



ANNEX A

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A1 BOOKHAM 2010 SURVEY

This survey was undertaken with members of the Bookham Residents Association to gain their views on the best features of the village that they would wish to maintain and those that can be improved. The findings from 183 returns were reported in May 2005.

Bookham has a wealth of distinguished buildings, landmarks and open spaces that make it special to residents. They also enjoy a wide range of year round activities, centred on associations and clubs using the Old Barn Hall and church halls, and seasonal events like Village Day, Village Week and evening shopping at Christmas. The range and quality of shops are seen to be one reason why people choose to live here, as are the highly rated schools for all ages.

Widespread concern was expressed at the increasing density of house building, with resultant heavier traffic flows and pressure on services. However, more affordable houses and starter homes are required for key workers and to keep young people from having to move away. Young people also sought more places to meet and more activities that would appeal to them.

Bookham people want to see less graffiti, litter and anti-social behaviour, requesting more police presence as part of the solution. A few isolated and dark places were identified where people feel unsafe, so better lighting was called for in those places.

Congestion in the High Street divided respondents in their reaction and suggestions. A larger proportion sees it as too narrow for 2-way traffic and street parking on one side. They propose a one-way system, combining with East Street.

The public transport services for Bookham were rated as poor, the emphasis being on there being no buses in the evenings and no buses or trains on Sundays.

When asked to describe how they would like Bookham to be in 2010, the majority of people want the village to remain much as it is at present and particularly to retain its village character and sense of community. They want thriving shops and activities for all ages, to be safe and to retain the green spaces in and around the village.

A2 HEADLEY VILLAGE

At the open day on 12 February 2005 to launch the proposal to develop a Village Plan, 31 people completed a questionnaire on how they see Leatherhead, the purpose of their visits to the town and what needs to be improved from their standpoint. 64% come into Leatherhead daily or at least once a week. All but one travels by car, the bus service being infrequent and not available after 6.30pm.

The main purpose of visits is shopping, followed by the restaurants, theatre, Leisure Centre, doctors, banks, chemist, hairdressers and the library.

In order to attract Headley people to visit Leatherhead more often, improvements are needed to the range of shops, particularly ladies clothes, followed by a Marks & Spencer, more restaurants, a butcher, children's and men's clothes.

The next most important improvement is better parking facilities. The Swan Centre car park is seen as too difficult. Headley people want cheaper parking and spaces for less than the one hour minimum now charged. The Church Street car park is also seen as difficult to enter and for manoeuvring.

Access to the centre of Leatherhead from Headley is not seen as welcoming "as the traffic system takes people round the town not to the centre".

Other suggestions were to publicise the theatre, Leisure Centre and markets more effectively in Headley, to provide more activities for youth and to provide a more regular bus service, with later buses for those going to the theatre and restaurants.

It was proposed that Headley should promote itself to businesses in Leatherhead for away day conferences for up to 50 people. Meetings could be held in the Village Hall with catering at the refurbished Crown Inn or brought to the hall from there. Others suggested the countryside walks around the village be promoted.

A3 VISIT TO LEATHERHEAD STUDY 191205

This annex describes a door-to-door survey, which was undertaken by a sub-group of the Town Centre Forum in the autumn of 2004. It consisted of a few very open questions about perceptions of the town. We selected a range of roads with dwellings of various types and residents of different levels of affluence. We interviewed 50 residents in



each of Leatherhead North, Leatherhead South, Ashted and Bookham. The questionnaire and analysis are attached, for each area. There is also an analysis of the perception of the town, by people who say they never visit it, or only visit it once a year.

We found that the main improvement that people wanted to see in the town was a bigger range of shops. Clothes were a big issue for all ages and both sexes, followed by fresh food. There was also considerable demand for a McDonalds type of restaurant.

More convenient parking came a close second to range of shops. The multi-storey car park is disliked by many people. There was demand for very short term parking, such as half an hour in which to go to the bank or one shop. Some respondents wanted more long term parking, for people who work in the town, instead of parking in residential streets.

Table A3.1 Visit to Leatherhead Study: Combined Results

Question 1. How often do you visit Leatherhead Town Centre?	
Daily	35
2 or 3 times per week	17
Weekly	48
Monthly	31
Annually	9
Never	9
	149

Question 2. Why do you visit Leatherhead? (all mentions)	
Main food shopping	16
Occasional shopping	16
Post Office	3
Paying bills	3
Boots/Savers	4
Market	7
Farmers market	1
Banking	32
Hairdressers	7
Dentist	1
Library	9
Video hire	3
Help Shop	1
Cannons	1
Browse charity shops	1
Look around	1
Work	20
School	2
Course at Institute	1
Films at theatre	5
Live theatre	1
Meet friends for drink	9
Restaurant	12
Walk by river	4
Skate Park	1
Giving a lift	1

Question 3. How do you travel to Leatherhead? (all mentions)	
Car	108
Bus	14
Bike	7
Walk	29
Train	1



Question 4. How could your visits be improved? (all mentions)	
Parking	
Easier parking	29
More convenient parking	7
Cheaper parking	11
Free parking	5
More short term on-street	17
More parking	12
Quick in & out parking	2
Parking for bigger or adapted vehicles	3
Parking on Bridge St	4
Parking for t/c workers	4
Longer term parking for courses etc.	1
Shopping – general	
Wider range of shops	43
More individual shops	6
More choice	15
Cheaper shops	5
Higher quality shops	2
Bigger market	6
Poundsavers	1
Shops for browsing	2
Better service in shops	2
For locals, not office workers	4
Clothes shopping - total mentions	
Choice for young people	14
TK Maxx	1
Fashionable dress shops	9
Choice of ladies clothes	11
Men's clothes	12
Children's' clothes-choice	7
Choice for older people	9
M & S	1
Shoes, accessories-choice	4
Leisure wear	1
Cheaper clothes, esp. children's	6
Cheaper shoes	3
Quality Seconds	1
Food Shopping - total mentions	
Butchers	10
Fishmongers	7
Greengrocers	3
Competition for Sainsbury's	1
Other	
Toys / games	8
Sports shop	6
Pimms type shop	7
Woolworths	8
Wilkinsons	6
Robert Dyas	2
Haberdashers	4
Pet shop / fishing tackle	2
Drop £1 for trolley in Sainsbury's	1
Eating & Drinking Out	
Inexpensive café	3
A good French restaurant	1
McDonalds/Burger King	23
Quieter pub	2



Environment	
No more changes to High St	1
Get rid of ramps/statues/metalwork	7
Car free High St after 4pm	1
Car free high St on Sat mornings	1
No cars at wrong time in High St	3
Open up High St to traffic	6
Open Church/North St route	3
Get rid of one-way system	4
Simpler easier road system	2
Better road signage	3
More seats	2
Swan Centre covered	1
Less stark atmosphere in Swan Centre	1
Better designed shop fronts	1
Fill empty shops	4
Buses	
Cheaper bus fares	1
Buses after 18.18	2
More buses on Saturdays	2
Buses on time	1
Other suggestions	
Better toilets & baby changing	2
Secure cycle racks + CCTV	2
Cycle racks near Sainsbury's	1
Night club/ night life	2
Good youth club	1
Live shows at theatre	3
Street entertainment	1
Stop drinking in High St	1
Decent hotel on Bull site	3
Sort theatre fly tower	1
Remove vagrants by river	1
Remove litter by river	2
More favourable publicity	1
Central poster site for theatre	1
Positive comments	
Range of restaurants	4
Likes parking by restaurant(over 70)	1
Argos	1
Hotel	1
Metalwork bridges	1
OK for basics	1
Pleasant atmosphere	1
Design of Swan Centre seating	5
Pedestrianised High St	2
More lively then before	1
Choice of cafes at lunchtime	1
Walk down to river	1
Ramps make it special	2
Films at theatre	1
Drama Festival	2
Comes to life in evening	1
Welcoming to disabled	1
Parking refund in Sainsburys	1
Cycle racks OK	1



Perceptions of Leatherhead

We thought it would be useful to analyse the responses of those people who say that they never or hardly ever visit the town, since it would show us their perceptions of Leatherhead. It would also show us what improvements should be publicised, in order to entice these people back to the town.

Opinions of people who say they never visit the town, or only once a year.

Issue 1: Range of shops: Total mentions 21

Respondents in Ashted:

Bigger range of shops. 4
No choice of clothes shops 2
Lack of choice of shops 1
Nothing that I want is there 2
We're not Sainsbury's shoppers and there's no other choice. 1
I would be tempted by a choice of food shops 1
I do use shops, which give good service-independent traders-so I use my local Ashted traders. 1
No toy shop, 1
No TKMaxx, 1
Would like a Woolworths, 1

Respondents in Fetcham

Bigger range of food shops 1
Bigger range of shops 2
Better shops 1
Keep cars out of High St at night 1

Respondent in Leatherhead:

I would be tempted to go to Leatherhead if there were better shops-clothes shops and delicatessen, instead of just the supermarket.
1 (wheelchair user, goes by van)

Issue 2: Parking and access: Total mentions: 14

Difficult to park. 2
Parking a bit of a struggle - small bays and a big car.1
Not enough parking 2
I go to Tesco because of the parking. 2
I hate the multi-storey, partly because I don't like lifts. 1
No short term parking. 1
If you only want to get one thing, you don't want to drive all up the Swan Centre Car Park.1
Poor access 1
Access. If it was easier to drive in – even for a cash point – on-street 15min waiting would help – then I'd have more of a look in the shops. 1
They put the parking charges up, which I don't like 1
One-way system is a pain in the neck. 1

Other

I usually go to Epsom, I prefer it. 4
We prefer Kingston 2
I shop in Asda 1
Tesco 1
I work elsewhere 1
More restaurants 1 (he never comes to Leatherhead so doesn't realise how many restaurants there are now!)
It's ruined. No consideration given to the locals or the traders. We go to Tesco or Guildford.

The 6 "nevers" included in these figures cite choice of shops 4 and poor access 2

Opinions of people who only visit monthly

Issue 1: Choice of shops. Total mentions 16

Leatherhead

Not enough choice or variety of shops 2
Woolworths, 2
Children's clothes 1
Sports shop 1
No clothes shops for women. 1
Too many multiples 1

Ashted

Small range of shops 6
We'd like a Wilkinson's
I'd like more clothes shops 1
Better calibre of shops 1



Issue 2: Parking and access. Total mentions 9

Leatherhead

Its always full – not enough spaces (for going to bank) 1

Cost of parking: I can go to Tesco and pay nothing, but it costs to go to Leatherhead and that doesn't help. 1

Ashtead

The Swan Centre car park is badly designed and you can park more easily at Tesco. Then you have to find the right change – its all aggravation. 1

I don't like the multi-storey. Its very sharp turning if you have a big car. The circulation is slow, once you are inside. 1

Difficult to park in multi-storey, you have to queue. Lifts are unappealing. 1

I shop at Tesco – more convenient.1

I'm a Waitrose shopper, but if I want to shop locally, I go to Tesco because it's easier to park. If I want to shop in Boots, I even get my husband to take me, and then hover while I run back. 1

The traffic system blocks it off. Since the High Street was blocked off, you have to decide actively, to go in to shop, whereas I used to go every week. 1

I think that without traffic going through it, people don't see that there is a town there. 1

Parking is expensive and you can't get change. 1

Other:

Bull Hill site needs developing

We think the area with the metalwork is awful. It's too harsh.

I find it difficult with the children and the traffic – if they wander off, you never know if a car will come along. 1

Stark atmosphere – no feeling to the lifts and the Swan Centre. 1

A4 ENVIRONMENTAL AUDIT STUDY

During June and July 2004 the Environment Working Group of the Leatherhead Town Centre Forum conducted this survey on what local people see as the best features of Leatherhead and what could be improved to meet their needs and wishes. The report in September 2004 clearly indicated the town's strengths and weaknesses. However, the ages, number and locations of the respondents did not make up a sufficiently robust sample of the local communities to be a sound basis for specific project proposals and fund raising. Hence the Leatherhead Tomorrow full Healthcheck was initiated.

On the positive side the town was shown to have a wealth of significant buildings, bridges, streets and open spaces, illustrated by the 50 named landmarks. The many open natural areas and trees help to soften the built environment, with the River Mole and its riverbanks and islands being particularly appreciated. Activities in the town cater for widespread interests through the Theatre, Leisure Centre, Institute, Library, new restaurants and cafes, Cannons, the sports clubs and events such as the Drama Festival, Heritage Open Days and Arts Alive.

Several places were seen to detract from the character of the town, such as the derelict Bull Hotel site, the theatre fly tower, Argos and More shop frontages and Leret Way. There were diverse views on the ramps at the end of the High Street.

Key improvements were sought in a wider and better range of retail shops, more and cheaper parking, making more of the riverside, better safety and security measures and more effective consultation between community stakeholders and local Councillors.

Separately, 35 children from Woodville Junior School completed questionnaires. They liked the river and riverbanks, the leisure centre and the few shops that cater for their needs. They also like the ramps and ironwork art as a meeting point and for the purpose of helping disabled people. They enjoy the fun days and festivals.

They disliked the green weed in the river, the railway station for perceived safety reasons, the route to and from the M25, some dark alleyways and noisy drunken behaviour near pubs and open spaces.

The improvements they sought were toy, games, sports goods and clothes shops, take-aways and activity areas such as a skate park, water slides, cycle tracks and adventure playgrounds. They wanted less graffiti and litter and asked for more CCTV and police on the streets. For a better welcome to visitors they suggested better signs to the town and maps in the centre - "after all it isn't rocket science".

A5 LOCAL DEVELOPMENT FRAMEWORK AND COMMUNITY STRATEGY

Mole Valley District Council commissioned a consultation exercise across the whole of Mole Valley to inform the review of the Community Strategy and to contribute to the development of the Local Development Framework. The consultation exercise involved independently and professionally facilitated interactive workshops throughout Mole Valley. The consultants report stated that turn-out was low, about 20 in the more urban areas and 10 or even 5 in some of the rural meetings. The full results of the study are to be found on the Mole Valley District Council Website at www.mole-valley.gov.uk.



The key community priorities resulting from the consultations held throughout Mole Valley were:

- Transport and Traffic congestion
- Affordable housing
- Waste and Recycling
- Facilities for young people

For the Leatherhead, Ashted areas, the key issues raised were:

- Housing: affordable housing
- Transport:
 - The increase in number of cars (more housing and businesses);
 - parking was the biggest issue (effect of business parking on residents and shoppers);
 - need for imaginative travel solutions (business and schools),
 - provision of buses, (buses on M25?);
 - linking buses to trains
- Recycling:
 - dealing with commercial waste;
 - green waste and glass collection,
 - making Randalls Road easier to use.
- Leatherhead Town Centre issues:
 - access and parking;
 - street lighting, street furniture,
 - the one way system,
 - diversification of shops;
 - making it safer for pedestrians,
 - festivals

For the Bookham and Fetcham areas, the key issues raised were:

- Affordable housing: wide range of issues discussed such as the definition of what is affordable', possible intensification of housing, use of green belt
- Integration of planning: wide range of issues including the need for imaginative bottom up approaches to issues such as working patterns, traffic management, development of sustainable communities, business responsibilities for e.g. reducing travel impacts, strategic thinking on green belt policy, business profile, demand for self contained job market in Surrey with more local jobs for local people, less in-commuting and less out commuting.
- Transport: highway funding, volume of vehicles increasing, speed and road safety, parking especially in Leatherhead (design of Swan centre parking), public transport
- Location of community facilities: need for more youth facilities and services, opportunities for voluntary work, better medical centre for people in Fetcham, action on drugs issues,

A6 MOLE VALLEY RESIDENTS SURVEY

A consultation exercise was carried out amongst both residents of Mole Valley and interested Stakeholder Groups during November and December 2004.

3000 questionnaires were issued to named residents. 1098 completed questionnaires were received from across the whole of Mole Valley. In addition 113 questionnaires were received from stakeholder groups.

The questionnaire asked a series of questions about:

- Factors influencing quality of life
- The economy
- Travel
- The environment
- Rural issues
- Community Facilities
- Getting involved in plan making and planning applications and getting information about plans



The results of the questionnaire are to be found on the Mole Valley DC website www.mole-valley.gov.uk. Key findings of the Residents Survey are as follows:

1. General

- The importance of the attractiveness of the surrounding countryside to quality of life
- The proximity to motorways, airports and London
- Traffic problems: also congestion, speeding, parking and public transport

In terms of issues which they consider need to be addressed in order to improve the quality of life in the District, the five key areas were:

- Traffic management
- Public transport
- Maintenance of roads and paths
- Level of policing
- Provision of affordable housing.

2 Social and Community

In terms of Housing, almost three-quarters of the residents see building houses which people on low incomes and or in key jobs can afford to rent or buy as either their top priority or a high priority.

When asked about community facilities the key priorities from this survey were improvements to:

- Healthcare facilities
- Services such as local shops and post offices
- Things for young people to do
- Schools

3 Economy

Keeping businesses in Mole Valley is seen as the highest priority for maintaining the economic vitality of the district – 45% assigning this as a rating of top priority. Thereafter, attracting new businesses and jobs was the next highest priority.

4 Travel

When asked about priorities for improving travel, the Mole Valley study key findings were, (highest priority first):

- To improve alternatives to the car;
- To encourage school and business green travel;
- To reduce reliance on the car
- To improve the state of the roads (responses more from the elderly)
- To reduce congestion (more responses from younger people).

5 Environment

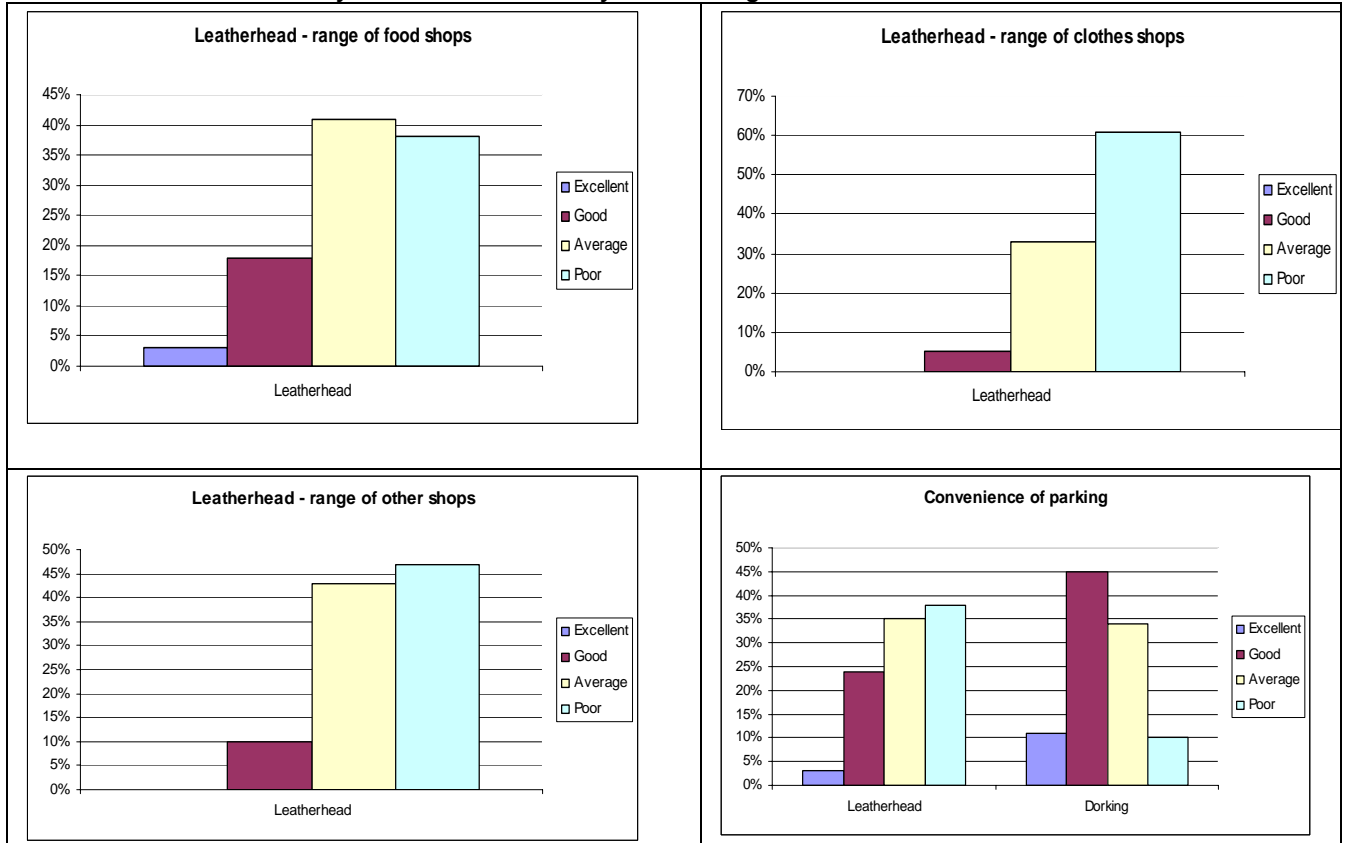
The Residents Survey demonstrates that high priority should be given to protecting the countryside, maintaining parks and open space, and reducing waste

Whilst the survey covered the views of residents from the whole of Mole Valley, not specifically Leatherhead, the general results gave an indication of the views of residents and provide a useful supplement to the Healthcheck analysis.

The Healthcheck team commissioned some additional analyses to be carried out on the Residents Survey data, focusing specifically on the views expressed by residents within the Leatherhead Healthcheck project area. This enabled useful comparisons to be drawn between the Mole Valley-wide results and the results for the Leatherhead area. The results of the Leatherhead focused analyses from the Residents Survey are shown in Table A6.1 below:



Table A6.1 Residents Survey 2004: Additional Analyses focusing on the Leatherhead Area



These graphs demonstrate the lack of satisfaction over Leatherhead shops.

The information specifically comparing Leatherhead residents' views of Leatherhead parking with Dorking residents' view of Dorking parking provides a useful indication of the community's view on where action on parking improvements should be directed.

A7 MOLE VALLEY PARKING STUDY 2005

An interim report from consultants for the Mole Valley-wide parking study was given to the MVDC Environment Committee on 8 November 2005. The final report will be discussed at a Members' seminar before being presented to the Environment Committee in January 2006. It is then submitted to the MV Local Committee for consideration.

Allpark Associates have concluded that none of the larger car parks fit the economic and/or physical profiles that justify 'pay on foot' installations. This has been accepted and enables the outstanding project to replace existing pay and display equipment to proceed.

Colin Buchanan & Partners are studying on-street and off-street parking, parking controls, enforcement, quality and charges. General indicators at this interim stage are:

- There is currently no significant overall shortage of parking capacity, except at peak Christmastime, but there are concerns that in future capacity will be a problem. Further work is to be done on the turnover of spaces. They recommend identifying a reserve site or sites should any town centre development be anticipated in the medium to long term.
- There are significant problems with on-street demand from commuters and shoppers and a lack of parking provision for residents on some roads.
- A significant minority (30-40%) of consultees have raised concerns over the level of charges and the need for short term tariffs of less than one hour.
- The need for stricter enforcement is foreseen.
- Improvements to signage, payment systems, lighting, information and future monitoring of key parking data is ongoing in the study.



A8 MOLE VALLEY LEISURE CENTRE CONSULTATION 2005

During the autumn/winter of 2005 Mole Valley District Council carried out a major public consultation exercise to find out what residents of the area, and users of the centre (both individuals and organisations) felt about Leatherhead Leisure Centre and what type of leisure facility should be provided in future years. A proposal to construct a new centre accommodating a certain minimum of facilities was outlined as was the intention to mainly finance any new development by allowing a private sports club to build a members only facility on part of the site.

A questionnaire survey was the primary method of consultation. Of the 25,500 questionnaires taken mainly by residents in the Leatherhead area, over 5,900 were received by 9th November. They indicated support for the concept of a new centre to be funded by allowing a private sports club to be built alongside a new public centre.

The proposal has been changed, however, in response to what the public said. For instance the possible specification will now includes a club / group changing areas which could be used by many people at the same time, a soft play area and an indoor bowls hall.

What is being suggested now, informed by the consultation, is a public centre with a 25m six lane pool, a learner pool, an indoor sports hall, a fitness suite, a soft play area, a studio club room, a crèche, a four lane indoor bowling centre and ancillary catering and a private leisure members club as previously agreed. In addition the council in response to the value that people place upon the leisure centre are also to look again and in more detail at the option of refurbishing the existing centre thus possibly allowing the retention of all the existing facilities. The council has also decided to explore further what alternative venues might exist which could accommodate any users whose activity may not be accommodated in any new centre should indeed the final decision be too build a new centre.