checkbox"/>
C2:2 I favour selective 20 mph speed restrictions	<input type="checkbox"/>
C2:3 I favour measures to make it easier for parents to walk children to school safely	<input type="checkbox"/>
C2:4 I favour further investigation of the one way system option for Haslemere	<input type="checkbox"/>
C2:5 I favour greater restrictions on car and lorry access to central Haslemere	<input type="checkbox"/>
C2:6 I favour giving the car priority in any redesign of our road space	<input type="checkbox"/>

## C3 Promoting Access for All

Tick <u>any options</u> you would like to see included in the	
Neighbourhood Plan	
C3:1 I am in favour of improving access to the station for alternative means of transport	<input type="checkbox"/>
C3:2 I am in favour of using community funds to help fund young people who need assistance to travel to work	<input type="checkbox"/>
C3:3 I am in favour of using community funds to subsidise investments in public transport or other alternative transport options	<input type="checkbox"/>
Other ideas write in here .....	
C3:4 I do not favour any investment or subsidy to improve access for those members of our community who do not own a car	<input type="checkbox"/>

## C4 Managing Computer Parking

Tick <u>the one option</u> that you would most like to see in the	
Neighbourhood Plan	
C4:1 Encourage a reduction in parking demand and restrict on-street parking	<input type="checkbox"/>
C4:2 Encourage a reduction in parking demand without restricting on-street parking	<input type="checkbox"/>
C4:3 Maintain existing parking capacity, by increasing off-street parking with <u>matched decreases</u> in on-street parking	<input type="checkbox"/>
C4:4 Restrict growth in commuter parking by restricting <u>ALL</u> on-street parking to Haslemere residents and shop or office workers	<input type="checkbox"/>
C4:5 Restrict growth in commuter parking by restricting <u>SOME</u> on-street parking to Haslemere residents and shop or office workers	<input type="checkbox"/>
C4:6 Expand parking capacity by increasing off-street parking without restricting on-street parking	<input type="checkbox"/>
Leave matters as they are	<input type="checkbox"/>

## C5 Improving our Town Centres

Tick <u>any options</u> you would like to see included in the	
Neighbourhood Plan	
C5:1 I favour the introduction of more convenient shopper parking payment systems with discount days for shoppers	<input type="checkbox"/>
C5:2 I favour the achievement of a better balance between cars and other road uses in and around our shopping areas	<input type="checkbox"/>
C5:3 I favour further investigation of a new purpose built route for non-car users linking Old Haslemere and Wey Hill	<input type="checkbox"/>
C5:4 I do not favour any changes to the current arrangements in our shopping areas	<input type="checkbox"/>

## C6: Managing Residential Parking

Tick <u>any options</u> you would like to see included in the	
Neighbourhood Plan	
C6:1 I favour controls on new housing developments near the station that encourage the use of other means of transport and contain all parking within the property	<input type="checkbox"/>
C6:2 I am in favour of more residents-only parking zones	<input type="checkbox"/>
C6:3 I favour increasing the minimum off-street car parking provision for all new infill developments to encourage parking within the curtilage of new properties	<input type="checkbox"/>
C6:4 I favour leaving things as they are	<input type="checkbox"/>

Have we missed any options or ideas you would like to add?

Policy area (A1-C6)	Write in your option/ idea below	



## Part 2 Key Issues

### C2 Balancing the needs of all road users

#### The Issue

Haslemere's main streets are often dominated by cars and lorries. As a result, other road users such as pedestrians, cyclists, the elderly and those with mobility difficulties can experience a challenging environment. This problem will increase if traffic volumes grow. The town in its current form is not capable of sustaining predicted population and traffic increases without a detrimental effect on safety, on the shopping environment and on our community life.

We can simply let the quality of our streets deteriorate or we can plan to mitigate any negative impacts by rebalancing the use of our road space for all users.

#### Without a Plan

Without a Plan, the impact of the anticipated increase in the volume of traffic will make the situation worse for all road users. It will reduce the attractiveness of our streets to shoppers and visitors. It will also have a negative impact on our environment, our safety and quality of life.

#### C2:1 Rebalancing the needs of all road users

We could redesign the use of the whole road space, including pavements. The aim would be to give all road users equal priority, to promote consideration between different types of traffic and create a safer and more attractive environment for pedestrians, cyclists and shoppers, while maintaining the flow of vehicular traffic.

This has been successfully achieved without increasing journey times in Poynton (see <https://www.youtube.com/watch?v=-vzDDMzq7do>)

#### C2:2 Speed Restrictions

The Plan could propose speed reduction measures, possibly 20 mph speed restrictions in parts of our main streets to increase pedestrian safety, reduce traffic noise and improve the shopping environment.

These could also include clearly-marked gateways at the entrances to the town to slow traffic and make people aware they are entering a traffic-calmed area.

#### C2:3 Safer routes to school

The Plan could propose the introduction of traffic management around school premises at key times of the day, including 20mph speed restrictions. Making the roads around schools safer will encourage more parents to let their children walk, scooter or cycle to school.

#### C2:4 Rationalising movement of traffic through the town

The Plan could propose measures to improve the flow of traffic through the busier areas of the town while seeking to protect other road users.

One possibility is a one-way street system and the creation of a pedestrianized area around the War Memorial in the High Street.



#### C2:5 Restrict Large Vehicle Access

The Plan could propose measures to restrict vehicular access to the town in order to reduce the amount of through traffic on our streets, such as:

- improved signage and a clearway to redirect north-south through traffic around the town via the Hindhead Road (A287), Sturt Road and the Midhurst Road.
- restrictions on the times that lorry traffic can access to the town centres.

#### C2:6 Giving the Car Priority

Some people do not favour the introduction of measures that slow motorised traffic and would prefer the car is given priority in any redesign of our road space.

## Part 2 Key Issues

### C3 Promoting Access for All

#### The Issue

Haslemere is generally a prosperous market town that is home to many people with well paid jobs.

The Borough of Waverley was recorded in the 2011 Census as having among the highest proportion of households with access to a car at around 85% and there are many multiple car-ownership households. However, parts of Haslemere are home to those on lower incomes and there are pockets of deprivation.

Bus operators have found it hard to maintain viable public services. Residents on low incomes or with mobility difficulties who do not own a car face real difficulties and expense to get about. This means that:

- their employment prospects are limited by difficulties with transport.
- their access to shops, health, education and social services is made more difficult.
- they may have to use expensive taxi services where public transport does not provide an adequate service.

#### Without A Plan

Many people, young and old, will continue to be prevented from gaining full access to places, employment, facilities, amenities and services. In extreme circumstances, this can lead to physical isolation and exclusion from employment and facilities that people with mobility take for granted.

Lack of access to employment harms people's prospects and can diminish their self-esteem. It also imposes a benefits burden on national Government and denies local employers' access to an otherwise available workforce. According to the 2011 Census, Waverley has jobs for 88% of its working-age population but only 73% are in employment.

#### C3:1 Improving Access to the Station

The Plan could propose improvements to the Station forecourt to provide a better transport interchange. This could include improved circulation and access for buses, taxis and Kiss and Ride as well as more space for secure cycle storage to encourage cycle use.

The Plan could also propose an additional entrance on the north side of the Station and provision for electric bike storage and charging.

#### C3:2 Subsidised Transport to Give Access to Work

Many rural areas have successfully implemented schemes to assist young unemployed people, who have a job offer but no means to travel to work, to buy or lease vehicles. Typically, such schemes provide small mopeds or scooters on a loan or lease basis on affordable terms. In time, they can build up capital to become self-sufficient (see <http://www.eastsurreyrt.org.uk/wkw2w.htm>).

Such schemes might be extended to pedal cycles, "e-bikes" (battery-assisted pedal cycles) or even to small cars, tailored to the travel demands of each individual.

#### C3:3 Subsidising Public Transport Improvements

The Plan could propose improved public transport or other alternative transport methods along with car restriction measures. The services would need to be subsidised initially in the expectation that, in the longer term, they will become more popular alternatives to the car. Subsidy could also be used to provide extended service hours and better services to areas with special access needs.

The Plan could actively promote and link alternative transport options, including connectivity between bicycles and buses – at Leeds Station secure bike parking has been introduced [https://www.northernrail.org/pdfs/press/Cyclepoint\\_Brochure.pdf](https://www.northernrail.org/pdfs/press/Cyclepoint_Brochure.pdf)



Diamond Jubilee on Lion Green: Doug Chandler



# Part 2 Key Issues

## C4 Managing Commuter Parking

### The Issue

Haslemere Station currently attracts 3,000 rail users and 900 cars every weekday, of which over 550 use four nearby car parks and the remainder park in roads near the Station.

The next 10 years is expected to see substantial growth in demand for the Station because of general housing growth in the Station's large catchment area and the prospect of specific major housing developments (such as 4,000 homes at Bordon, 400 at Midhurst (the King Edward VII site) and 150 at Fernhurst).

### Without A Plan

If nothing is done, growth in out-of-town demand over the next 10 years could result in many more cars seeking parking within walking or cycling range of the Station.

If this were to happen without any management strategy in place, traffic, congestion and pollution in Haslemere's residential streets will increase causing considerable nuisance to residents and those wishing to use the roads as thoroughfares, thereby reducing the attractiveness and functioning of our roads.

### C4:1 Encourage a Reduction in Demand

The Plan could propose ways to limit the need for people to park near the Station by encouraging the use of alternative ways to reach it:

- favour new housing developments within walking or cycling distance of the Station rather than further away from the Station.
- improve access to the Station for cyclists and pedestrians by the provision of cycling paths around town and to the Station and safer crossing points.
- install facilities at the Station to permit the hire, use and charging of electric bicycles and improve facilities for the secure storage of cycles.
- support the creation of Park-and-Ride schemes for commuters travelling from West Sussex (there are currently over 300 season ticket holders living in the Fernhurst area) and, in due course, those travelling from the Bordon area.
- encourage the greater use of taxi and car share schemes and improved local bus services, using smartphone apps to link travellers and IT systems that provide real time travel information to improve predictability and reliability.
- restrict parking growth and make commuter parking more expensive.

### C4:2 Control Growth in Commuter Parking Capacity

The Plan could propose preventing or restricting the growth of all-day commuter parking capacity by:

- supporting the addition of one or more levels to an existing car park (i.e. the Station car park or the Weydown Road car park) and opening the car park on the north side of the Station and then reducing on-street all-day provision by a similar amount; and
- introducing a Haslemere Parking Permit Scheme in some streets around the Station to allocate some or all on-street parking to local residents and those who work in Haslemere's shops and office.

### C4:3 Expand Parking Capacity to meet growing Demand

The Plan could accommodate growth in commuter car parking demand by supporting the provision of additional off-street parking capacity (see above) but without making any changes to on-street parking provision (other than reacting to demands for residents-only parking on a street-by-street basis).



The early morning commute at Haslemere station by Addey Kehinde

## Part 2 Key Issues

### C5: Improving our Town Centres

#### The Issue

All our local shops are facing growing competition from other shopping locations and the internet. Maintaining and improving convenient access to the local shops, whether by car, bus, bicycle or on foot, will be of great importance in preserving the viability of our shopping areas in Old Haslemere, Wey Hill and Hindhead and Beacon Hill.

Given the hilly nature of parts of Haslemere, the distances which some shoppers have to travel and the lack of frequent buses, the car is the dominant form of access to the shops. Although there is some on-street shopping parking in all the shopping areas, the car parks for shoppers at Chestnut Avenue and the High Street in Old Haslemere and at the Fairground and at Tesco in Wey Hill play a vital role in providing access to our shops.

The Old Haslemere car parks use old-fashioned coin-operated ticket machines which require shoppers to have the correct change or irritate them when they have to over-pay. The charges also discourage convenience shopping for one or two items.

#### Without A Plan

It is possible that parking difficulties will contribute to the growing financial pressures on our shops and thereby reduce their viability. In time, we may lose more of our shops.

Furthermore, as the town's population grows, traffic growth on our roads will make walking and cycling within and through the town increasingly unattractive.

#### C5:1 More Convenient Shopper Parking Payment Systems

The Plan could seek to support local businesses and promote vibrant local shopping by proposing the introduction of new ticket machines or payment mechanisms to make payment more convenient, such as allowing the use of contactless debit cards, credit cards or mobile phones. Such methods could also allow the application of discounts for Haslemere residents or on special occasions.

Haslemere High Street looking towards the Town Hall: Haslemere First

#### C5:2 Improving Access about the Town

The Plan could propose the achievement of a better balance between car access and bus, pedestrian and cycle provision as a means of getting to the shopping areas.

The Plan could support the use of public funds (perhaps from Community Infrastructure Levy payments) to fund "Green Route" initiatives. These would aim to improve the current network of routes for pedestrians and cyclists across and beyond Haslemere, linking Old Haslemere, Wey Hill and the Station with the outlying settlements of Hindhead, Beacon Hill and Grayswood and countryside like Blackdown and the National Park.

These routes would seek the separation of pedestrians and cyclists from car traffic where advantageous, together with progressively improved signage, surfacing and drainage.

#### C5:3 A New Route to link Wey Hill and Old Haslemere

The Plan could further propose the development of a new purpose-built route linking Old Haslemere and Wey Hill via a new segregated route for pedestrians and cyclists in order to unify these two parts of Haslemere.

This route would be as flat and wide as possible and designed for a wide range of non-car users such as cyclists, parents with prams, walkers and mobility scooter users.





## Part 2 Key Issues

### C6: Managing Residential Parking

#### The Issue

Those who live in our residential streets may not want increases in on-street parking, whether arising from further residential development or by all-day parking by non-residents, especially commuters.

Residents' Parking Zones were introduced in 2013 in some residential streets to meet residents' concerns about the impact of commuter and other all-day parking. The residents of some streets are pleased with the result while some others (particularly where a zone covers more than one street) are less happy.

#### Without A Plan

In the absence of measures to address the issue, roads within walking or cycling distance of the Station are likely to experience an increase in all-day parking by commuters in the future.

It is also very likely that some future housing development in Haslemere will involve infilling and back land development. Without a Plan, there is a risk that these developments will lead to a significant increase in on-street parking unless developers are required to make realistic off-street provision.

#### C6:1 New developments close to the Station

The Plan could propose that new developments close to the Station should be required to provide secure storage for cycles and provide residents' parking within the curtilage of the property and/or make contributions to other green transport projects.

#### C6:2 Residents'-Only Parking Zones

The Plan could propose the introduction of further zoned parking areas for residents in order to restrict parking in some key streets to the residents living within the street or, if desired, in a wider zone. The implications of the displacement of non-residents already parking in such streets would need to be carefully considered before such restrictions were introduced.

#### C6:3 Managing Parking arising from Infill Development

WBC published revised Parking Guidelines for residential developments in October 2013. However, the majority of Haslemere's residential roads are narrow and unsuitable for any more on-street parking. The Plan could propose an increase in the minimum numbers of required off-street parking spaces for new developments in Haslemere in order to prevent or restrict growth in the numbers of cars parked on-street.

#### C6:4 Leave things as they are

The Plan could propose that the current situation represents a reasonable compromise between the use of streets for residential and non-residential parking and should be left unchanged.



Haslemere Vision Consultation Launch Event May 2013



# Part 3: What is a Neighbourhood Plan?



# Part 3 What is a Neighbourhood Plan?

## What is a Neighbourhood Plan?

The Localism Act 2011 came into force in April 2012. It gives local people the right to shape the development of their community by the preparation of a Neighbourhood Plan.

The Plan can contain policies that will influence the location, scale and nature of future development in Haslemere.

### What the Plan cannot do

There are limitations to what Neighbourhood Plans can contain. For example, the Localism Act allows the Neighbourhood Plan to propose more houses than proposed by the relevant Local Plan but it does not allow it to propose fewer houses.

The Neighbourhood Plan must not conflict with other 'superior' planning policies. This means that the Plan:

- must be in conformity with the National Planning Policy Framework (otherwise known as the NPPF) and WBC's Local Plan.
- must be based on sound evidence to withstand challenges from developers, for example on local traffic volumes.
- must be in line with European Union provisions on strategic environmental assessment and habitat regulations.

This does not mean the community does not have a voice on these issues and Haslemere Vision and HTC have been seeking to influence WBC's Local Plan on housing numbers.

### How long will the Plan last?

The Neighbourhood Plan is designed to last for 15 years from 2015 to 2030.

## What is Haslemere Vision?

Haslemere Vision is a group of local volunteers which has been given the task by HTC of consulting the community about the future of Haslemere and of drafting a Neighbourhood Plan for the area.

Find out more about Haslemere Vision at <http://haslemerevision.org.uk/>

### What happens next?

This is a key moment in the development of the Plan. It is the moment at which you have the opportunity to express your views on what should happen to Haslemere.

When	What
June/July 2014	Consultation survey about Community, Economy and Transport issues
June 21st 2014	Workshop on the future of Wey Hill Fairground
September 2014	Consultation survey about Housing and Land Use
December 2014	Draft Neighbourhood Plan published
1 <sup>st</sup> half 2015	External review of Neighbourhood Plan
2nd half 2015	Referendum on final Neighbourhood Plan

### What is the Neighbourhood Plan Area?

The area covered by the Haslemere Neighbourhood Plan is shown within the outer black line on the map on the next page.

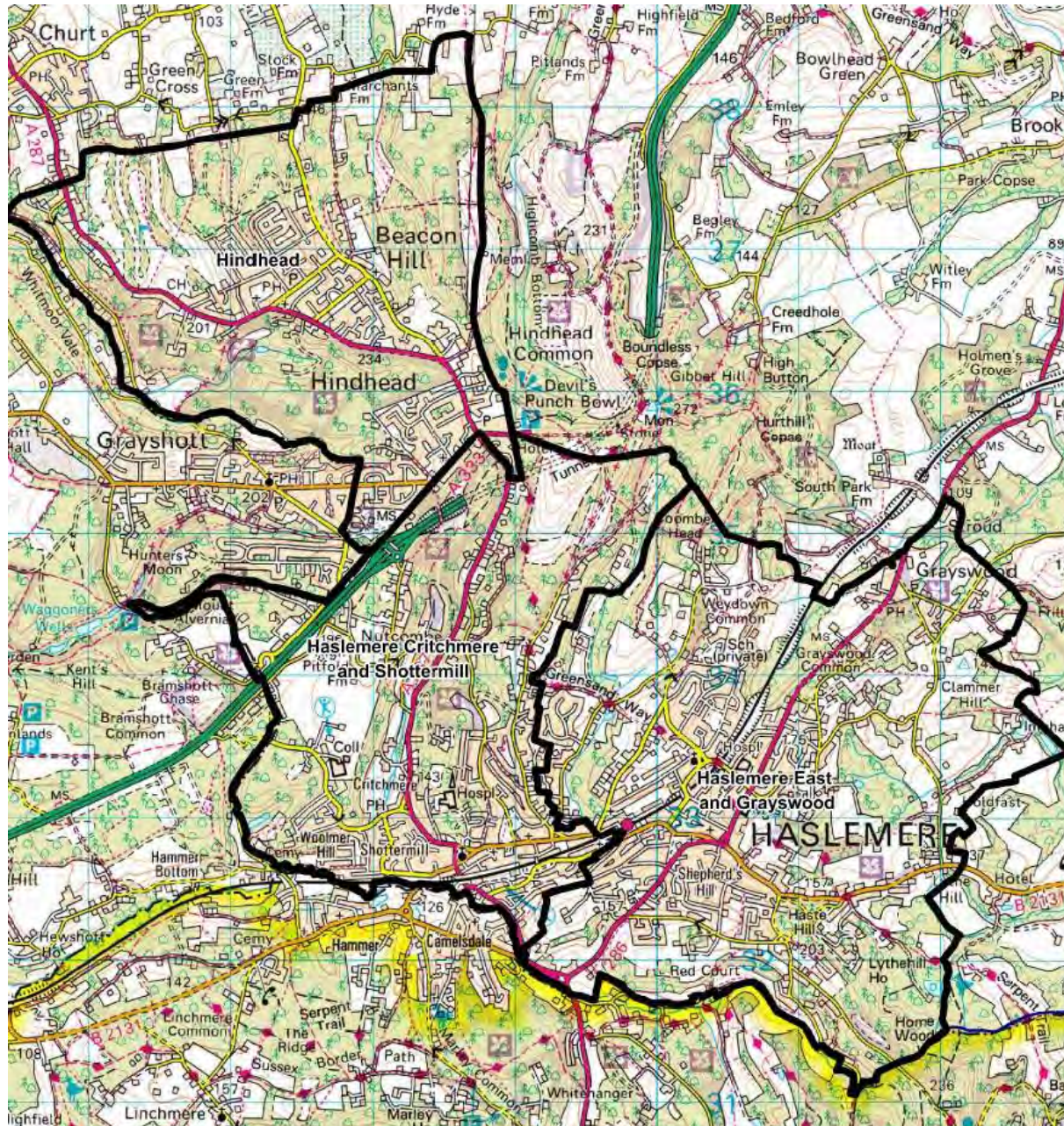
### Do you want to help?

The next stage in preparing our Plan will be to prepare the Housing and local area consultation, and to start writing the policies for the plan itself.

If you would like to get involved in Haslemere Vision and help us complete the Neighbourhood Plan then please contact [info@haslemerevision.org.uk](mailto:info@haslemerevision.org.uk)

# Part 3 What is a Neighbourhood Plan?

Map of the Haslemere and Villages Neighbourhood Plan Area









Cover Photo: Charter Fare May 2014: Doug Chandler  
Back Page: Afternoon Sun on Blackdown: Gudrun Wiedemann  
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