

Appendix 3.6 General Surveys

Report on Consultations and Evidence gathered for Cranleigh's Neighbourhood Plan

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| Event | Surveys 1, 2 and 3 |
| Date | 1) February 2015, 2) March 2015, 3) November 2015-February 2016 |
| Venue | Forms available in the Village at the Library and Art Centre, delivered to local households, handed out at public events and available on line. |
| Purposes | Surveys 1 & 2 to explore the issues, gather evidence, obtain people's views comments and wishes. Survey 3 to check that all important topics have been covered by the plan's objectives and to reflect back to the community what they see as the main issues for the future of Cranleigh. |
| Evidence Report by | Chris Dubois & Deena Goff |

Three surveys via questionnaires were undertaken on a variety of topics. In order to gauge the priority levels within each topic and to keep the analysis as clear and simple as possible respondents were at first asked to give single answers to the questions. However, a few respondents wished for multi-choice answers and wanted to be able to give their own comments. Survey 2 enabled multiple answers and comments to be made. Survey 3 sought to confirm that the objectives for the plan reflected the community's views, and also enabled free comments to be given at the end of the survey.

Out of an adult population of 8945, (census at <http://www.surreyi.gov.uk>) 413 responded to survey 1 (approx.1:22) 322 responded to survey 2 (approx.1:28). Survey 3 was extended over a three-month period and widely advertised to try to encourage a greater response rate. 700 responded (approx.1:13).

The three survey questionnaires and their results, including all the comments, can be found on the Cranleigh Neighbourhood Plan website www.cranleigh-pc.gov.uk Also available on the web-site is a specific pdf file containing all of survey 3's comments and an Excel spreadsheet into which all the comments have been classified by topic into main categories and then sub-categories.

Given overleaf are a summary or synthesis of the comments from survey 3, and a chart showing the number of comments in each of the main categories. This is followed by the results and analysis of the main set questions from survey 3 on the proposed objectives for the neighbourhood plan.

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Synthesis of Written Comments

Cranleigh Neighbourhood Plan: Synthesis of Survey 3, Question 31, written comments
By Chris Dubois, 2 Mar16

Introduction

Survey 3 attracted 700 responses. 323 of these made additional written comments in what we call Question 31. The present document is an analysis of those written comments. These are about the issues that people wanted to express; they are not responses to our questions.

Most written comments covered multiple topics, in which case they have been counted multiple times.

The three relevant documents (see 'References') are:

1. Survey Monkey exported the Q31 responses to a *.pdf* file of 323 written comments, which is available.
2. We tabulated each individual comment in a *spreadsheet*, noting the response number against each one. This spreadsheet also is available.
3. We summarised the responses in the below *present Word document*.

Any synthesis loses data. My approach has been to lose almost no data between the *.pdf* and the spreadsheet, then for the present Word document to summarise, making the spreadsheet and the *.pdf* available on the web site www.cranleigh-pc.gov.uk to anyone who wishes to dig more deeply.

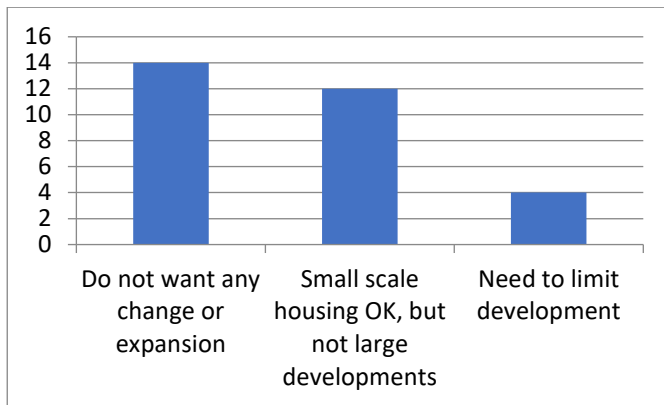
I have classified the written comments using the structure of the Neighbourhood Plan.

The units on the histogram are numbers of written comments (percentages are meaningless).

I have put **in bold** the points the main ones. I have not recorded all the written comments in the present document, only those that are numerically significant. For all comments, please refer to the spreadsheet and the pdf document on the website. www.cranleigh-pc.gov.uk

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Draft Vision



One respondent said that new developments should be no larger than the existing, and one noted that Cranleigh is a service hub for surrounding settlements: “hope the Plan acknowledges that Cranleigh is a centre e.g. for doctors shopping and entertainments and for access to e.g. Guildford and not just concerns of those who live there” (sic).

2 Housing / Character and Needs

The most discussed topic for written comments was the need to **keep the atmosphere of the village** - 30 people wrote this (matched only by the 30 who said its road network is inadequate). A number talked about ambiance, community spirit, and the need to prevent Cranleigh becoming a dormitory.

Four respondents encourage expansion. “It’s a town, not a village.” “Hurry up and build and stop wasting time.” “Sensitive planned growth on an appropriate scale is essential for the future of our community.” “Encourage NIMBYs to realise they are not the only people to want to live or work here.”

Three people wanted to impose a housing limit, and one suggested maxima of 500 in Cranleigh and 2000 in Dunsfold.

3 Housing Mix

There were only 24 written comments, but they were **all for smaller and medium-sized homes**, not larger. Four said they want this because businesses cannot attract staff. Nine mentioned the need for smaller and sheltered homes for older people.

4 Local Priority for Affordable Housing and Starter Homes

A high number in this survey, 24 want **low-cost housing because our children cannot afford to live here**. One said “shameful not to help the poor and the young into Cranleigh housing.” Five wanted exclusivity or priority for local people. Five did not want affordable housing because of associated social problems. One cited the Parker Morris standard.

5 Housing Densities

Three wanted to keep it as it is.

6/7 Residential Private and Visitor Parking

Two comments said two or ‘adequate’ car places per house and one said three. One said we need short-term parking for the increasing number of delivery vans.

8 Access Connections

No written comments.

9 Economy: Expansion and Frontage

One respondent wanted to fill empty shops first, and one did not want any more shops.

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9 Economy: Public Parking

12 thought we need more public parking. Other ideas were:

- no on-street parking (4);
- some parking is needed on the High St. (2);
- no High Street parking but half-an-hour free in the public car parks (4);
- free parking for an hour or so (2);
- residents need to park (2).

There were some other individual comments: see the spreadsheet.

10 Development of Existing Businesses

Only eight written comments in total, including: “why build if there’s no jobs here?” (2), “let’s have a wider range of shops so we can do a proper shop in Cranleigh” (2); “don’t want more businesses” (2).

11 New Commercial Sites

Only one comment: “protect the fields adjacent to Stocklund Square for retail or commercial expansion, being the best place for this. Its inclusion in the NP will thwart Berkeley Homes if they were to appeal.”

12 Local Green Space

12 written comments want to keep it. Five more said that common or donated land should be kept for people and sports.

13 Location of Development Sites

12 prefer it at Dunsfold rather than Cranleigh, and 11 (including four duplicates) want building on brown sites not green. Five said they like the KPI proposal.

Other comments: “better to build a new village than ruin Cranleigh’s character” (2); and “the roads are inadequate for Dunsfold Park” (2).

Single-case comments were:

- “develop near Cranleigh centre to minimise car use”;
- “develop away from Cranleigh centre to minimise infrastructure impact” (sic);
- “give equal consideration to Cranleigh and Dunsfold”;
- “protect the countryside and enable access to it”;
- “develop towards Rowly to minimise High Street congestion”
- “build on fields near Alfold Road”;
- “protect the ecology”;
- “must consider all available sites, not just the developers” [what is the Call for Sites for?].

14 Flooding

22 written comments said that **flooding or flood control is important**.

15 Flood Control Maintenance

No written comments.

16 Flood Resilience

One comment said that developers should be coerced to solve the problem.

17 Heritage and Legacy

Five comments want to maintain the character of the buildings in Cranleigh. Two thought new heritage buildings important.

18 Adaptable House Design

No written comments.

19 Design and Layout of Development Sites

Only six written comments: two want a mix of designs. For the other comments, please see the spreadsheet.

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20 Robust New Roads

Only one comment, that roads on new developments must be Council-maintained.

21 Good Design Quality

Only two comments, one in favour and one suggesting use of the Bld Research Est Environmental Assessment Methodology and Code for Sustainable Homes.

22 Community Infrastructure: Utilities

27 think that the **infrastructure must improve** before or as development starts and some said the developers should pay. Another 13 say simply that Cranleigh's infrastructure is inadequate. Another nine mention one aspect of the infrastructure (utilities, medical, schools) needing improvement. Four state that Thames Water cannot cope with the current levels of sewage. Two mention the lack of a Police station in Cranleigh.

Project 1: Public Transport

A mix of 22 comments: five want a direct public transport link to Guildford main line station, and another one to the Royal Surrey CH.

A few people want better public transport. Three want the Downs Link used for this, and another three want a guided bus or tramway on it. Another three do not want the Downs Link used, but a better road bus service instead.

One suggested we need a better link to the Horsham-Crawley-Gatwick conurbation.

Project 2: Local Road Network

30 comments are that the **road network is inadequate**. An additional eight want **road network improvements** encouraged. Seven want traffic calming or law enforcement in order to reduce average speeds on Cranleigh's roads.

Project 3: The Congested A281

Nine want SCC to address this problem and a further 11 want a rail- or tram-way link to Guildford. Two comments specifically noted the need to improve the Elmbridge Road, and one Amlets Lane.

Project 4: Pedestrian and Cycle Routes

Three comments are all in favour. Two pointed out that to carry shopping you need a car.

Project 5: Downs Link

11 comments want to keep it for walkers and cyclists, one of these suggesting a cycle park-and-ride at Wonersh.

Project 6: Cranleigh Village Centre

Eight say the High Street is too congested but another eight do not want a relief road (another two say that traffic is important to a High Street). Five want a relief road. Six (with two duplicates with previous) say the High Street is OK but illegal parking should be controlled.

There were several individual suggestions:

- "want wheelchair access to shops";
- "close the High Street between 1000 and 1600 and use the relief road between those times";
- "need more pedestrian-only areas" and "need a meeting place for residents";
- "widen the western High Street";
- "don't over plan it like Leatherhead";
- "20 mph speed limit";
- "discourage the school run which causes congestion";
- "Pedestrians get too much priority".

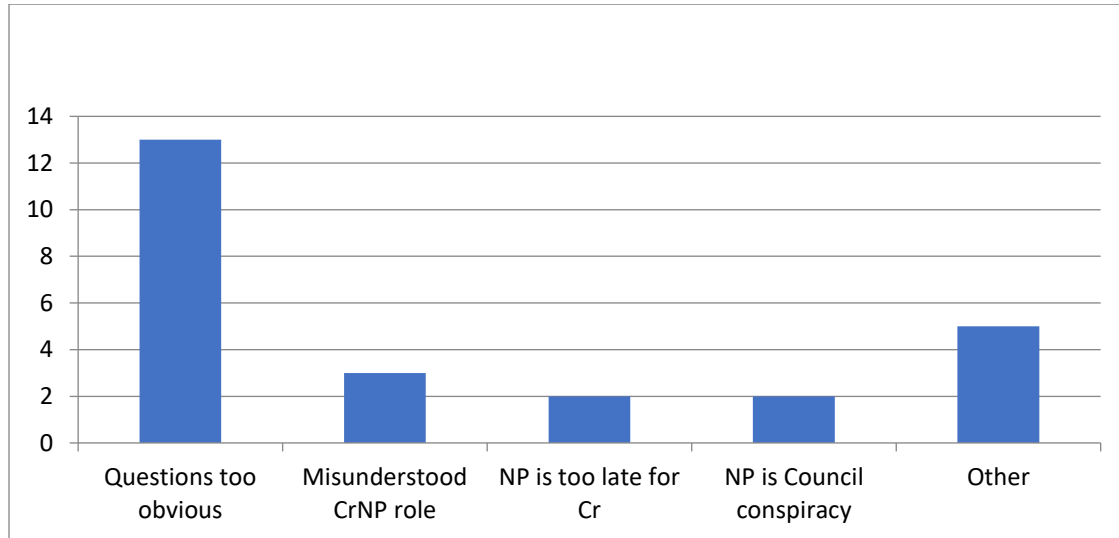
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Project 7: Shared Space Concept

Only 12 written comments: six were against it, and the other six were in favour given a relief road (sic) (2) and provided its safety can be demonstrated (3).

Negative Comments

“This Survey 3 is a waste of time” It is interesting to work out why 20 people said this or similar. It boils down to:



- **The questions are motherhood or obvious or vague or platitudinous:** 13 (5, 52, 55, 110, 194, 200, 206, 256, 260, 261, 285, 305, 310);
- **Respondent has not understood that it's not a question of how many houses, but where they will go** 3 (11, 202, 310);
- **The NP is too late for Cranleigh** 2 (200, 206);
- **Conspiracy: CNP is a way for the Councils to circumvent the populace** 2 (11, 223);
- **There's a long way to go before the NP defines how the populace wants Cranleigh to look** 1 (310);
- **Open to duplication** 1 (5);
- **It's clearly a Council Survey** 1 (306);
- **Respondent wants answers and doesn't want to be asked the questions** 1 (15);
- **Cranleigh's a sink for council tenants pushed out of London** 1 (83);
- **Writer of the Survey is orthographically challenged** 1 (199).

Supportive Comments

14 said: “good work; keep it up!” or similar words.

References

Document 1 is called *Data_Q31_160223 (323 responses) (23Feb16).pdf*

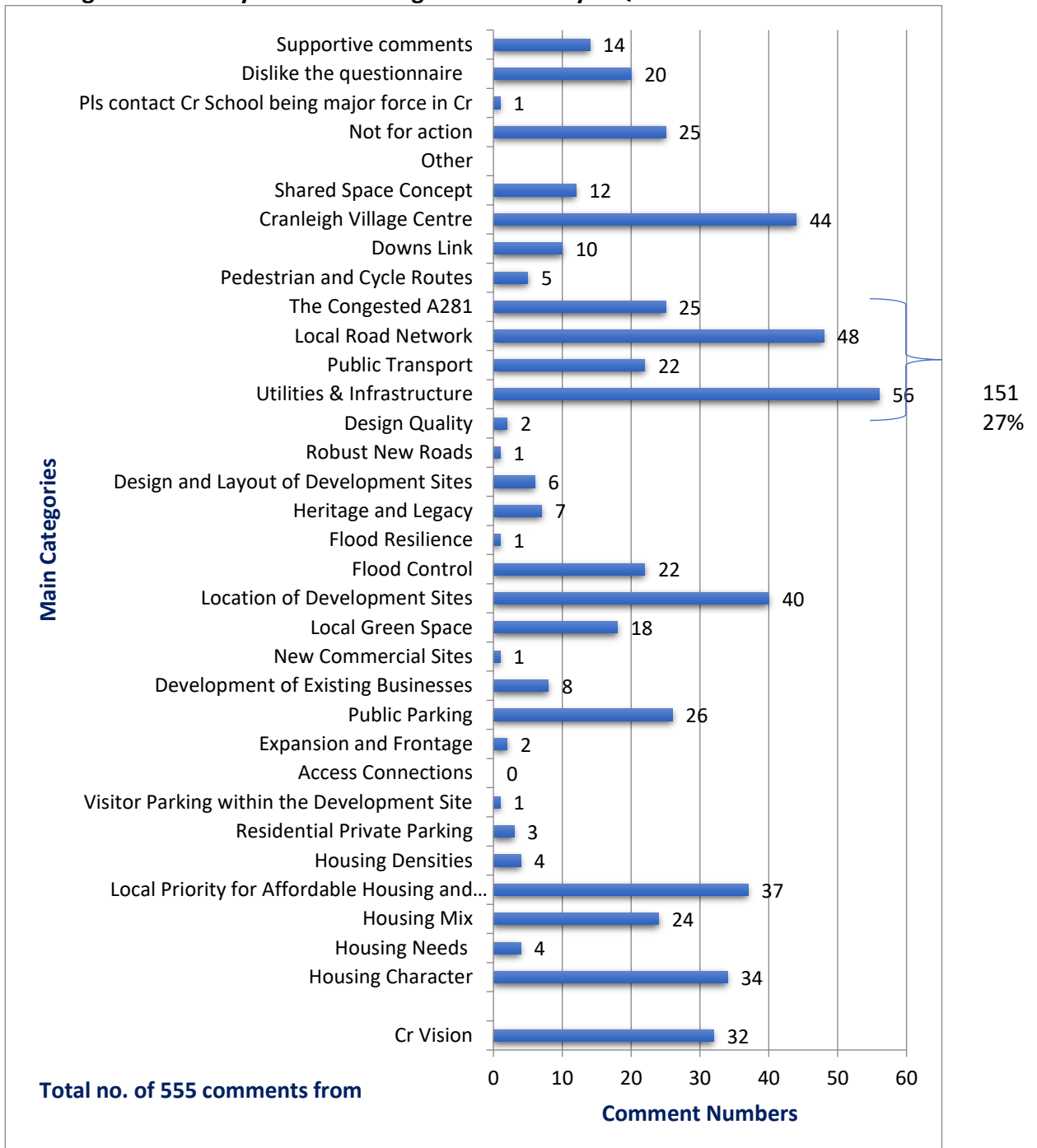
Document 2 is called *Q31 Analysis (24Feb16 323 responses).xlsx*

Document 3 is called *Cranleigh NP Synthesis of Survey3 Q31.docx*

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Categorised Comments from Survey 3

Chart showing Comments by the Main Categories of Survey 3 Q31



The top 3 areas of concern are

- the utilities and general infrastructure,
- the local road network and
- the village centre.

From a wide number of topics, over a quarter (27%) of the comments related to the utilities and transport infrastructure.

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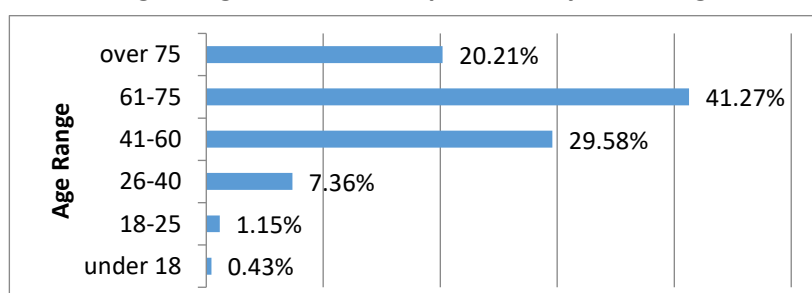
The objectives for the neighbourhood plan were based on the priorities obtained from the responses from the previous two surveys as well as comments made by the community. 700 responded to survey 3. The high level of agreement with the objectives in Survey 3 confirmed that the objectives do reflect the community's concerns.

Based on these results, adjustments to the objectives and policies have since taken place.

Results from Survey 3 questions on the proposed objectives for the Neighbourhood Plan

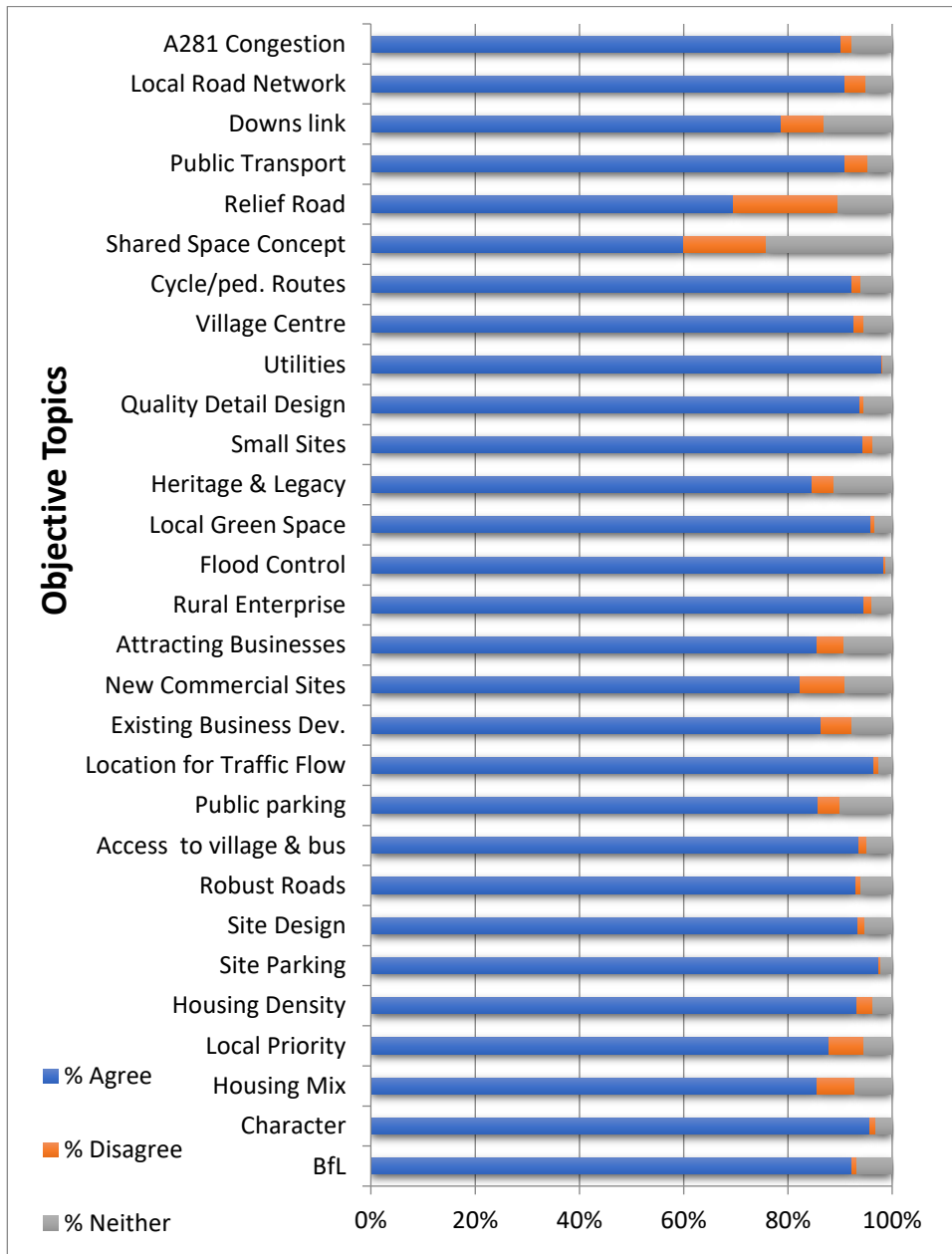
| Objective Topics | % Agree | % Disagree | % Neither | Total % |
|---------------------------|---------|------------|-----------|---------|
| BfL Standards | 92.31 | 0.89 | 6.8 | 100 |
| Character | 95.76 | 1.02 | 3.22 | 100 |
| Housing Mix | 85.65 | 7.17 | 7.18 | 100 |
| Local Priority | 87.91 | 6.64 | 5.45 | 100 |
| Housing Density | 93.15 | 3.06 | 3.79 | 100 |
| Site Parking | 97.52 | 0.29 | 2.19 | 100 |
| Site Design | 93.42 | 1.32 | 5.26 | 100 |
| Robust Roads | 93.03 | 0.89 | 6.08 | 100 |
| Access to village & buses | 93.57 | 1.61 | 4.82 | 100 |
| Public Parking | 85.69 | 4.23 | 10.08 | 100 |
| Location for Traffic Flow | 96.47 | 0.88 | 2.65 | 100 |
| Existing Business Dev. | 86.32 | 5.88 | 7.8 | 100 |
| New Commercial Sites | 82.27 | 8.71 | 9.02 | 100 |
| Attracting Businesses | 85.55 | 5.16 | 9.29 | 100 |
| Rural Enterprise | 94.55 | 1.47 | 3.98 | 100 |
| Flood Control | 98.40 | 0.29 | 1.31 | 100 |
| Local Green Space | 95.91 | 0.73 | 3.36 | 100 |
| Heritage & Legacy | 84.65 | 4.24 | 11.11 | 100 |
| Small Sites | 94.32 | 1.89 | 3.79 | 100 |
| Quality Detail Design | 93.86 | 0.73 | 5.41 | 100 |
| Utilities | 97.95 | 0.29 | 1.76 | 100 |
| Village Centre | 92.66 | 1.91 | 5.43 | 100 |
| Cycle/ped. Routes | 92.30 | 1.63 | 6.07 | 100 |
| Shared Space Concept | 60.09 | 15.75 | 24.16 | 100 |
| Relief Road | 69.57 | 20.09 | 10.34 | 100 |
| Public Transport | 90.92 | 4.39 | 4.69 | 100 |
| Downs link | 78.68 | 8.24 | 13.08 | 100 |
| Local Road Network | 90.91 | 4.02 | 5.07 | 100 |
| A281 Congestion | 90.23 | 2.04 | 7.73 | 100 |

Age Range of the 700 Respondents by Percentage



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Bar Chart showing the results from Survey 3 questions on the proposed objectives for the Neighbourhood Plan



With the overall high level of agreement for the neighbourhood plan's objectives, the greatest level of support was for addressing flood control (98.4%), the utilities (97.95%) and residential parking on development sites (97.95%).

The shared space concept for the high street and a relief road had the least support, had the greatest number who disagreed or who neither agreed nor disagreed. It is of interest to note that although both these topics had had a comparatively low level of support (60% & 69%) a review and re-design of the village centre had a high level of support (92.6%)