



## ***‘Your Haslemere 2008’***

**A review of the Haslemere Healthcheck 2003:  
issues facing the town and surrounding areas in 2008**



***Your Haslemere is a Haslemere Initiative project, supported by:  
Haslemere Town Council and Waverley Borough Council***

## ***Authors***

Jackie Gaskell  
Andrew Brownrigg  
Michael Foster  
Barbara Jeffers  
Melanie Odell  
Robert Serman

Chair Haslemere Initiative  
Economy workgroup leader  
Environment workgroup leader  
Social & Community workgroup leader  
Visitor & Events workgroup leader  
Transport & Accessibility workgroup leader

## ***Disclaimer***

This document provides the report on work undertaken during 2007 and 2008 as part of the 'Haslemere Healthcheck Review'. Any views, comments, or other information contained herein are provided in good faith and are believed to be correct by the contributors. Neither the contributors nor any other person or organisation associated with the Healthcheck accepts any liability for information (whether presented as fact or conjecture), views or opinions set out herein.

## **FOREWORD**

Haslemere Initiative is a unique partnership of individuals, community organisations and statutory authorities assembled for the benefit of Haslemere.

The aim of the Initiative is to improve the vitality and viability of Haslemere and the surrounding area, embracing the aims of the many local organisations and statutory organisations that are our partners. Our role can be described, in the words of a former chairman, as that of both a catalyst and a bridge; a catalyst to make things happen and a bridge to bring everyone together and overcome difficulties.

Five years ago we embarked on a town 'healthcheck', a serious look at ourselves as a community, with a view to deciding what we needed to do to ensure Haslemere would survive as a thriving market town and surrounding area. The result was an action plan from which over 30 projects have been completed to date.

2008 was an appropriate time to take another look at Haslemere against a background of new and emerging issues. This review of Haslemere took longer than anticipated. Most people involved, mainly volunteers, were already working on the 'day job' – the projects arising from the 2003 'healthcheck'. Getting the necessary work completed to provide a robust review has been an exercise in real regard and love for Haslemere by everyone who has been involved and I thank them all for their valuable contribution.

The 2008 review encompasses our view of where we are now, where we would like to be and how we can get there – I commend this report to you.

We are now all looking forward to the next stage, the stage that many see and feel to be the most exciting, the implementation and delivery of projects which will make a real difference to the community and the town.

Jackie Gaskell

Chair, Haslemere Initiative 2008

## CONTENTS

1. Executive summary
2. Haslemere Initiative
3. A Snapshot of Haslemere
4. Background to 2008 'Healthcheck' review
5. 2008 'Your Haslemere' review activities
  - 5.1. Workgroup tasks
  - 5.2. Approach to collecting information
  - 5.3. Sources of information
  - 5.4. Consultation meeting
  - 5.5. Survey of public perceptions
  - 5.6. 'Hard to reach' groups'
6. Achievements since 2003
  - 6.1. Over 30 projects completed
  - 6.2. A sample of projects
  - 6.3. National recognition
7. Economy workgroup report
  - 7.1. SWOT analysis
  - 7.2. Haslemere today
  - 7.3. Public perceptions
  - 7.4. Key findings
8. Social and Community workgroup report
  - 8.1. SWOT analysis
  - 8.2. Factual data
  - 8.3. Public perceptions
  - 8.4. Key findings
9. Environment workgroup report
  - 9.1 SWOT analysis
  - 9.2. Public perceptions
  - 9.3. Key findings
10. Transport & Accessibility workgroup report
  - 10.1. SWOT analysis
  - 10.2. Analysis of data from questionnaire
  - 10.3. Changes since 2003
  - 10.4. Overview of issues
  - 10.5. Key issues
  - 10.6. General observations
  - 10.7. Action required
11. Visitor & Events workgroup report
  - 11.1. SWOT analysis
  - 11.2. Overview
  - 11.3. Public perceptions
  - 11.4. Key findings

12. A Vision for Haslemere
  - 12.1 Vision
  - 12.2 Aims and Objectives
13. Action plan and next steps
14. Monitoring and evaluation
15. Links to other strategies and policies

APPENDIX 1 Actions and Projects Plan 2008

APPENDIX 2 Report on the survey of 'hard to reach' groups

APPENDIX 3 Summary of key views (Balance of net opinion) expressed in the main 2008 public survey

APPENDIX 4 Haslemere Initiative 2003 Aims and Objectives

## 1. EXECUTIVE SUMMARY

The purpose of this report is three-fold. First, it reviews the activities and projects undertaken following the 2003 town 'Healthcheck' by the Haslemere Initiative and by other local groups and organisations. Secondly, it documents the current status of the town in terms of factual data and popular perception; and, thirdly, it describes a 'vision' for the future supported by a set of aims and objectives and an action plan.

Following the 2003 'Healthcheck', which is described in the document entitled 'Haslemere Today' (2004), some thirty projects have been completed in accordance with the aims and objectives identified in 2003. Some of these projects were initiated and managed by Haslemere Initiative and others by local groups and organisations. While the majority of projects were completed on very small budgets, the Beacon Hill Regeneration Scheme attracted funding of £189,000. All the projects made a significant contribution to achieving Haslemere Initiative's stated aims and all the projects required much effort, most of which was volunteer effort.

Several projects received national recognition:

- Haslemere Christmas Market – Action for Market Towns Award, South East Business category 2004
- Literary Weekend and Holistic Weekend – Action for Market Towns Award, South East Strategic Partnerships category 2005 and Action for Market Towns Regional Award 2005
- Haslemere and Villages Reward Scheme – Action for Market Towns National Award 2006
- Haslemere Food Festival – Action for Market Towns South East Business Category 2007 (Highly Commended)

The review of the current status of the town and surrounding area has been conducted against a background of new and emerging issues including the Hindhead Tunnel, interest in the town centre by developers, the possibility of housing development just outside the borders of Haslemere, and the need for sustainable communities. It has involved research on relevant factual information and extensive consultation in which the views of the public were sought.

Over 1000 people participated in the consultation, either by attending public or theme meetings or by completing a lengthy questionnaire. Most people thought Haslemere to be a good place to live and were particularly pleased with the wide range of shops, good sports and 'keep fit' facilities, very good train service, good hospital and GP (in surgery hours) services, public facilities such as Haslemere Hall and Haslemere Museum, and the range of leisure events that take place in the town.

However, there were clear concerns around social issues including the cost of housing, facilities for young people and the less well off; community issues including the lack of a purpose built library; and environmental and transport issues including commuter parking, traffic congestion, the bus service, poor pavements and facilities for cyclists.

Based on the findings from the review, Haslemere Initiative has updated the aims and objectives to support the vision for Haslemere that was agreed after extensive consultation in 2003.

The vision –

***Haslemere, a distinctive country town:***

***Valuing its heritage and shaping the future by promoting the social, economic and environmental well being of the community***

## The aims of the Haslemere Initiative

- Aim 1:** To safeguard Haslemere's environment and distinctive features as a market town while improving town facilities by:
- Preserving the unique features of Haslemere's identity
  - Ensuring any substantial development meets the environmental, social and economic needs of the community
  - Improving derelict sites and areas in need of attention
  - Improving the environmental sustainability of the town
- Aim 2:** A comprehensive range of businesses and services that reflect the needs of the community and support employment whilst maintaining the essential character of the market town and surrounding area by:
- Sustaining the number and range of businesses in Haslemere and seek to meet identified need
  - Establishing Haslemere as a 'place of choice' to access a wide range of services
  - Reducing the number of empty premises and derelict sites in Haslemere
  - Improving economic activity in Wey Hill, Hindhead and Beacon Hill
  - Safeguarding the number of employment opportunities in Haslemere
  - Creating opportunities for young people to develop appropriate skills for the workplace
- Aim 3:** A choice of housing for all by:
- Ensuring a range of housing is available that meets the needs of the community
  - Increasing provision of affordable housing
- Aim 4:** Increased community involvement and improved social inclusion and wellbeing by:
- Improving social opportunities for young people
  - Improving community facilities and their use
  - Increasing public involvement in events
  - Improving support services for older people
  - Encouraging community support for community and voluntary groups
  - Improving the health of the community
- Aim 5:** Improved transport infrastructure by:
- Improving the circulation of road traffic
  - Improving parking provision
  - Improving safety for pedestrians
  - Improving facilities for cyclists
  - Improving access to public and community transport in Haslemere and surrounding area
- Aim 6:** A Market Town that is recognised as an attractive place to live, work and visit by:
- Maintaining the image of Haslemere as 'A Place Where Great Things Happen'
  - Sustaining and developing the quality of services for visitors
  - Increasing use of cultural, leisure and public facilities
  - Increasing economic activity and vitality of the town

An action plan has been developed, identifying approximately 50 actions and projects that will be undertaken, in partnership with the many organisations in Haslemere, to realise the aims and objectives over the next few years. The action plan, essentially a working document which will develop as projects evolve, will be monitored on a regular basis.

## 2. HASLEMERE INITIATIVE

The Haslemere Initiative represents the wide scope of interests within the area and has the primary aim of improving the vitality and viability of Haslemere and the surrounding area. Haslemere Initiative has a strategic role in initiating and co-ordinating new ideas and programmes that will enhance Haslemere and its villages as places to live, to work in or to visit.

Haslemere Initiative is a partnership of residents, local businesses and organisations including Haslemere Chamber of Trade, Citizens Advice, Haslemere Museum, The Haslemere Society, Sport Haslemere, schools, Town Twinning and councillors and officers from Haslemere Town Council, Waverley Borough Council and Surrey County Council.

Members of Haslemere Initiative during the review period:

Andrew Brownrigg	Community representative; Economy Workgroup leader
Barbara Badger	(now resigned) Haslemere Town Twinning Association representative
Barbara Jeffers	Haslemere Town Twinning Association representative; Social and Community Workgroup leader
Bryan Farley	Community representative
Carole King	Waverley Borough Council representative
Christine Stevens	Surrey County Council representative
Haslemere Mayor*	Haslemere Town Council representative (*Stephen Mulliner, then William King)
Henry Beltran	(now resigned) Schools representative
Jackie Gaskell	Community representative; Haslemere Initiative Chairman
James Edwards	Waverley Borough Council representative
Matthew Bowcock	Community representative
Melanie Odell	Community Sports representative; Visitor and Events Workgroup leader
Michael Barnes	Community representative
Michael Foster	Haslemere Town Council representative; Environment Workgroup leader
Michael Lockwood	Community representative; Haslemere Initiative Treasurer
Robert Serman	Haslemere Society representative; Transport and Accessibility workgroup leader
Simon Labrow	Haslemere Chamber of Trade and Commerce representative
Iain Lynch	Waverley Borough Council Officer (no voting rights on Haslemere Initiative)
Margaret Morton	Rural Towns Co-ordinator, Surrey Community Action (no voting rights on Haslemere Initiative)
Yvette Örtel	Haslemere Initiative Projects Co-ordinator (no voting rights on Haslemere Initiative)

### **3. A SNAPSHOT OF HASLEMERE**

Haslemere is situated in the south west corner of the Borough of Waverley in Surrey. It sits on the county border and is adjacent to the counties of Hampshire and West Sussex. Waverley has three other main settlements: Godalming, Farnham and Cranleigh, the last of which has retained its village status.

Haslemere is a town with old foundations. The first recorded habitation was in AD 1180. During the 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> centuries, iron and glass working and leather curing were prominent activities in the town. A wealthy ironmaster once lived at what is now Lythe Hill Hotel and local place names such as Furnace Place, Tanners Lane and Foundry Lane reflect these past industries. During the 17<sup>th</sup> and 18<sup>th</sup> centuries Haslemere's activities diversified to include spinning, weaving, paper making, brick making, pottery, fencing and basket and broom making.

Haslemere is twinned with Bernay, (Normandy – France) and Horb am Neckar (just north of the Black Forest region – Germany) and has an active town-twinning association. Visits with both towns are organised each year.

Haslemere is distinct in that it has two commercial centres – the historic High Street and Wey Hill, as well as Beacon Hill and Hindhead, which has a small commercial centre of its own. The High Street includes the Haslemere Educational Museum founded in 1888. The Museum is open to the public and has a range of activities for school children.

For the purposes of this review Haslemere includes the areas that are core to the civil parish of Haslemere and Haslemere town council.

Haslemere has a resident population of around 15,700. However, the geographic location of Haslemere means that the Town serves far more including the rural village communities that surround Haslemere.

Haslemere is a 'Border Town' as well as a 'Rural Market Town' and its facilities are used extensively from a wide catchment area. Those who live in the villages right on the Haslemere borders (Camelsdale, Hammer, Lynchmere and Fernhurst) regularly come across the border into Haslemere to make use of the Town's many services and facilities, such as Haslemere Hospital facilities including the Health Centre (a branch of which is situated in Fernhurst), leisure facilities, Hasleway Community Centre, sports clubs, the Haslemere Educational Museum, Haslemere Hall and Cinema, children's playgrounds and Lion Green, the shops and the railway station.

There are many groups and associations active in and around Haslemere focusing on education, arts, entertainment and sport. Haslemere and the surrounding area enjoy many local walks of natural and historic interest, including the Greensand Way that starts in Haslemere.

An annual Christmas market is held in the High Street. This is well supported by local businesses and the community and Haslemere also now holds a regular monthly farmers' market. A Charter Fair takes place every two years in May.

Haslemere has many independent and specialist shops. The large supermarkets are Somerfield, located off the High Street, and Tesco and the Co-op in Wey Hill.

A choice of cuisine is available from restaurants in the High Street and along Wey Hill. Pubs and hotels offer food and drink in and around Haslemere.

Lythe Hill Hotel and The Georgian House Hotel have health and fitness facilities supplementing the sports facilities available at The Edge and The Herons.

The main road artery from Portsmouth to London separates Haslemere from Hindhead. The traffic signals that manage traffic at the A3/A287 crossroads at Hindhead often cause heavy traffic build-up. The Hindhead Tunnel, which aims to ease this congestion, is planned to open in 2011. The other notable 'hot-spot' is around the traffic signals at the Tesco (Lion Green) junction.

Conditions for car travellers are generally satisfactory outside of peak hours but there can be congestion in the peaks. Some of the through roads and side streets are less than ideal for public transport and commercial vehicles. The public transport system is patchy in terms of coverage and frequency.

Bus services run between Haslemere and Aldershot, Grayshott, Alton and Guildford. In theory the bus services are linked to the train services but delays mean connections are often missed. There are no cycle ways within the area studied.

The railway station is situated between the High Street and Wey Hill and provides a regular commuter service to London Waterloo, with a journey of just less than one hour.

## 4. BACKGROUND TO 2008 HEALTHCHECK REVIEW

The Countryside Agency (now part of Natural England) was the main proponent of the Healthcheck process for market towns. The Market Town healthcheck was designed to help local communities improve the vitality of their town by:

- Identifying the strengths and weaknesses of the town and surrounding countryside looking at economic, social and environmental issues
- Obtaining the information and generating ideas the communities need to manage change
- Providing a basis for creating an action plan

In 2003, in partnership with Haslemere Town Council and Waverley Borough Council and with the support of the Countryside agency and Surrey County Council, Haslemere Initiative embarked on the process; and with Cranleigh was the first community in Surrey to complete the healthcheck process. The areas for consideration were the economy, social and community issues, the environment, and transport and accessibility. The visitor and events theme was subsequently added as a fifth theme.

Following extensive consultation, including a survey of public perceptions, in depth research and a number of workshops, a 'vision' for Haslemere was agreed supported by a number of aims and objectives. An action plan was produced and work began on a large number of projects of which some thirty have been completed, some of which are described in section 6 of this document. The full report on the 2003 Healthcheck *Haslemere Today* is available on [www.haslemere.com](http://www.haslemere.com)

Five years on from the original Healthcheck, it was time to review what has been achieved and to plan for the future against a background of new and emerging issues, including the Hindhead Tunnel, interest in the town centre by developers, the possibility of significant housing development just outside the borders of Haslemere, and the need for sustainable communities. In September 2007, Haslemere Initiative formed a Review Group reporting to the main Haslemere Initiative Committee and as with the 2003 Healthcheck the work of the review group was to focus on the five theme areas:

- Economy
- Environment
- Social and Community issues
- Transport and accessibility
- Visitor economy and events

Each theme area group was 'championed' by a member of Haslemere Initiative, who drew on knowledge and expertise from the local community and set up a workgroup to discuss the issues and agree the priorities.

### Members of the Review Group:

Jackie Gaskell  
Andrew Brownrigg  
Michael Foster  
Barbara Jeffers  
Melanie Odell  
Robert Serman  
Iain Lynch  
Margaret Morton  
Yvette Örtel

Chair  
Economy workgroup leader  
Environment workgroup leader  
Social and Community workgroup leader  
Visitor economy and events workgroup leader  
Transport and accessibility workgroup leader  
Waverley Borough Council  
Surrey Community Action  
Haslemere Project Co-ordinator

The remit of the Review Group was to:

- Review the activities and projects undertaken following the 2003 town 'Healthcheck'
- Review the current status of the town in terms of factual data and popular perception
- Involve the community in the process
- Make proposals for the future

The area for the review was that covered by Haslemere Town Council and its 'hinterland'.

The term 'Healthcheck' has often led to confusion, which has sometimes detracted from the main purpose of the exercise. For this reason, and also to encourage the local community to get involved, it was decided to call this review 'Your Haslemere 2008'.

## **5. 2008 'YOUR HASLEMERE' REVIEW ACTIVITIES**

### **5.1 Workgroup tasks**

Each workgroup was asked to:

- complete a SWOT analysis (**S**trengths, **W**eaknesses, **O**pportunities, **T**hreats)
- collect recent factual data
- analyse public perceptions
- produce the key findings

### **5.2 Approach to collecting information**

In conducting the review and producing this report we have relied on both factual data and public perceptions.

We have striven for accuracy, completeness and comprehensiveness but are aware that we cannot possibly have taken into account every material fact concerning Haslemere; and in some cases we may have drawn conclusions that others interpret in a different way. We welcome any information that readers are able to give to correct any misunderstanding or errors.

People have different perceptions and what one person regards as a good service will be a poor service for another. The conclusions that are based on public perceptions are a synthesis of what we have been told by residents and 'users' of Haslemere.

### **5.3 Sources of information**

The main sources for information are:

- Feedback from the public consultation meetings, meetings with workgroup volunteers and helpers, and informal discussions
- Information
  - in the public domain eg Census statistics
  - from Surrey County Council (SCC), Waverley Borough Council (WBC), Haslemere Town Council (HTC)
  - personal research and knowledge
- Analysis of the results of the survey of public perceptions
- Analysis of the results of the survey of 'hard to reach' groups

### **5.4 Public consultation meeting**

The 'Your Haslemere' review was launched in the summer of 2007. The initial stage concluded on 16<sup>th</sup> January 2008 with a public meeting. Julian Owen, former Chair of Action for Market Towns (AMT) and a director on the AMT board, facilitated the meeting. Over 120 people attended the meeting and contributed ideas at the various stands set up by the theme work groups. This feedback was then collated and assessed as part of the review process. Some of those who attended the public meeting later participated in subsequent work group activities.

The input from all who participated in the initial public consultation meeting and later focus group meetings was a very important contribution to the review.

## 5.5 Survey of public perceptions

As with the 2003 Healthcheck, a survey was carried out among residents of Haslemere and others who work in or visit the town for shopping, business or leisure purposes. The survey sought to establish the extent to which people were happy with Haslemere as a town in which to live, to work and to visit. Professional advice was taken and the 2008 questionnaire was devised along similar lines to that of 2003 in order that comparisons could be made.

Approximately 2700 questionnaires were distributed at the following locations:

Christmas Market	Haslemere High Street	Grayswood Computer
Haslemere Hall	Train Station	Services
Pantomime	Co-op	Haslemere Museum
Farmers' Market	Tesco	Wispers School
Outside Beacon Hill	Somerfield	Woolmer Hill School
School	Georgian House Hotel	Haslewey Centre

A total of 947 questionnaires were completed and returned, including 377 from local schools (Woolmer Hill Technology College and Wispers School), although the response was not as high as in 2003 the findings are still statistically valid.

The data was processed by QPSMR Ltd and analysed by the review group with the help and guidance of local resident Adam Phillips of Real Research. Key findings from the analysis are included in the workgroup reports that follow at Sections 7 to 11 of this report. Appendix 3 includes details of some of the key issues arising from the survey as shown by net satisfaction levels. A separate more detailed report on the survey and results is available on request.

The results of the analysis were a key source of information regarding public perceptions.

## 5.6 'Hard to reach' groups

Mindful that many people are 'hard to reach' when it comes to surveys, in particular people who may have special needs, a shorter questionnaire was devised and contact was made with the CAB, HAU4D, Meals on Wheels and four sheltered housing establishments. Attempts were made to set up personal interviews and focus groups rather than just handing out questionnaires as these usually elicited a more thoughtful response. Twenty questionnaires were completed in this way. A report on this survey is attached at Appendix 2.

## **6. ACHIEVEMENTS SINCE 2003**

### **6.1 Over thirty projects completed**

Following the 2003 Haslemere 'Healthcheck' a set of aims and objectives were agreed and an action plan developed. Since then over thirty projects have been completed, all supporting those aims and principles. All the projects made a significant contribution to achieving Haslemere Initiative's stated aims and all the projects required much effort, most of which was volunteer effort.

Some projects were initiated and managed by Haslemere Initiative and others by local groups and organisations and many in partnership with others such as Waverley Borough Council. While the majority of projects were completed on very small budgets, the Beacon Hill Regeneration Scheme attracted funding of £189,000.

### **6.2 A sample of projects**

Below is just a sample of some of those projects. Many of the project accounts are extracts from a detailed report 'Haslemere 2003-2008, A Record of Achievements', which is available on [www.haslemere.com](http://www.haslemere.com) or on request.

#### **Beacon Hill Project**

The Beacon Hill project aimed to ensure the long-term viability, sustainability and health of the village and its various communities and to offer business support and development opportunities. Research was carried out to gain the support of the whole community and recruit local volunteers to be involved in the delivery of the project.

Physical improvements to the village centre have been completed including a zebra crossing, new heritage lighting, pavements resurfaced and a new children's play area. In parallel a promotional campaign was put in place to encourage people into the village centre - including the Easter Bunny campaign. The total cost of the project was £185,000, of which £40,000 was raised through a successful Haslemere Initiative bid to the South East England Development Agency (SEEDA) Small Rural Towns' Fund. The balance was met by public and private funds.

#### **Regular Markets and Christmas Market**

The Christmas Market, run annually on the first Sunday of December, was started by the Haslemere Chamber of Trade and Waverley Borough Council on behalf of the Haslemere Initiative with thirty five business and community stalls. It now attracts well over 150 stalls and almost 10,000 people to the centre of Haslemere. The event is supported by many groups of volunteers. Following interest at the Christmas Market, a Farmers' Market, supporting local food producers, was piloted at Haslemere's Food Festival in 2005 and is now an event run on the first Sunday of every month in the car park behind Collingwood Batchellor.

#### **Haslemere & Villages Rewards Scheme**

Another first for Haslemere is a scheme, launched in 2005, that uses innovative smart card 'chip' technology and encourages shoppers to support their local independent businesses - 'Haslemere & Villages Rewards.'. As part of the unique nature of the scheme offers vary between businesses tailored to their individual need but shoppers can use one card (which they buy for £5) in all participating businesses. Customers benefit from higher than average loyalty benefits of between 5% and 10% of spend and special events days. The cards are accepted in around 30 participating businesses in and around Haslemere and the scheme has received much press coverage at both national and local levels. News items appeared on ITV's News at Ten, Meridian, Radios 4 & 5 as well as in some broadsheets. Currently, over 5,000 shoppers

benefit from the 'Shop in Haslemere and its villages' scheme. This highly successful pilot scheme was a joint partnership between the local Chamber of Trade, Waverley Borough Council and the Haslemere Initiative. In 2006, the scheme was chosen as the best National project by Action for Market Towns.

### **'Giving Young People a Voice' Webcasting Youth Meetings**

As part of the first healthcheck young people were encouraged to get involved and shape how they wanted to see Haslemere in the future. Teenagers from Haslemere Schools were given the chance to 'have their say' at Waverley Borough Council's Committee rooms in Godalming. This was the first time that the webcast technology had been used in such a way. Two groups of around 35 young people voiced their issues and aspirations and a video of the occasion was placed on the web along with a survey based on the discussion so that other young people could give their views on the most important concerns to them. This led to other activity aimed at giving young people in Haslemere an opportunity to get involved.

### **Lion Green Sculptural Seating designed by young people and adults**

Spearheaded by the Rotary Club and Milford & Villages Day Centre, the Haslemere Initiative supported this project and together invited schools and groups of young people, people with learning difficulties and other residents to 'design days' in order to create their vision for a sculpture for Lion Green, Haslemere. Permission from the Town Council was granted and a seating arrangement was decided upon. A local farmer kindly offered a fallen oak tree as the final medium. Groups were then invited to work with local artist (Ruth Wheeler of Sculpt it) on the fallen oak 'in situ' at Prestwick Farm in Chiddingfold at Harvest time (Summer 2005). The final log seating was installed at the corner of Lion Green in September 2005. The seat had many dedications but the butterfly motif was chosen and created by school friends to remember the life of a young local boy who had recently died in a road accident.

### **'A Place to Be' – young people's centre – Wey Hill**

Up to 30 young people have now got their place to play pool, socialise and 'just be' on Friday nights. The project put together by the Haslemere Initiative came about from the views of young people at the Webcasting events. It was initially piloted by money from Local Network Fund for Children and Young People and was dogged by delays in the early days. The biggest issues concerned finding regular qualified staff and insurances and this caused the plan to be stalled for a number of months. Dogged determination won through and the group is now going from strength to strength. The Place to Be is in its third year.

### **Literary/Hilltop Writers Weekend**

The packaged weekend was based on the life and times of Sir Arthur Conan Doyle who had lived at Undershaw at the A3 junction at Hindhead. The weekend included talks by the Sherlock Holmes Society, lunch at Conan Doyle's home and a 'Blue Badge' tour of Haslemere's outstanding countryside, said to have inspired the writer to create works such as the Hound of the Baskervilles. Business owners and shops continued the theme by dressing up, by creating themed windows and many related activities harking back to the Victorian age.

### **Holistic Weekend October 2006**

The second themed weekend was based on talks and events hosted by local experts. Haslemere's association with 'wellbeing' goes back to Victorian times, when people left London and 'took the air' in some of Haslemere's outstanding countryside. This project invited local (& international experts) to talk about their specialized subjects. For example, 'sleep and its effect on the body', 'relaxation', 'nutrition', 'stress management', 'homeopathy' and 'hypnotherapy' and holistic remedies. Businesses were encouraged to stage complementary events and activities and local authors were invited to talk about their books and took part in 'signings'.

The success of the themed weekends was recognised when the Initiative won Action for Market Town's Best Regional Project in the South East in 2005.

### **Food Festival**

The third of the town's themed events was Haslemere's first Food Festival. Over 40 food related events were run during a two week period including a Junior Masterchef competition, a Supreme Sausage Competition, Food as Medicine Day with guest Dr Gillian McKeith, a Farmers' Market, Chocolate Day, Fairtrade events with many tastings and culinary treats. Over 1000 people visited the organic Roundhurst Farm which opened its farm shop during the period. The project, supported by a Food Festival website and a Food Festival magazine took place over a fortnight and was supported by The Haslemere Herald, the Aga Shop and Waverley Borough Council. The Food Festival has gone from strength to strength and a third successful Festival was held in September 2008.

### **6.3 National recognition**

Haslemere is now known as a place 'where great things happen' and several of the projects started as a result of the first Healthcheck have received regional and national recognition:

- Christmas Market – Action for Market Towns, South East Business Category Award 2004
- Literary Weekend and Holistic Weekend – Action for Market Towns, South East Strategic Partnerships Award 2005 and Action for Market Towns Regional Award 2005
- Haslemere and Villages Reward Scheme – Action for Market Towns National Award 2006
- Haslemere Food Festival – Action for Market Towns Regional Commendation 2008

This success is a tribute to all the organizations and volunteers that have played their part in delivering projects and activities that have been supported by the public.

## **7. ECONOMY WORKGROUP REPORT**

### **7.1 SWOT analysis**

#### **Strengths:**

- Strong Chamber of Commerce
- Haslemere Rewards/Customer Loyalty programme
- Good variety and mix of shops
- Quality of shops and product range
- Countryside great asset for stylish and healthy living and to attracting increasing residential population
- Churches/Schools/Voluntary Organisations
- Character of town
- Renowned Museum
- Excellent Music and theatre productions
- Good sports facilities
- Successful Christmas Market, and monthly farmers' market reintroduced
- Strong voluntary and community sector

#### **Weaknesses:**

- Some derelict areas
- Shortage of starter units
- Some empty shops
- Old and inadequate library does not meet demands of growing population
- Shortage of youth facilities
- Cost of housing

#### **Opportunities:**

- Development potential - opportunity for developments to maintain the character of the town as well as planning for the future:
  - Town centre
  - Station area
  - Wey Hill regeneration and improvement
- Fairground car park
- Resolve parking problems
- Establish Business support services
- Develop customer service programme
- Develop customer loyalty programme
- Promote and market the town to visitors

#### **Threats**

- Effect of Hindhead tunnel on traffic congestion
- Effect of cost of housing on local employment
- Standard of public services/waste collection/recycling/litter/pollution
- Crime fear of elderly population
- Commuter factors on parking and shopping
- Increase in population demands stronger public and commercial services
- Gradual loss of light industrial sites
- Shortage of starter units and local craft sites discouraging local skills and opportunities

## 7.2 Haslemere Today

Since the 2003 Healthcheck, there has been an encouraging arrival of new boutique shops, mainly ladies wear, with a new sports shop and the return of a fishmonger. There is a good range of cafes, and restaurants, in both the High Street and Wey Hill.

Many long established businesses continue to provide necessary services and goods to serve the local community, including stationery and books, cookware, ironmongery, flowers, gifts, travel agents, carpets, furnishings and furniture, hairdressing, chemists, banks, estate agents and charity shops.

There are three town centre supermarkets and two high class local hotels that help to attract visitors to the town for shopping, attending local theatrical and musical events and to appreciate the historic Haslemere Educational Museum.

The Haslemere Chamber of Trade and Commerce continues to flourish, with over 200 members, and is actively engaged in attracting new businesses to the town.

## 7.3 Public perceptions - summary of public consultation and questionnaire feedback

Questionnaire responses	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	Not applicable/don't know
The range of retail shops	2%	11%	39%	32%	9%	3%	2%	0%
The range of business services	0%	8%	34%	29%	5%	2%	1%	20%
The range of adult employment opportunities	0%	2%	8%	20%	14%	5%	2%	48%
The range of pubs and clubs	1%	7%	31%	34%	12%	5%	4%	5%
The range of cafes and restaurants	2%	15%	39%	26%	6%	5%	3%	1%
The availability of shoppers' parking space when I need it	2%	8%	32%	27%	12%	8%	7%	4%

Questionnaire responses	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Not applicable/ don't know/ don't use
I can get most things I want from the shops in Haslemere	22%	35%	7%	20%	14%	1%
Haslemere is an easy town to shop in	28%	33%	13%	15%	9%	1%
Prices are no higher than in other local towns	17%	24%	17%	20%	13%	6%
I do almost all my shopping in Haslemere	22%	26%	9%	21%	18%	2%
The cost and availability of car parks deters me from shopping in Haslemere	13%	20%	16%	11%	27%	11%

Questionnaire responses	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	Not applicable/don't know/ don't use
Local hotels, restaurants, pubs, wine bars, coffee shops	4%	20%	39%	22%	5%	1%	2%	4%
Retail shops	3%	15%	44%	25%	7%	2%	2%	1%
Banks/building societies	6%	21%	47%	17%	3%	0%	0%	4%
Charity shops	5%	22%	43%	14%	1%	0%	0%	13%
Estate agents	6%	18%	31%	10%	1%	0%	1%	29%

Respondents to the questionnaire liked the range of shops in Haslemere with 52% saying this was good, very good or excellent as opposed to the 12% who thought the range not to be good. Feedback from the Public Consultation meeting indicated that more local food shops would be welcome (although there was a strong call for a quality supermarket such as Waitrose) and also a preference for boutique style shops rather than chains.

Consultation with the 'hard to reach' group indicated that a shop selling clothes for elderly people would be welcome. The majority of respondents to the questionnaire (57% v 34%) thought they could buy most things they needed and do almost all their shopping in Haslemere (48% v 39%). Views were evenly split on whether prices are or are not higher than in other local towns. Most people thought Haslemere an easy town to shop in (61% v 34%) and the majority was not put off by the cost and availability of car parking (38% v 33%).

Almost all respondents to the questionnaire (63% v 8%) liked the range of hotels, restaurants, pubs, coffee shops etc although in the freeform responses a few people thought there was a need for a high quality restaurant and a significant number definitely did not want another pizza restaurant! Respondents were also happy with banks and building societies, charity shops and estate agents in the town.

Whilst there was general consensus, at the public consultation meeting, that the High Street area of Haslemere is thriving great concern was expressed for Wey Hill which has a number of empty shops, considered an eyesore, and has a poor image.

Feedback at the public consultation meeting indicated strong support for the monthly Farmers' Market and also for a town market square.

The Economy Theme Group came to the conclusion that there is a shortage of start-up units for arts and crafts and entrepreneurial usage and a lack of affordable business units. The Town needs a permanent market site, with an undercover area for starter units and also for a regular Farmers' Market.

The Economy Group also reported that the shortage of affordable housing is a major problem for local employment and recruitment.

### **7.3 Key findings**

- There is a high level of satisfaction with ease of shopping and the range of retail shops
- There is support for more local food shops and boutique type shops rather than chains
- There is some demand for a high quality restaurant
- Empty premises are seen as an eyesore
- Concern over poor image of Wey Hill
- Concern over other derelict and neglected sites
- Community facilities such as train service, museum, Haslemere Hall and library all have an impact on the overall economic success of the town
- There is support for key site development including a town square to accommodate Farmers' Market and also provision of starter business units. (Interest of developers in the town centre key site is an opportunity to develop the economic well being of the town)
- The shortage of affordable housing contributes to problems with employment and recruitment

## **8. SOCIAL AND COMMUNITY WORKGROUP REPORT**

### **8.1 SWOT analysis**

#### **Strengths:**

- a prosperous area generally
- active voluntary sector
- low incidence of crime
- good sports facilities
- attractive open spaces
- many active groups and organisations

#### **Weaknesses:**

- the gap between 'haves' and 'have-nots'
- perception of elitism and hence exclusion from some community organisations and activities
- substantial unmet need for social housing and smaller 'affordable' owner occupier units
- lack of NHS dentists
- cost of sports and leisure facilities is prohibitive for many
- poor access to sports and leisure facilities and open spaces for disabled users
- limited provision of youth facilities
- lack of modern library facility

#### **Opportunities:**

- development of key site could include smaller housing units and open space/ garden and other community facilities
- provision of affordable housing would be an important step in attracting and keeping young people, families and key workers in Haslemere
- opening of A3 tunnel and closure of old A3 offers opportunities to develop leisure facilities in that area including wheelchair accessible paths etc
- possible development of key site and also around Hindhead traffic lights offers real opportunities for inclusive public consultation and participation

#### **Threats:**

- lack of certainty about future of hospital facilities
- unless the percentage of younger people increases there may not be sufficient workers and volunteers to support the ageing population
- the number of households seeking accommodation will continue to rise as the trend towards smaller households continues
- lack of development of support services and infrastructure in parallel with housing development

## 8.2 Factual data

### Population statistics

Population statistics		Census 1991	Census 2001	% change	
Haslemere*		15,252	15,612	+2.2	
<b>Population breakdown</b>		<b>Haslemere Census 1991 %</b>	<b>Haslemere Census 2001 %</b>	<b>Waverley Census 2001 %</b>	<b>UK Census 2001 %</b>
Male		46.5	47.4	48.5	48.7
Female		53.5	52.6	51.5	51.3
0-15 age group	18.7	29.8	19.7	29.8	31.1
16-24 age group	11.1		8.4		
25-44		26.5	26.6	26.5	29.1
45-64		21.9	25.7	26.4	23.8
65 and over		21.5	19.6	17.5	16.0

\* civil parish

The population of Haslemere stood at 15,612 in 2001 an increase of over two percentage points since the 1991 Census and in line with the increase in Waverley as a whole. The 2007 mid-year estimates<sup>1</sup> indicate a one percentage point increase in Waverley which suggests that the current (mid 2008) population stands at 15,750.

Although the Census population figures show a two percentage point fall between 1991 and 2001, the percentage of people aged 65 and over remained high compared to Waverley and to the UK which it exceeded by nearly 4 percentage points. The main household forming group of 25 -44 year olds remained static and the 0-15 year old group increased slightly by one percentage point. The 45-64 year old group showed the biggest increase of nearly four percentage points, bringing it above the UK figure but below Waverley overall.

#### Pockets of relative disadvantage

Haslemere is generally a prosperous area with a high percentage of people in professional and managerial jobs. The area ranks low in terms of overall deprivation as measured by the Index of Deprivation 2007 and no area of Haslemere features in the 20 most deprived areas in Surrey. However, such indices can be misleading and can fail to identify pockets of relative disadvantage - real to those households concerned - in an otherwise affluent area. Such

households often find that their problems are compounded because living costs are higher and support mechanisms may not be as well established as in other less affluent parts of the country.

The following table illustrates the distribution of predominance of factors that can contribute to social and economic disadvantage. The highest scoring wards are high-lighted and Waverley as a whole is shown for comparison.

%	Critchmere and Shottermill	Haslemere East and Grayswood	Hindhead	Waverley
People with a limiting long-term illness	15.25	13.74	17.19	14.60
Single pensioner households	15.58	20.79	12.29	15.26
Lone parent households	6.80	6.14	5.13	6.39
Households in rented social housing	14.35	15.03	8.99	13.02
Households without a car	16.50	16.48	8.98	13.73

N.B. all wards based on 2005 Administrative Hierarchy of areas; data extracted from 2001 Census data sets on [www.statistics.gov.uk/neighbourhood-statistics](http://www.statistics.gov.uk/neighbourhood-statistics)

## Housing

A Housing Needs Survey conducted for Waverley Borough Council by DCA in 2005 identified that to enter the owner occupied market without assistance an annual income in the range £30,000 - £54,000 was required. In the private rented sector for a two-bed property an annual income of £21,600- £38,400 was required<sup>2</sup>.

House prices have experienced a significant rise and fall since 2005. In recent months mortgage facilities have become difficult to access and there are significant concerns about the economy generally. The housing situation for people on lower incomes has become more difficult.

Subsidised affordable housing is in very short supply and there is a continuing need for good quality subsidised affordable housing.<sup>3</sup>

Affordable housing is defined by Waverley Borough Council as:

*that provided with subsidy, both for rent and intermediate housing, for people who are unable to resolve their housing requirements, in the general housing market because of the relationship between local housing costs and incomes. This definition covers housing for social rent, shared ownership, low cost home ownership and sub-market rent.<sup>3</sup>*

Following the 2003 Healthcheck, Haslemere Initiative set up a workgroup to look specifically at the problem of affordable housing. That group identified a potential site for development and a housing needs survey has been carried out in the Haslemere North and Grayswood wards by Surrey Community Action with the Haslemere Initiative in partnership with Waverley Borough

Council. This has identified a number of local families in need of housing, and a scheme is being developed for eight houses to let.

### 8.3 Public perceptions

Questionnaire responses – local facilities and services-	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	NA / DK
The availability of doctors in surgery hours	5%	17%	38%	19%	3%	3%	2%	11%
The availability of doctors outside surgery hours	0%	3%	10%	15%	15%	10%	9%	35%
The availability of hospital services	3%	12%	36%	25%	7%	3%	2%	10%
The availability of other advice and information services	1%	4%	23%	21%	5%	2%	2%	42%
The support services for older people	1%	4%	20%	15%	4%	2%	1%	53%
The support services for people with disabilities	0%	3%	8%	11%	5%	1%	1%	68%
Adult education provision	0%	4%	13%	19%	12%	7%	5%	38%
Facilities for theatre, music and cinema	2%	9%	25%	30%	16%	7%	8%	2%
The library	2%	8%	26%	27%	15%	7%	5%	10%
Available venues for exhibitions	0%	4%	23%	23%	14%	8%	3%	25%
Which of the following do you use or visit - what do you think of them:								
Haslemere educational museum	18%	27%	24%	6%	2%	1%	0%	21%
Haslemere Hall	14%	21%	28%	12%	3%	1%	0%	19%

#### Health and Support Services

With regard to health services, respondents to the questionnaire were generally satisfied with the availability of doctors during surgery hours with 60% describing availability as at least good, however outside surgery hours this dropped to 13% and for those respondents that had problems with mobility to 10%. Satisfaction with availability of hospital services was high particularly with the 65+ age group (60% at least 'good') and those with mobility problems (57% at least 'good'), both groups generally being frequent users of these services.

Although not surveyed in the questionnaire, lack of NHS dental services locally was a cause for concern amongst the Hard to reach (HTR) interviewees and at the public consultation evening.

The majority of respondents to the questionnaire had no opinion on support services for older people and even 65+ age group opinion was evenly split between at least 'good', 'not very good' or worse and 'not applicable/don't know'. The respondents in the HTR interviews were very positive about the support services available to them and had no suggestions to make about services that were lacking. However, a shortfall of the consultation process has been the lack of contact with the housebound elderly or disabled or people living in care homes and without visitors, probably the *most* isolated groups. Volunteers working in this area expressed the need for a befriending service for housebound people to meet their need for social interaction.

#### Adult Education

Respondents to the questionnaire were not pleased with facilities for adult education and this was a common concern at the public consultation evening. Some classes are still operated

through the Surrey Adult Education Service and, in addition, various bodies and individuals in the town offer tuition in a range of subjects (e.g. the Museum, Age Concern at Haslewey, U3A, individual language tutors). However, there is no overview of all that is available and would-be students have to check out a range of possible venues and tutors, provided they already know they exist.

## Public Buildings

The library received a slightly more positive than negative appraisal rating in the questionnaire responses. However, in the one-to-one interviews with the HTR group, it was clear that respondents were making their appraisals largely on the services delivered by the venue and its staff, rather than on the building from which they were delivered. Furthermore, comments at the public consultation meeting indicated strongly that the library *premises* were perceived as very poor.

Respondents were fairly evenly split on their assessment of facilities for theatre, music and cinema. With regard to Haslemere Hall and the Museum, the 25+ age group rated them highly with 83% and 68% saying 'good, very good or excellent'. Younger adults were notably less satisfied with Haslemere Hall. As with the library, it is likely that respondents were making their appraisals largely on the services delivered by a venue and its staff, rather than on the building from which they were delivered. For cinema in particular, it seemed that a more modern venue than Haslemere Hall would be preferred.

The questionnaire did not include any specific mention of public toilets but in the public consultation there were critical comments about parts of the town that looked "derelict", including parts of Wey Hill, and pleas for "decent" public lavatories and "more and better" toilet facilities.

## Sports facilities

Questionnaire responses – sports facilities where respondent participates	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	NA / DK
Facilities for walking or running for recreation	19%	28%	24%	7%	2%	1%	0%	10%
Facilities for taking part in 'keep fit'	8%	21%	32%	8%	1%	0%	0%	18%
Facilities for cycling for recreation	6%	11%	18%	10%	9%	2%	2%	29%
Swimming facilities	7%	25%	34%	12%	1%	1%	1%	9%
Tennis facilities	4%	13%	27%	10%	3%	1%	1%	30%
Squash facilities	1%	9%	18%	10%	3%	1%	1%	43%
Facilities for field or team sports	8%	13%	22%	7%	1%	1%	0%	35%
Facilities for outdoor athletics	3%	8%	13%	7%	3%	2%	1%	51%
Indoor sports facilities	2%	8%	13%	10%	3%	2%	1%	47%

In general, facilities for sport received very positive ratings with high participation and satisfaction scores for facilities for walking or running for recreation (71% 'good' and above); facilities for taking part in 'keep fit' (61% 'good' and above); and swimming facilities (66% 'good' and above). As in the 2003 consultation, the provision of indoor tennis facilities was the most frequently sought improvement in the free-style answers to the questionnaire and at the consultation evening.

The rating of sport facilities was even higher by the students at Woolmer Hill Technology College.

Woolmer Hill Technology College questionnaire responses where participate	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	NA / DK
Facilities for walking or running for recreation	7%	21%	24%	17%	6%	1%	2%	10%
Facilities for taking part in 'keep fit'	9%	21%	23%	17%	4%	1%	2%	13%
Facilities for cycling for recreation	4%	15%	20%	20%	10%	3%	3%	15%
Swimming facilities	11%	28%	20%	18%	5%	1%	3%	3%
Tennis facilities	9%	16%	21%	17%	6%	5%	3%	11%
Squash facilities	5%	16%	16%	18%	7%	4%	4%	17%
Facilities for field or team sports	18%	25%	19%	12%	2%	2%	3%	8%
Facilities for outdoor athletics	9%	17%	18%	18%	6%	4%	3%	14%
Indoor sports facilities	9%	21%	20%	16%	4%	2%	4%	11%
Facilities for skateboarding/rollerblading	4%	11%	21%	21%	11%	3%	5%	12%

### Facilities for children and young people

Questionnaire responses – facilities for children and young people	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	NA / DK
Recreation and support services for children under 5	2%	6%	17%	13%	3%	1%	1%	53%
Recreation and support services for children 5-12	1%	4%	13%	16%	6%	1%	1%	53%
Recreation and support services for children 13-16	1%	1%	7%	10%	10%	6%	6%	55%

The majority of people who gave an opinion thought facilities for children under five were good, very good or excellent – 59% compared with 13% who rated them not very good, poor or very poor. This overall positive rating of facilities for the youngest children reduced to 41% for the 5-12 group compared to 20% rating negatively. The rating reduced again for the 13-16 age group as the majority, 55%, thought facilities to be not very good or worse compared with 20% who thought they were good or better.

At the public consultation meeting there was a widespread perception that there was a shortage of facilities for young people. At that meeting 53 of the suggestions made for new facilities involved activities for young people and families. Examples were both general, e.g. “activities for teenagers/children, and specific e.g. bowling, adventure play area, skateboard/ BMX/ rollerblading park, go-karting, climbing wall, skating. People were not apparently aware of any services undertaken by the Surrey Youth Service. The range of opportunities for young people to be involved in sport did not seem to be known of by older age groups. Play equipment was seen as in good condition but not very exciting, particularly for older children.

## Community cohesion and participation

Questionnaire responses – Haslemere as a place to live in or near	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	NA / DK
Taking everything into account how good a place is Haslemere to live in or near	8%	32%	39%	16%	3%	1%	1%	0%

Questionnaire responses – community cohesion and participation	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	NA/DK
Haslemere has a real feeling of community	25%	35%	17%	12%	7%	2%
I feel I could influence decisions about important local developments if I wanted to	6%	24%	22%	13%	19%	12%

Most (79% overall) respondents to the questionnaire thought Haslemere a good, very good or excellent place to live in or near, although those people without a car were slightly less enthusiastic. Respondents were almost equally divided on whether they could or could not influence decisions about important local developments if they wanted to, an improvement on 2003. Although 60% of respondents to the questionnaire thought Haslemere had a feeling of community, at the public consultation evening it was clear that Haslemere is still perceived as a town with significant divisions both geographic and economic. Where an event is held has a major influence on who accesses it and it was suggested by some, for instance, that the consultation meeting needed to be repeated at least in Shottermill if not in Hindhead as well. Communication within the town was suggested as an aspect of town life meriting improvement and it was clear from some of the responses that people were not in practice aware of activities that actually are available in the town.

### Affordable housing

Affordable housing was not included in the questionnaire but the need for housing that young people from Haslemere and local workers can afford was raised at the public consultation meeting.

The expression 'affordable housing' is not well understood and seems an obstacle to meaningful debate. It seemed to lead to too much focus on shared-ownership provision to the total exclusion of the continued need for more rented accommodation. While there was some appreciation of the need for rented and shared ownership housing, there was no consensus on how it could more readily be brought about.

## 8.4 Summary of key findings:

- A continuing need for more affordable housing
- Social and economic division in the community
- The need to continue to develop and improve facilities for young people, and in particular 13-16 age group
- Potential for improving community facilities particularly library facilities
- Potential for more active use of green spaces in the town

- Popular support for indoor tennis facilities
- The need to continue to develop services for the elderly
- Lack of comprehensive information about adult education facilities
- Opportunity to extend sports/exercise activities amongst population
- Need to improve local communications regarding facilities and events
- Lack of NHS dentists
- Concern about out of hours access to a doctor

Notes:

1 [www.statistics.gov.uk](http://www.statistics.gov.uk)

2 2005 Waverley Housing Needs Survey Update

3 Waverley Borough Council Draft Housing Strategy 2008-2011

## 9. ENVIRONMENT WORKGROUP REPORT

### 9.1 SWOT analysis

#### Strengths

- The town is very attractive and has much to capitalize on.
- The general prosperity of the town is good and there is no reason for the appearance to suffer from neglect
- There are many well-connected and highly-informed people in the town who can make a strong contribution
- There is considerable diversity of style within the town area so that there are many aspects which can be worked upon by various interest groups

#### Weaknesses

- The town undoubtedly suffers from being a two-part centre
- The high proportion of commuters working a long day precludes many from community involvement
- The pressures which come from central government to add inexorably to the number of houses creates tensions
- Some derelict and neglected areas

#### Opportunities

- The fact that there are areas within the town centre that are ripe for redevelopment is a help in making positive changes
- The economy of the town seems fairly buoyant so there should be sufficient momentum to carry forward improvements
- The A3 tunnel should ameliorate the traffic situation somewhat
- The limited opportunities to significantly improve the roads in the town centre provide a useful break on unwanted development

#### Threats

- The shortage of funds to see projects through
- Potential conflict from all who feel they should be driving projects in their own chosen direction is a potential hazard
- A loss of momentum could cause the Healthcheck to run out of steam
- The need for some early wins may encourage impetuosity
- The impact of global warming

### 9.2 Public perceptions

Questionnaire responses – look of the town and recycling	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	NA/DK
The look of Haslemere town	6%	32%	44%	11%	3%	1%	1%	0%
Recycling facilities - users opinion	9%	22%	33%	20%	8%	5%	3%	0%

Questionnaire responses – character of the town	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	NA/DK
Haslemere has a character of its own	53%	34%	7%	2%	1%	1%

### **The look and character of the town**

Respondents to the survey overwhelming thought Haslemere had a character of its own (87%) and liked the look of the town (80%). However, concern about derelict and unattractive areas was mentioned frequently at the public consultation evening and was a concern of members of the Environment group and other work groups.

### **Recycling and wider environmental issues**

The majority of users of recycling facilities who responded to the questionnaire thought they were good or even better (64% v 36%). Facilities for recycling have been improved and the following are available in the Haslemere area: glass, paper, cardboard, Tetrapack, cans, plastic, textiles, shoes and foil.

Concern regarding environmental sustainability and the need to take action locally was expressed within the review group and subsequently by the Haslemere Transition Town group.

### **Future developments**

There was much interest in possible development of the town centre car park site at the consultation meetings. It is now known that at least two developers are interested in this site but until planning applications are lodged, details are not available.

At the public meeting in January 2008, the Environment stand promoted the use of a 'Concept Statement' procedure for any potential development that could occur within the High Street and Wey Hill areas. This procedure is working well at Hindhead at the A3 tunnel site.

The Hindhead area, being dealt with through the production of a 'Concept Statement' by Hindhead Together, will be improved and developed over the next four years.

### **An effective transport infrastructure**

This overlaps with the Transport brief, but the town's environment is severely affected by commuter parking on all roads adjacent to the station. South West Trains have now allocated £200,000 for a design exercise for improvements at the Station and hope to lodge a planning application by the end of July.

Another parking black spot is around the Health Centre where there are positive signs that additional on-site parking could be provided.

### **Future planning procedures**

At a recent meeting with the Waverley Environment Director and other officers, the subject was the future placement of houses throughout Waverley in line with government targets. At present, Waverley's share of the County's allocation is 5,000 homes over twenty years, which equates to an average of 250 a year. However it is anticipated this figure will increase and could even double.

Waverley Borough Council has held a public consultation, known as The Big Debate, and when analysed the results will feed into the Local Development Framework (LDF). Several options were proposed:

- Limit new housing to locations within existing towns and villages. This follows the precedent of “windfall sites” which has been the guiding policy in Waverley in recent years
- Allow some of the new housing to be built on the edge of the three towns of Farnham, Godalming, Haslemere and the village of Cranleigh
- Allow some new housing to be built on the edge of the towns and the larger villages
- Allow some new housing to be built within and on the edge of villages generally
- Explore the possibility of a new village or town somewhere in Waverley (eg Dunsfold airfield site)

Note: If the final option were decided upon, the new houses would cover the allocation for about ten years. However, any other application, which satisfied government criteria, would be passed.

### **Record of unique features**

Regarding individual planning applications, Farnham Town Council have undertaken an exercise to look at all roads within their town’s wards, and it is thought a similar scheme might be started in Haslemere. The idea is to consider the separate character of each road, noting what is important and, possibly, where a house/houses could be put without affecting the area too much. All listed buildings, conservation areas, etc, should be noted. In addition such attractive features as benches under a tree might be identified as something which is of value to local people. When a future application is lodged, the individual character of the area will be to hand and can be used in assessing the desirability of development on the particular site.

## **9.3 Key findings**

- People are very positive about the look of Haslemere and think it has a character of its own
- There is a continuing need to improve derelict and unattractive sites in the town
- There is potential for development on and around the town centre car park
- The unique features of Haslemere’s identity should be preserved
- There is a continuing need for more affordable housing
- There is a need for increased parking provision
- There is potential to improve the environmental sustainability of the town

## 10. TRANSPORT AND ACCESSIBILITY WORKGROUP REPORT

### 10.1 SWOT analysis

#### Strengths:

- The railway, and accessibility to main towns such as Portsmouth, Guildford and London
- Increased capital expenditure by Network Rail at Haslemere station
- Proximity to main road network
- High car ownership levels compared to national statistics
- Car parks close to attractors (e.g. shops and station)

#### Weaknesses:

- The 'split town' nature of Haslemere and Wey Hill divides the shopping area and the populace and increases traffic levels
- The combination of the Tesco/Lion Lane junction and parking in Wey Hill leads to congestion
- The A3 acts as a barrier between Hindhead/Beacon Hill and the rest of the Haslemere area but this will be resolved post 2011
- Regular bus services are poor
- Narrow bridges, e.g. at the railway station and in Sturt Road limit accessibility - however this may also be a strength!
- Some pavements in central Haslemere (e.g. Lower Street and Grayswood Road from Church Lane) are narrow or in poor condition and are dangerous
- Commuter parking on residential streets around station causes problems for residents
- Inadequate provision for cyclists
- Lack of a comprehensive parking policy with almost non-existent 'policing'

#### Opportunities:

- Recognition that the parking situation is fast becoming untenable and that positive action needs to be taken without delay.
- Proposed development at Fernhurst and King Edward VII site could provide the catalyst for a radical parking solution
- Opportunities for minor improvements as a result of developer funded (S106) planning gain improvements
- Potential for more community (demand-responsive) bus services

#### Threats

- Increase in local traffic on minor roads as a result of the A3 Hindhead tunnel
- Several junctions have poor visibility and are potential accident locations
- Low demand threatens the viability of regular bus services

## 10.2 Analysis of data from questionnaire

### Public Transport

Questionnaire responses: Public transport (1)	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	Not applicable/don't know/ don't use
Public transport facilities	1%	7%	25%	28%	12%	6%	5%	14%
The train service	10%	30%	35%	10%	2%	1%	2%	7%
Buses	1%	3%	13%	14%	8%	5%	5%	49%

Respondents overall were very happy with the train service with 75% saying it was 'good', 'very good' or 'excellent'. They were not impressed by the buses with 49% not using them and the remainder split between thinking they were 'good' or marginally better and 'not very good' or worse. Those respondents that actually used buses were more or less evenly split on whether they were at least 'good' or 'not very good or worse'.

Questionnaire responses: Public Transport (2)	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Not applicable/don't know
I could easily use public transport to get to the shops in Haslemere if I wanted to	9%	11%	9%	12%	29%	27%
Local public transport system is not good enough to encourage shoppers and employees to shop and work in Haslemere	21%	19%	19%	7%	4%	27%
I would use public transport more if the service were improved	22%	16%	18%	8%	13%	21%
I would regularly use a new public transport service based on shuttle buses traveling every 10 minutes between the High Street, Wey Hill and a multi-storey car park at the station	23%	14%	13%	7%	17%	23%

40% of respondents thought the public transport system not good enough to encourage people to shop and work in Haslemere. However, only 38% thought they would use public transport more if it was improved and only 37% said they would use a shuttle service running between the station, Wey Hill and the High Street, although this suggestion was popular with respondents with limited mobility and the 16-24 age group.

## Parking

Questionnaire responses: Parking (1)	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Not applicable/don't know
There should be an increase in the amount of car parking space in Haslemere with specific locations, variable charges and time limits to meet the differing needs of local workers, shoppers and commuters	48%	22%	12%	5%	7%	3%
There should be controlled parking in Haslemere to get non resident parking off the streets and roads	41%	20%	12%	9%	12%	3%
The cost and availability of car parks deters me from shopping in Haslemere	13%	20%	16%	11%	27%	11%

Questionnaire responses: Parking (2)	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	Not applicable/don't know
The availability of shoppers' parking space where I need it	2%	8%	32%	27%	12%	8%	7%	4%
The availability of commuters' parking space where I need it	1%	2%	6%	13%	15%	13%	20%	29%
Town car parks	2%	8%	36%	33%	10%	7%	4%	0%

Most people (70%) thought that parking should be increased, with variable charges, and almost two thirds wanted controlled parking to get non resident parking off the streets. A majority were satisfied with the availability of shoppers' parking (42% v 27%) but only 9% were happy with commuter parking against the 48% who thought it not good enough.

## Traffic congestion

Questionnaire responses: Traffic congestion and speed calming	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Not applicable/don't know
I would support consideration of a one-way system in Haslemere Town Centre	16%	20%	15%	10%	32%	5%
Heavy goods vehicles should not be allowed to use the Town Centre as a through route	61%	15%	9%	5%	5%	2%
I avoid driving through the centre of town at peak times	24%	18%	17%	9%	19%	10%
Traffic congestion in Haslemere deters me from shopping in the town	9%	22%	20%	15%	25%	7%
Traffic speed limits should be reduced to encourage more people to shop locally	21%	18%	20%	12%	21%	4%
Traffic calming measures and a 20mph speed restriction in the town and surrounding streets should be introduced to reduce traffic speeds	27%	19%	14%	10%	24%	2%

Three-quarters of respondents would like heavy goods vehicles stopped from using the town as a through route and the majority (42% v 28%) avoid driving through the town at peaks times. Reassuringly, traffic congestion does not deter the majority (40% v 31%) from shopping in Haslemere; however, it does deter a significant minority.

Almost half (46%) support the idea of traffic calming measures and a 20mph speed restriction, although a significant minority (34%) objected to this suggestion.

## Cycling

Questionnaire responses: Cycling	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Not applicable/don't know
Facilities for cyclists in and around Haslemere are poor and this concerns me	18%	17%	13%	6%	4%	37%

Two thirds of respondents were prepared to give an opinion about facilities for cyclists, of those 60% thought them to be poor and were concerned about it.

### 10.3 Changes since 2003

Since the 2003 report was completed there have been some significant changes that will have (or are already having) an impact on transport and accessibility issues; these include:

- The new A3 tunnel - now under construction - commenced Feb 08. The A3 tunnel working probably makes relatively little difference to traffic flows although the number of staff working on site must impact on the town although this is not an issue for this study. *The critical issue is the effect on the future use of local roads, post completion, by HGVs.* Unfortunately the A286 is the main route to Midhurst/Chichester and for so long as SATNAV systems show it as the best/quickest/shortest route, then we face a choice of accepting the status quo or seeking a legal restriction on HGVs using A286 as a through route. How that would be enforced is another matter.
- Proposals for significant new housing/hotel/ other construction in adjacent parts of West Sussex, notably at Fernhurst ICI and Kind Edward VII former hospital site. The impact of the possible construction of perhaps 600 houses and a hotel as well as some employment provision at the former ICI Fernhurst as well as another 300 houses at King Edward VII, can only be speculated upon but experience suggests that many will be commuters and that they will seek to commute to London, by train, from Haslemere. The extent to which residents will travel to Haslemere for food shopping probably depends to an extent upon the retailers who are attracted to the town by the town centre development, the plans for which are still not in the public domain at the time of writing.
- Pressures created by the ineluctable rise in housing in and around Haslemere. Central government has imposed ever more demanding pressures upon the Local Planning Authority (Waverley Borough Council) to permit more housing to be built. The effect of this has been to increase local traffic flows and add pressure to the limited public parking.

### 10.4 Overview of issues

#### Parking

As in the 2003 study, parking remains the biggest issue. Recurrent themes developed included charging, enforcement, time limits, double yellow lines, parking spoiling the town, congestion making West Street impassable, Kings Road generally and specifically parking on the bend by footbridge – very dangerous. Progress with the station multi storey Car Park and possibly another too was desirable as was a CPZ (Controlled Parking Zone).

#### Pavements

Some pavements are unsatisfactory width with overhanging vegetation and are a danger to pedestrians from traffic. Specific places are:

- west side going north on Grayswood Road / corner of Church lane where there are overhanging brambles reducing a present inadequate width of about 60cm(2ft);
- Tanners Lane where it joins Lower Street, adjacent to Town Meadow.
- Sandrock Common on Lower Street (overhanging brambles require eliminating as they do in all the examples cited).

#### 20 MPH zone / traffic calming in town centre

There is strong support for a central area 20mph limit although none for town centre traffic constrictions i.e 'build-outs', as in Kings Road (and those are seen as dangerous and valueless).

### **Pedestrian crossings.**

The danger of crossing roads justifies creating more crossings – Woolworths (Petworth Road) and Grayswood Road by junction with Church lane/Three Gates Lane; the bottom of Shepherds Hill; Kings Road by the footbridge too.

**Improve hospital/health centre parking facilities** and traffic circulation. It has recently been announced that the health centre will have some of its grassed area paved so as to free the present staff parking area for public use.

### **Traffic management opportunities**

Consideration should be given to some traffic circulation changes e.g. a mini roundabout at Weydown Road by Clement Corner, another at Church Road / Shottermill junction with Hindhead Road (by 'Glovers' for those with long memories). The Tesco lights remain a bone of contention. Limited one-way systems were, overall, rejected by respondents.

### **Public transport**

The existing bus service is patchy and unreliable offering a distinctly third class feel to those who use the bone-rattling and uncertain service.

### **Cycling**

There many in the town who cycle for recreation and some who cycle to work but the consensus is that Haslemere's narrow, potholed roads are not suited to cycling and it is difficult to see how, realistically, significant improvements can be achieved on a wide scale although, undoubtedly, small local danger-points could be ameliorated with careful thought.

## **10.5 Key Issues**

- There is little or no point in having parking or speeding restrictions if there is no enforcement. If there were parking charges for on-street parking/CPZ then the fines should cover the employment costs of traffic wardens. Similarly speed cameras or Vehicle Actuated Speed detectors need to be maintained and used to their full potential and they too could be self-financing. It would be instructive to know the figures for the speed camera at Kingsley Green Hill in Fernhurst.
- Parking provision is virtually a bottomless pit. However much is provided, it will never be enough, whether it is at the Health Centre or the station or the fairground car park. The station multi-storey car park is obviously a pressing need and South West Trains need to be more involved in our discussions.
- Every opportunity should be taken by the Local Planning Authority to have regard for the opportunity presented by planning applications to bring about small local improvements under S 106 of Town and Country Planning Acts. There have been several instances where a proper consideration by SCC Highways, in conjunction with the Local Planning Authority, could easily have provided much needed improvements.

## **10.6 General observations**

Haslemere should be seen, in the view of many respondents, as being pedestrian friendly and it is difficult to see why we should not emulate our European neighbours who have many pedestrian crossings (which are now increasingly respected by drivers) in close proximity to each other rather than a small number in the town as a whole. Slowing traffic to allow pedestrians to cross busy roads is surely a reasonable strategy.

The natural terrain of Haslemere dictates that, without drastic civil engineering work, the constraints imposed by narrow roads, steep banks and sharp bends makes significant

'improvement' of the roads a physical impossibility. This natural wholesale 'traffic calming' is seen as being a curse to those who would wish to allow development - and a boon to those who delight in retaining something of the town's old world charm - albeit at the expense of traffic choked roads at times.

## 10.7 Action required

1. The station car park is critical for the vitality of the town but research shows that Haslemere is a hub for many commuters who live well outside the town - Midhurst, Petworth, even Chichester. The exponential growth of traffic makes realistic provision in the town an impossibility. Given the plans for Fernhurst (see above) it appears reasonable to give serious thought to requiring Chichester DC to collaborate on agreeing planning terms for the former ICI site at Fernhurst, to enable an efficient park and ride scheme to be developed there. A frequent and reliable bus service timed to coincide with train operating times could transform the town and improve matters for the growing number of commuters. It is recognised that this will be difficult to achieve but the problem is of such magnitude that it requires original solutions and such a scheme has a certain elegance in that it will make a Chichester DC S106 (Planning gain) contribution both real and effective.
2. If people are to be encouraged to walk rather than using cars then we have to make it a safe and realistic option for pedestrians. There needs to be a reasonable bus service properly maintained footpaths. Shops and businesses will only thrive with visitors and residents using all the facilities to maximum effect.
3. The danger of crossing roads justifies creating many more crossings – eg Woolworths (Petworth Road); Grayswood Road by junction of Church lane/Three Gates Lane; the bottom of Shepherds Hill; and on Kings Road by the footbridge.
4. One way systems have been considered against the background of the experience gained at various Charter fairs, festivals etc. and the inadequacies of the roads in the town centre suggest that a one-way system is not feasible, even if of very small scale. It is felt that the main bottleneck - West Street - should cease to have any parking spaces at all. It is recognised that traders need to load/unload and limited provision for this should be made but a rigidly enforced ban on parking should bring a marked improvement for public and the emergency services alike.
5. A 20 MPH zone should be applied to the central area, from Museum Hill on Petworth Road to Tudor House on Lower Street to Hill Road on Shepherds Hill to Pound Corner on Grayswood Road.
6. Highways issues need to be tackled - mini roundabouts created, footpaths widened and made safer, speed cameras installed etc. Enforcement of parking restrictions is essential if the town is to function rationally.
7. CPZs can only be implemented with realistic provision of adequate car parking. At present this is insufficiently advanced to make it a prospect. Without a CPZ then the lives of residents on, inter-alia, Kings Road, Hill Road, College Hill, Museum Hill, Courts Hill Road will become increasingly difficult. Weydown Road and Derby Road are far wider but the presence of many parked cars poses problems and creates hazards there too.
8. Other road users need to have their needs appraised, buses, Hoppa-bus, cyclists; sensible efforts made to bring about much needed improvements.

Many of the above require substantial and considered dialogue with SCC and WBC at an appropriate level, if progress is to be made.

## **11. VISITOR AND EVENTS WORKGROUP REPORT**

### **11.1 SWOT analysis**

#### **Strengths:**

- Two hotels and good range of B & Bs
- Good central location for visiting other places of interest (London, Winchester, Portsmouth)
- Beautiful area and surrounding countryside
- Good local facilities including Hall, Museum and Haslewey
- Good range of events for locals and visitors throughout the year
- Good literature for visitors and locals
- Up to date local website
- Good sporting facilities locally

#### **Weaknesses:**

- No instant draw for visitors (not by the sea, no major attraction)
- Lack of consistent branding for the town
- Although information is available, not everyone is aware of it
- Lack of awareness of local facilities
- Lack of awareness of local web site

#### **Opportunities:**

- Regeneration of Hindhead
- The Edge has been chosen as a possible training centre for Paralympics teams

#### **Threats:**

- Too many tourists may alter the feeling of the town

### **11.2 Overview**

Although Haslemere has no major attraction of its own for long stay visitors (no castle, not by the seaside, no major theme park), it is well positioned as a centre for those wishing to visit other towns and places of interest (London, Portsmouth, Winchester, Goodwood). It is well placed on a major train line and road links are excellent, although road works on the A3 cause disruption at present. It also has the benefit of being situated in an area of outstanding natural beauty and surrounded by fabulous countryside.

There are two good hotels and a good range of Bed and Breakfast accommodation that is well used and of a good standard. Accommodation is filled throughout the year but not excessively. The Local and Visitor Information Centre supports the B&B providers through networking and training events and encourages new and supports current providers.

Our local facilities are excellent for a town of our size. The Haslemere Educational Museum is renowned for its interests and courses and well visited from afar by day visitors. The Haslemere Hall offers a range of events including a regular cinema, theatre, opera and bands of a high standard. Again this draws visitors to the town.

Haslemere has recently built on a base of excellent regular events that are enjoyed by locals and visitors alike. These include The Haslemere Festival and Charter Fair which run every

other year alternately in May, Farmers' Markets (every month), and annual events include a very popular Christmas Market, Food Festival including a Beer Festival, Carol Singing in the High Street and various themed events.

The Visitor and Local Information centre is now open four days a week (with two part time staff) and is housed in the Museum. It has a regular stream of requests by telephone, email and in person. The web site is kept up to date with visitor accommodation locally and hits on the web site increase each month. The Centre also holds details of local events, organisations and places of interest within a 20 mile radius.

### 11.3 Public perceptions

Questionnaire responses – visitors and events	Excellent	Very good	Good	Fair	Not very good	Poor	Very poor	NA/DK
The range of information on Haslemere.com	2%	9%	24%	17%	3%	1%	2%	38%
The signposting and information in the area	1%	8%	31%	42%	9%	2%	2%	4%
Local hotels, restaurants, pubs, wine bars, coffee shops	4%	29%	20%	32%	5%	1%	2%	4%
The range of attractions and places of interest to visit	2%	7%	28%	34%	12%	7%	4%	4%
The range of activities and events for visitors	1%	5%	25%	29%	16%	7%	4%	16%
The range of visitor accommodation	1%	2%	18%	25%	12%	6%	2%	32%

From the above we understand that whilst those who are aware of [www.haslemere.com](http://www.haslemere.com) are generally satisfied with it as a source of information, there are a large proportion of locals who do not know of its existence, particularly the younger population (under 24s).

It is understandable that a third of respondents did not answer the 'range of accommodation' question, as they may never have used the facilities.

Not all the above questions were asked in the 2003 Healthcheck, but from those that were:

- The signposting and information in the area has a better net value score than in 2003 (now 37%, was 21%)
- The range of attractions and places to visit has a better net value score than in 2003 (now 14% was -10%)
- The range of activities and events for visitors has a better net value score than in 2003 (now -1% was -10%)

The comments on the questionnaires were useful for this section and included better signage, more facilities for youth activities, better parking for disabled and parking for coaches in the

High Street, more use of our open spaces for events, more events and festivals especially for the younger community, and there was good support for the events already being run.

From the public consultation it appears that Haslemere is pleased with its facilities including Haslemere Hall, VIC and the Museum. Regular events including Farmers' Market, Christmas Market, Food Festival and Themed weekends are enjoyed not only by locals but also their friends and families. The publications including the walks leaflets and Guide are highly regarded.

Comments were made about the Initiative working more closely with the Haslemere Festival, organising a literary festival, making the most of Olympic opportunities, widening community involvement, more summer events, making the most of the Hindhead regeneration, and more involvement with national events.

There was concern about encouraging tourists en masse, but others thought that our events deserved regional and national coverage and marketing. The suggestion of an architectural guide was raised.

The overall view was that there is a lot going on in Haslemere and residents are envied for living here.

## **11.4 Key findings**

There is a need to:

- Support existing B&Bs and encourage more to sign up
- Improve publicity of regular events in the town to ensure maximum support from all sectors of the community
- Ensure events are easily accessible by all sectors of the community
- Ensure there is a spread of events across Haslemere – not just town centre
- Allow for parking of coaches and vehicles carrying disabled people

## **12. 'YOUR HASLEMERE'**

### **12.1 The Vision**

The collated findings of the review group were debated at some length by the Haslemere Initiative on 16 July 2008 and it was agreed that the vision statement of 2003 was entirely appropriate for the future.

The Vision statement for Haslemere:

***Haslemere, a distinctive country town:***

***Valuing its heritage and shaping the future by promoting the social, economic and environmental well being of the community***

### **12.2 Aims and Objectives**

Haslemere Initiative agreed the following aims and objectives on 22 September 2008:

- Aim 1:** To safeguard Haslemere's environment and distinctive features as a market town while improving town facilities by:
- 1.1 Preserving the unique features of Haslemere's identity
  - 1.2 Ensuring any substantial development meets the environmental, social and economic needs of the community
  - 1.3 Improving derelict sites and areas in need of attention
  - 1.4 Improving the environmental sustainability of the town
- Aim 2:** A comprehensive range of businesses and services that reflect the needs of the community and support employment whilst maintaining the essential character of the market town and surrounding area by:
- 2.1 Sustain the number and range of businesses in Haslemere and seek to meet identified need
  - 2.2 Establish Haslemere as a 'place of choice' to access a wide range of services
  - 2.3 Reducing the number of empty premises and derelict sites in Haslemere
  - 2.4 Improving economic activity in Wey Hill, Hindhead and Beacon Hill
  - 2.5 Safeguarding the number of employment opportunities in Haslemere
  - 2.6 Creating opportunities for young people to develop appropriate skills for the workplace
- Aim 3:** A choice of housing for all by:
- 3.1 Ensuring a range of housing is available that meets the needs of the community
  - 3.2 Increase provision of affordable housing
- Aim 4:** Increased community involvement and improved social inclusion and wellbeing by:
- 4.1 Improving social opportunities for young people
  - 4.2 Improving community facilities and their use
  - 4.3 Increasing public involvement in events

- 4.4 Improving support services for older people
- 4.5 Encouraging community support for community and voluntary groups
- 4.5 Improving the health of the community

**Aim 5:** Improved transport infrastructure by:

- 5.1 Improving the circulation of road traffic
- 5.2 Improving parking provision
- 5.3 Improving safety for pedestrians
- 5.4 Improving facilities for cyclists
- 5.6 Improving access to public and community transport in Haslemere and surrounding area

**Aim 6:** A Market Town that is recognised as an attractive place to live, work and visit by:

- 6.1 Maintaining the image of Haslemere as 'A Place Where Great Things Happen'
- 6.2 Sustaining and developing the quality of services for visitors
- 6.3 Increasing use of cultural, leisure and public facilities
- 6.4 Increasing economic activity and vitality of the town

## **13. ACTION PLAN AND NEXT STEPS**

### **See APPENDIX 1 'Your Haslemere' Action Plan**

An action plan to support the aims and objectives was agreed by Haslemere Initiative on 22 September 2008; this comprises both projects and actions and identifies potential partners, most of whom have been involved in the review process and others who will be involved as projects develop. The action plan is work in progress and will be monitored and updated on a regular basis.

The next stage is the exciting part in the process, the implementation and delivery of projects that will make a real difference to the community.

## **14. MONITORING AND EVALUATION**

Haslemere Initiative will monitor the progress of the 'Your Haslemere' Action Plan using the following steps:

- A progress report presented to each quarterly Haslemere Initiative Meeting
- The Review Group will highlight any issues or deviations against outcomes (objectives), outputs (projects) and milestones and identify actions to remedy
- The Action Plan will be revised as regularly as necessary
- The Review Group will monitor changes to relevant data on an annual basis and will assess the impact and make any appropriate changes to the Action Plan at this time
- The Review Group will ensure that the public are kept inform on progress via press articles in local and free papers, presentations to local groups, open meetings and displays at local venues
- Best practice will be incorporated at all times, comparing to other towns via visits, presentations – Market Towns network / conferences etc

## **15. LINKS TO OTHER STRATEGIES AND POLICIES**

The findings of the Haslemere Healthcheck should feed into local and countywide priorities. The document will be submitted to Waverley Borough Council for consideration as part of the new Local Development Framework and the revised Community Strategy. It will also be submitted to Surrey County Council to inform the Local Area Agreement and ensure that local priorities can be considered as part of wider strategic and service delivery priorities.

The starting point for delivering better outcomes is, for local partners in the Local Strategic Partnership (LSP), to create a shared vision and shared sense of priorities for a place. The vision is then set out in the Sustainable Community Strategy (SCS), which describes how people who live and work in the area want it to change over time. The latest Local Area Agreements (LAAs) form the heart of the new local performance framework at a county level and help deliver the ambitions for the county as a whole. LAAs set out the 'deal' between central government and local authorities and their partners to improve services and local quality of life in the area.

The Haslemere Initiative has focussed on ensuring it has captured the views of as wide a cross section of residents and visitors to the town as possible in order to ensure that it has a robust evidence base in support of the actions that emerge from 'Your Haslemere 2008' and to feed into the local and county strategic partnership.

The economic actions will fit within wider regional priorities tailored to local need. At the time of writing the economy was facing a downturn and inevitably this may lead to different short and medium term priorities both within Haslemere and further afield.

Set out below are some of the national and regional contexts in which 'Your Haslemere 2008' is set.

### **15.1 Legislation – aimed at increasing local involvement and action**

#### **Stronger and Prosperous Communities White paper 2006 –**

The aim of this White Paper was to give local people and local communities more influence and power to improve their lives. It was about creating strong, prosperous communities and delivering better public services through a rebalancing of the relationship between central government, local government and local people.

#### **Communities in Control Real People Real Power published July 2008**

1. *Communities in control: real people, real power* aims to pass power into the hands of local communities. The Government wants to generate vibrant local democracy in every part of the country, and to give real control over local decisions and services to a wider pool of active citizens.
2. They intend to shift power, influence and responsibility away from existing centres of power into the hands of communities and individual citizens. This is because the Government believes that they can take difficult decisions and solve complex problems for themselves. The

state's role should be to set national priorities and minimum standards, while providing support and a fair distribution of resources.

3. But while people want to have a greater say, they need also to be convinced that their involvement will make a difference. If they speak up, they want to know that their voices will be heard. This is what empowerment is all about – passing more and more political power to more and more people through every practical means
4. Local events provide a great way for communities to come together and encourage people to get involved in local activities. The Government will support local communities in developing local events such as litter picks, painting community centres, street parties or fairs in local parks.
5. The Government intends to introduce a new 'duty to promote democracy' to help councils promote involvement through clearer information, better trained staff and more visible councillors in the community. It will also extend the existing 'duty to involve' local people in key decisions, which will come into effect in April 2009, and will cover police authorities and key arts, sporting, cultural and environmental organisations. It plans to support frontline staff in responding to individual needs with a new task force and to set up an Empowerment Fund to support national third sector organisations turn key empowerment proposals into practical action.

## **15.2 SEEDA Regional Economic Strategy**

The SEEDA (South East England Development Agency) has three key objectives for the period 2006 - 2016

- Global Competitiveness,
- Smart Growth
- Sustainable Prosperity.

### **The Principle – Sustainable Prosperity**

The South East will achieve sustainable prosperity through preserving quality of life as a competitive advantage, enhancing the environmental, social and lifestyle offer to keep the region attractive as a place to live, work, and do business.

### **Five Priorities:**

- Increasing the profitability of businesses and the cost effectiveness of the public sector through resource efficiency and carbon action plans.
- Creating market opportunities for environmental technology and sustainable construction
- Stimulating behaviour change to reduce the carbon footprint of individuals as employees and householders
- Making the economic case for green spaces and green infrastructure
- Developing vibrant, thriving communities – urban and rural – with high levels of economic inclusion and quality of life

There is also a Rural Cross cutting theme which impacts upon Haslemere's activities. This covers:

- More economically dynamic and socially inclusive villages and market towns
- Increased business competitiveness in rural areas through entrepreneurship and enterprise
- Dynamic food, farming, and forestry sectors, enhancing and exploiting the countryside's assets and with increased adaptability and resilience
- Increased value of premium local products from South East land-based industries, with effective supply chains
- The quality and bio-diversity of the landscape preserved and enhanced, providing a high quality life-style offer to those who work, live in and visit it

Rural areas with more vibrant and successful communities and businesses, with the highest quality countryside and built heritage, giving the region a competitive edge, by increasing opportunities for rural communities; enhancing the skills base of rural business and hence their entrepreneurship and resilience; stimulating innovation through new products and processes; supporting local product supply chains through stimulating local demand; and supporting more effective management of the landscape and historic environment to provide a highly attractive natural countryside as a competitive advantage for the region.

### **15.3 Surrey Strategic Partnership working towards the Surrey Vision of 2020**

The Surrey Strategic Partnership - Sustainable Community Strategy is currently being revised but has the five following themes

- Children and Young People
- Health and Well-being
- Housing, Infrastructure and Environment
- Economic Development
- Safer and Stronger Communities

The priorities within these themes are reflected in action and work groups in the Surrey Local Area Agreements 2008/2011.

### **15.4 Surrey Rural partnership**

The Surrey Rural Partnership brings together partners working on behalf of rural areas and includes Market Towns activity under the Surrey Rural Towns Group. The Surrey Rural Partnership is currently refreshing the Surrey Rural Strategy which recognises and underlines the importance of vibrant rural towns to the economy of Surrey.

## **15.5 Waverley Strategic Partnership Community Strategy**

Waverley's Community Strategy dates from 2003 and is currently being reviewed for consultation in 2009. The Waverley Strategic Partnership has aligned its work with that of the Surrey Strategic Partnership but will also focus on local priorities not covered by the LAA or Surrey Community Strategy.

## **APPENDICES**

- 1 'Your Haslemere' Actions and Projects 2008**
- 2 Survey of 'hard to reach' groups**
- 3 Summary of key views (Balance of net opinion) expressed in the main 2008 public survey**
- 4 Haslemere Initiatives 2003 Aims and Objectives**

## APPENDIX 1 'YOUR HASLEMERE' ACTIONS AND PROJECTS 2008

Reference	Action or Project	Status – priority 1, 2, 3 or ongoing	Timescale	Meets objectives	Lead	Potential Partners	Evidence
P/1	Investigate feasibility of producing a Haslemere Design Statement to include catalogue of unique features of the area	1	2009	1.1; 1.2; 1.3	Haslemere Initiative Environment Theme Group	Haslemere Society	P; Q; T
A/1	Support public engagement in any proposed town centre development	1	ongoing	1.2	WBC		P
P/2	Investigate feasibility of plastic bag free town	2	TBA	1.4	Chamber of Trade		Q
P/3	Identify areas for a 'Tidy Haslemere' campaign	2	Immediate & Annual	1.4	Robert Serman		Q; P
A/2	Retain support for Haslemere's Fairtrade Town Status	2	Biennial	1.4	Haslemere Fairtrade Group	HTC	Q
P/4	Commission a consultation and research exercise covering Haslemere area to include: <ul style="list-style-type: none"> <li>• local shopping habits and needs</li> <li>• empty retail premises, current and correct usage of retail premises</li> <li>• availability of affordable premises, starter units and light industrial units</li> </ul>	2	2009	2.1 2.3 2.4 6.4	Haslemere Chamber of Trade and Commerce		Q; T
A/3	Support projects emerging from Hindhead Together to improve the viability of the Hindhead area, following the opening of the Hindhead Tunnel	1	ongoing	2.4	Hindhead Together		P; Q

A/4	Discuss e2e (entry to employment) and apprenticeship opportunities with Waverley Training Services	1	2009	2.6	Iain Lynch/ WBC		P; Q
A/5	Inform Waverley BC's Local Development Framework (LDF) process of the importance of retaining local employment sites	1	Immediate	2.5	Jackie Gaskell/ Haslemere Initiative	Chamber of Trade; WBC	T
A/6	Support Waverley in raising awareness and understanding of subsidized affordable housing, with a view to creating additional affordable units in Haslemere	1	ongoing	3.1 3.2	Haslemere Initiative Housing Sub-Group	WBC	P; T
A/7	Reinforce the support for reduced threshold for provision of subsidized affordable housing in building developments	1	ongoing	3.1 3.2	Haslemere Initiative Housing Sub-Group		P; Q
P/5	Identify potential sites for affordable housing	1	ongoing	3.1 3.2	Haslemere Initiative Housing Sub-Group		P; Q
P/6	In partnership with Waverley BC and Surrey Community Action conduct housing needs survey in Haslemere North and Grayswood	1	Completed	3.1 3.2	Haslemere Initiative Housing Sub-Group	WBC; Surrey Community Action Rural Housing Enabler	2003 Haslemere Healthcheck
A/8	Lobby for an effective range of facilities and activities for young people, including at the Wey Centre	1	2009	4.1 4.2	Haslemere Initiative Social & Community Theme Group		P; Q; T
P/7	Increase capacity at 'A Place to Be' youth club	2	2009	4.1 4.2	A Place to Be	Haslemere Initiative	Q; T
P/8	Support Active Waverley in the development of open access sports events for young people	1	ongoing	4.1	Sport Haslemere	WBC	Q; T

A/9	Support provision of indoor tennis centre	1	ongoing	4.2	Sport Haslemere	WBC; HTC; Woolmer Hill School	Q; T
A/10	Continue to lobby for new library premises in Haslemere	1	ongoing	4.2	Haslemere Initiative		P; Q
A/11	Promote active use of all town's open spaces (possibly through arts related event(s))	2	2009	4.2	Haslemere Initiative Social & Community Theme Group		P
P/9	Co-operate with Waverley BC & Surrey Creative Communities on Community Art project ('So Surrey' arts programme)	1	2009	4.3	Haslemere Initiative Social & Community Theme Group	WBC	P; Q; T
A/12	Explore feasibility of producing an adult education leaflet or webpage	2	2009	4.3	Haslemere Initiative Social & Community Theme Group		Q; T
A/13	Investigate the need for a home visiting service for the elderly	3	2010	4.4	Haslemere Initiative Social & Community Theme Group	Volunteer Bureau/ Meals on Wheels	T Research
P/10	Develop plan to increase support for voluntary and community groups in the town from people and businesses with financial resources and skills	2	2009	4.5	Matthew Bocock		T

A/14	Use Olympic 'buzz' to boost sport participation in the town	3	2010	4.6	Sport Haslemere		Q
A/15	Support The Edge's bid as a Paralympics Training Camp	1	ongoing	6.1 6.2	WBC	Active Waverley; Sport Haslemere Haslemere Initiative	Q
A/16	Continue to highlight serious shortage of NHS dentists and consequent lack of dental care	1	ongoing	4.6	Haslemere Initiative Social & Community Theme Group	PCT	Q
A/17	Raise awareness of concerns about out-of-hours access to a doctor by writing to PCT	1	2008	4.6	Haslemere Initiative Social & Community Theme Group		Q
A/18	Investigate feasibility of park and ride between new development at Fernhurst and Haslemere station and town centre	1	When appropriate	5.1; 5.2; 5.5	Haslemere Initiative Transport Theme Group	SCC; WBC; Chichester District Council	T
A/19	Support increased provision of parking at Haslemere station	1	ongoing	5.2	Haslemere Initiative Transport Theme Group	South West Trains	P; Q; T; 2003 Healthcheck

A/20	Investigate potential for additional sites for commuter parking	2	When appropriate	5.2	Haslemere Initiative Transport Theme Group	HTC	P; Q; T; 2003 Healthcheck
A/21	Lobby Surrey CC to improve pavements and Waverley BC to clear pavements of invasive trees and brambles	1	2008	5.3	Haslemere Initiative Transport Theme Group	HTC and local Borough Councillors	P; Q
A/22	Lobby Surrey CC to investigate the feasibility of 20mph zone in central area; mini roundabouts at key junctions and more zebra crossings	1	2009	5.3	Haslemere Initiative Transport Theme Group	HTC and Haslemere SCC Cllr.	P; T
A/23	Investigate needs of cyclists with cycling groups	2	2009	5.4	Haslemere Initiative Transport Theme Group		T
A/24	Lobby Waverley BC for stricter parking enforcement	1	2008	5.2	Jackie Gaskell/ Haslemere Initiative	HTC	P; T
P/11	Develop a brand image for Haslemere and produce a comprehensive internal and external marketing plan for the town	2	2009	6.1; 6.2; 6.3; 6.4; 2.1; 2.2; 4.3	Haslemere Initiative; HTC; Chamber of Trade		P; Q; T
P/12	Produce a communications plan to include: <ul style="list-style-type: none"> <li>Joint Marketing of Hall and Museum events</li> <li>Publicising diary on Haslemere.com</li> <li>email database for specific targeted marketing</li> </ul>	1	2008	6.1; 6.2; 6.3; 6.4; 2.1; 2.2; 4.3	Melanie Odell/ Haslemere Initiative	Hall, Museum, Haslemere.com	P; Q; T

A/25	Promote naming of street(s) after Haslemere's twinned towns in new developments	3	When appropriate	6.3	Haslemere & District Twinning Association		Twinning Association; T
P/13	Haslemere Food Festival 2008	1	Annual	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	WBC; Aga; Herald News-paper; Chamber of Trade	P; Q; T; 2003 Healthcheck
P/14	Haslemere Food Festival 2009	1	Annual	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	WBC; Aga; Herald News-paper; Chamber of Trade	P; Q; T; 2003 Healthcheck
P/15	Haunted Haslemere 2008	1	2008 Pilot	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	Haslemere Initiative; Visitor Information Centre	P; Q; T
P/16	Consider additional events/activities to bring people to the town and surrounding villages	1	2009 Pilot	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	Haslemere Initiative; Visitor Information Centre	P; Q; T
P/17	Christmas Market 2008	1	Annual	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	WBC; Chamber of Trade	P; Q; T
P/18	Christmas Market 2009	1	Annual	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	WBC; Chamber of Trade	P; Q; T

P/19	Tennyson Weekend 2009 (part of Haslemere Festival)	1	2009	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	Haslemere Initiative; HTC; Visitor Information Centre; Museum; Haslemere Festival	P; Q; T
P/20	Identify other events and activities that already occur in Haslemere and its surrounding villages that Haslemere Initiative can support and publicize	1	2008	4.3; 6.1;6.2; 6.3; 6.4	Melanie Odell/ Haslemere Initiative	Haslemere Initiative; Visitor Information Centre	OS
P/21	Research feasibility of an ecological project to address climate change and reduce carbon footprint at a local level	2	2009	1.4	Haslemere Initiative Environment Theme Group	Transition Town Haslemere Group	OS
P/22	Develop a 'Healthy Haslemere' campaign	2	2009	4.6	Haslemere Initiative Social & Community Theme Group	PCT; Sport Haslemere Active Waverley	OS

**Key:**

- P/ = Project
- A/ = Action
- P = Public Meeting
- Q = Questionnaire
- T = Theme Group
- OS = Other Suggestions

**Priority:**

- 1 = High
- 2 = Medium
- 3 = Low

## APPENDIX 2 Report on “Hard-to-Reach” Survey

To reach possible respondents, contact was made with the CAB, HAU4D, Meals on Wheels and 4 sheltered housing establishments and attempts were made to set up personal interviews rather than just handing out questionnaires. The one questionnaire that was completed alone by a respondent appeared to have received very cursory attention with some questions unanswered, whereas those taken down from interview elicited lively and thoughtful responses. Interviews were all carried out by the same person (Barbara Jeffers).

Responses were finally received via the following routes:

CAB	1 (without interview)
HAU4D	3
Sheltered housing	16 (Peperham House, Rolston House, The Meads, Homegreen House).

TOTAL 20

### Demographic

Males: 4; Females: 16

Age range:

45 – 54	1
55 – 64	2
65 – 74	0
75 and over	17

It was pointed out to the interviewer that there should have been a 75 – 84 age bracket and an 85 and over age bracket as many respondents were in the higher range and thought this a significant difference.

### Health Services

#### Dentists

Only 2 of the 20 said they were registered with an NHS dentist in the Haslemere area (actually Beacon Hill). This was either because they could not get registered locally or because being denture wearers, they considered they never needed dental care. However, one currently had a problem with her dentures but did not know how to address it. Some mentioned having to travel to Godalming, Petersfield, Midhurst and Grayshott. 7 were not registered with a dentist at all.

Of those who were registered with a dentist, 6 experienced problems with transport and 5 did not.

#### Doctors

All respondents were registered with a doctor, 17 in Haslemere and 3 in Grayshott, from choice, because they had previously lived near there and wished to remain with the same doctor.

6 reported problems getting to the doctors, 14 did not. The latter mentioned lifts from friends or family or a convenient bus service.

## Comments on local Health Services

There were many positive comments:

“The doctor made a home visit when I needed it.”

“I usually get a same day appointment.” (Others said next day.)

“I think we have a very good health service in Haslemere.”

“There is always a doctor available for us.”

“The minor injuries department at Haslemere Hospital is very good and we get the services of consultants from Guildford.”

“We can get hearing aid batteries at Haslemere Hospital.”

“I’m having physio there [Haslemere Hospital] now.”

“No difficulty getting help at the opticians.”

Suggestions for improvement were:

“Lack of NHS dentists is the only big problem.”

“It would be good if *more* consultants could come out and see patients at Haslemere.”

“I can go up on the bus but if I just miss one coming back I have nearly two hours to wait.”

(Others said bus was hourly.)

## **Support Services**

It was evident that this term was unfamiliar to respondents and not easy to apply to their own circumstances. Haslewey and the CAB were mentioned specifically in the questions but respondents were asked what other support services they had heard of. It was later apparent that some respondents were actually using services they had not mentioned that they had heard of.

## Services at Haslewey

Everyone had heard of Haslewey and 14 people were using or had used it for a wide variety of services, e. g. bathing, hairdressing, lunches, laundry, chiropody, holidays, outings, manicures, deaf aid batteries, wool purchases.

Comments were overwhelmingly positive:

“Excellent! A wonderful centre!”

“It’s a brilliant place with a wide range of services.”

“I can usually find the answers to any queries [about support services] at Haslewey.”

“I sometimes go on outings organised by Haslewey and I feel safe with them.”

There were only 2 reservations: one person was concerned about the cost of a short journey [from the Meads] to Haslewey [£2 each way]; another had had a meal which had not pleased her.

## CAB

All but one of the 20 knew of the CAB and 14 had used it but some of them many years ago. Comments were universally favourable e. g. “Excellent!” “Very helpful.”

## Care

10 mentioned Care as a service they knew of and 8 had used it. All except one of the comments were very favourable. One person was “not very impressed” because the driver taking her to her dentist in Petersfield had got lost. Another recognised that “If something comes up at short notice you have to get a taxi because Care and Hoppa need advance notice.”

### Hoppa

Nine people said they had heard of Hoppa and 3 had used it. One made no comment and the other two commented favourably.

### Blind Club

Six knew of this, possibly because it meets at Rolston House, and the one who used said, "I love this and have met people I can talk to by phone between meetings."

### HAU4D

The 3 respondents contacted via this route were the only ones who said they knew of it. Comments were:

"I am quite happy coming here all day. People are pleasant and helpful."

"It provides a service not provided elsewhere. People help themselves and each other."

### Alzheimer's Society

6 knew of this and one had used it for her husband, while he lived, and continued as a volunteer there after his death. She said: "The staff are brilliant!"

### Meals on Wheels

This was only mentioned by one person, who had used it himself. "I had them Monday to Friday for two months after surgery. It was a terrific help. The meals were better than I had been led to expect." He also mentioned the "very nice ladies" who brought them.

### Home Care Services

Although only one person mentioned this as a service they knew of, it transpired from other answers that several of them were using it for help with cleaning and shopping e.g. bringing heavy things or collecting prescriptions. One person who would like to use the Age Concern home care service said she was worried about the cost.

### Parkinson's Support Group

One person knew of and was using this.

### MS Society and McMillan Nurses

These were each mentioned by one person as support organisations they had heard of.

### Wardens of Sheltered Housing

Although there was no question specifically about sheltered housing, it became clear that wardens were seen as significant sources of support and information. There were *no* negative comments.

"Living at Rolston House has changed me. I got a very warm reception from the warden and people are friendly. I used to be very nervous but now I can talk to people more and join in."

"The warden [at Peperham House] has introduced all sorts of new services – monthly coffee mornings, Christmas lunch, the occasional party. She arranges transport to events at Haslemere Hall and Grayswood village hall. All much enjoyed. The facilities here are pretty good."

"I don't like to go out on my own in the evening but I go if the warden arranges transport."

It was also apparent from answers about ease of getting to shops and services that all the sheltered housing complexes visited were experienced by the residents as very well situated for access to town facilities.

### Library

This was mentioned as a support service by some respondents, e.g. "I use the library a lot and I was very sorry we lost our opportunity for a new one."

## **Shopping**

### Prices

Views on prices in local shops were fairly evenly split: 9 respondents being satisfied and 11 dissatisfied.

### Range of Shops

The arrival of the new fresh fish shop in West Street was favourably noted, as was the Farmers' Market.

The interviewer tried as far as possible to identify the types of goods that prompted respondents to mention names of particular shop chains. Needs unmet in Haslemere were for:

"A reasonably priced clothes' shop catering for the over 50s, men and women."

9 respondents raised this lack in one form or another; 3 specified that it should be on Wey Hill.

"We have no underwear shop for practical, affordable things."

"Shop selling haberdashery and wool."

"I buy clothes by mail order."

"I have to go to Guildford or Farnham to buy clothes."

Specific shop chains providing the type of goods they had in mind were Peacocks, Edinburgh Woollen Mills, M & S, BHS and also Elphicks of Farnham.

Other deficits mentioned by some were:

"I miss the hardware shop in Wey Hill dreadfully." (2 respondents mentioned this.)

Lack of greengrocer's in Wey Hill - 3 respondents mentioned this.

Other individuals wanted Sainsbury's and an M & S Simply Food in Haslemere.

### Suggestions for Making Shopping and Getting to Shops Easier

Bus shelters were the most desired improvement, specifically in Wey Hill (Haslewey side) and in the High Street. 1 people mentioned the lack of these. Free bus passes were much appreciated but a Sunday bus service was wanted. "You can't get out of Haslemere by bus on Sundays."

Though the availability of the bus service was favourably noted, the age and condition of the buses was thought to need improvement. "More modern buses, easier for older people to use" were desired and being able to get on a bus was mentioned more than once as a significant achievement in itself. "The bus bay (outside the Georgian) tends to get filled up with parking lorries."

One bus success was noted "We *have* got a bus stop now [outside Kemnal] thanks to the efforts of a resident there aged 102."

“The station is terrible! Getting up and down the steps is awful.”

“I would like a crossing across the Grayswood Road. I can walk but I can't see the cars till they are on top of me.” There is no pavement on the side of the road where this resident lives and she now feels unsafe to go out alone.

For a wheelchair user, steps up to her bank are a problem. She believed it would be possible to provide a ramp “if they went about it the right way”.

“In the High Street the pavements are uneven”.

More seats were requested by 2 respondents, i.e. near the WBC Locality Office and some on Wey Hill. For these respondents, having to cross the road to reach a seat was a significant obstacle.

### Entertainment and Leisure

See comment on library under Support Services.

The large majority either thought these were good or were not interested anyway as they did not want to go out in the evenings. Apart from the library, there were no specific suggestions for improvements except for one lady (aged 75+) who said “I would like a nice dance hall.” There were 6 spontaneous positive comments about films and live performances at Haslemere Hall but getting to them was dependant on lifts from family or friends or transport arranged by the warden. “Haslemere Players are terrific.” “There is a lot of talent at Haslemere Hall.”

It was the opinion of respondents that it was services for the young that were lacking. What was needed, said 2 respondents, was “more youth services”, “a bowling hall or youth café for the young to meet and socialise.”

### Other Suggestions for Making Haslemere a Better Place to Live In

The predominant feeling was that it was already pretty good - “I'm quite content with the town I live in,” was the gist of many answers.

“More police on the beat” was mentioned by one.

“The old Moore and Clarke building should come down. It is an eyesore.” (1)

“I hope it won't get too big and built up.” (1)

“I wish we didn't have the big gap between the two centres.” (1)

“Not enough people know about the Farmers' Market. It needs more advertising.” (1)

Haslemere was “clean and tidy” (1), or had “rubbish thrown all over”. (1)

### **Limitations of this consultation**

Although the intention was to consult hard-to-reach groups, no way was found to consult the housebound elderly or disabled or people living in care homes and without visitors, probably the *most* isolated groups. Therefore the possible need for additional services for their benefit, e.g. a home visiting scheme, to meet social needs rather than practical ones, was not addressed.

## APPENDIX 3

# Haslemere Healthcheck review 2008 – Balance of opinion on questions asked

**Net Score (having added together 'excellent, very good and good' and 'not very good, poor and very poor' and then taking away one from the other**

**Please describe your opinion of the following.**

A positive score shows the level of satisfaction or agreement (Higher is better)

A negative score shows the level of dissatisfaction or disagreement (lower is better)

Taking everything into account, how good is Haslemere as a town to live in or near?	74%
The availability of doctors in surgery hours	52%
The range of cafes and restaurants	42%
The availability of hospital services	39%
The range of retail shops	38%
The signposting and information in the area	37%
The range of business services	34%
The range of information on haslemere.com	29%
Recreation and social facilities for children under 5	20%
The availability of other advice and information services	19%
The range of pubs and clubs	18%
The support services for older people	18%
The availability of shoppers' parking space where I need it	15%
The range of attractions and places of interest to visit	14%
Recreation and social facilities for children 5-12	10%
The public transport facilities	10%
The library	9%
The range of youth employment opportunities	8%
The facilities for theatre, music and cinema	5%
The support services for people with disabilities	4%
The range of visitor accommodation	1%
The range of activities and events for visitors	-1%
The availability of drug and alcohol advice	-2%
Adult education provision	-7%
The range of adult employment opportunities	-11%
Recreation and social facilities for children 13-16	-13%
The range of adult training opportunities	-14%
The range of youth training opportunities	-19%
The availability of doctors outside surgery hours	-21%
The availability of commuters' parking space where I need it	-39%

## Opinion on sports facilities

**Net Score (having added together 'excellent, very good and good' and 'not very good, poor and very poor' and then taking away one from the other)**

Facilities for walking or running for recreation	68%
Swimming facilities	63%
Facilities for taking part in 'keep fit'	60%
Facilities for field or team sports (e.g. football/rugby/hockey/other)	41%
Tennis facilities	39%
Squash facilities	23%
Facilities for cycling for recreation	22%
Facilities for outdoor athletics	18%
Indoor sports facilities (e.g. basketball/athletics/other)	17%
Facilities for skateboarding/rollerblading	5%

## Q2 Which statement best describes your opinion

**Net Score (having added together 'excellent, very good and good' and 'not very good, poor and very poor' and then taking away one from the other)**

Haslemere has a character of its own	84%
Banks/building societies	71%
The train service	70%
Charity shops	69%
Haslemere Educational Museum	66%
Haslemere Hall	59%
Local hotels, restaurants, pubs, wine bars, coffee shops	55%
Estate agents	53%
Retail shops	51%
Recycling facilities for paper, glass, cans, clothes, etc	44%
Haslemere has a real feeling of community	41%
Haslemere is an easy town to shop in	37%
Town footpaths	30%
Town Car Parks	24%
I can get most things I want in the shops in Haslemere	23%
Other professional services (please specify)	15%
I avoid driving through the centre of town at peak times	14%
I do almost all my shopping in Haslemere	9%
Prices in Haslemere are no higher than in other local towns	8%
Buses	-1%
I feel I could influence decisions about important local developments, if I wanted to	-2%

I could easily use public transport to get to the shops in Haslemere if I wanted to -21%

**Net Score (having added together 'excellent, very good and good' and 'not very good, poor and very poor' and then taking away one from the other**

Heavy goods vehicles should not be allowed to use the town centre as a through route 66%

There should be an increase in the amount of car parking space in Haslemere with specific locations, variable charges and time limits to meet the differing needs of local workers, shoppers and commuters 58%

There should be controlled parking in Haslemere, to get non-resident parking off the streets and roads 41%

Local public transport system is not good enough to encourage shoppers and employees to shop and work in Haslemere 29%

Facilities for cyclists in and around Haslemere are poor and this concerns me 25%

I would use public transport more if the service were improved 17%

I would regularly use a new public transport service based on shuttle buses travelling every 10 minutes between the High Street, Wey Hill and a multistorey car park at the station 13%

Traffic calming measures and a 20 mph speed restriction in the town and surrounding streets should be introduced to reduce traffic speeds 12%

Traffic speed limits should be reduced to encourage more people to shop locally 6%

The cost and availability of car parks deters me from shopping in Haslemere -5%

I would support consideration of a one-way system in Haslemere town centre -6%

Traffic congestion in Haslemere deters me from shopping in the town -9%

## **APPENDIX 4**

### **Haslemere Initiative 2003 Aims and Objectives**

**Aim 1: Develop and promote a comprehensive range of businesses that reflect the needs of the community and support employment.**

Objectives:

- Improve the viability and appeal of the town's retail areas
- Work with outside agencies to support retailers and business in HaslemereAdapt and create businesses to support 21st Century demands.
- Maximize customer care in all businesses within Haslemere
- Develop a strategy and infrastructure to support entrepreneurs in commercial units and to actively encourage employment opportunities

**Aim 2: Ensure there is a choice of housing for all.**

Objectives:

- Raise awareness of local housing needs
- Identify suitable sites
- Increase the provision of affordable housing, to rent and to buy
- Ensure that there is a real choice of housing, so that young people from Haslemere can stay in the area when they are older

**Aim 3: Increase community involvement and improve social inclusion.**

Objectives:

- Improve the facilities for young people
- Improve community facilities
- Promote public participation and inclusion
- Sustain local healthcare facilities

**Aim 4: Improve derelict and unattractive sites.**

Objectives:

- To seize opportunities presented by potential key sites to create useful business and community spaces that enhance the overall environment of the town.

**Aim 5: Safeguard Haslemere's environment and distinctive features.**

Objectives:

- Ensure that the unique features of the Haslemere identity are maintained
- Improve recycling provision

**Aim 6: Develop an effective transport infrastructure.**

Objectives

- Improve the circulation of road traffic in and around Haslemere and Hindhead
- Implement a comprehensive parking plan
- Review speed limits in the town and elsewhere
- Improve safety for pedestrians and cyclists
- Improve community transport for Hindhead, Haslemere and its hinterland

**Aim 7: Improve the visitor economy**

## Objectives

- Develop a clear brand image
- Actively promote a sustainable visitor economy
- Improve the facilities for visitors (e.g. signage, linked marketing etc)