

Hoe Valley Neighbourhood Forum



**Land South of Kingfield Road and East of Westfield Avenue,
Westfield, Woking, GU22 9PF.**

**Appeal by Goldev Woking Ltd,
LPA Ref: PLAN/2019/1176,
PINS Reference: APP/A3655/W/20/3265969**

Supplemental Evidence – HVNF Survey Results, March 2021



To:
Planning Inspectorate

Supplemental Evidence – HVNF Survey Results, March 2021

RE: Land South of Kingfield Road and East of Westfield Avenue, Westfield, Woking,
GU22 9PF, Appeal by Goldev Woking Ltd, LPA Ref: PLAN/2019/1176, PINS
Reference: APP/A3655/W/20/3265969

Please accept the following document as supplemental evidence in support of our
previously submitted documentation.

Regards

Robert Shatwell
Chair
Hoe Valley Neighbourhood Forum (HVNf)



Residents Survey March 2021

The Hoe Valley Neighbourhood Forum (HVNF) is drawing up a local plan for the future development of the local area. We are conducting a series of consultations with residents and business owners who live or work in the Hoe Valley Neighbourhood Forum area in South Woking, in order to better understand the issues and matters which are of importance to local residents.

The aim of these consultations is to gather information on what local residents consider as the main issues that should be taken into account in drawing up a local plan for this area.

Our latest public consultation with residents took place during Feb - March 2021 and comprised an online engagement survey hosted on our website and promoted via social media channels. In total some 221 local residents or households participated in the survey - an encouraging level of participation given the difficulties of community engagement during the Covid 19 outbreak.

The survey results serve as usual reference points for the local community sentiment regarding the form and nature of desired development within this area and help us develop our emerging Neighbourhood plan.

There is - in our opinion - value in sharing some of the results with the planning inspector to help the inspector form a view of background or context to the public interest in this particular appeal.

I hope that you will find this additional supplement of interest in forming an opinion regarding the character and public interest in this local area.

Regards
Chair
HVNF

Key Points

Character of the Area

We asked the survey respondents to characterise the nature of the Hoe Valley Neighbourhood area and submit the results to a sentiment analysis tool in order to gauge areas of commonality of view point with the output being generated as a cloud map (the larger text shows where residents opinions converge)



As shown the survey respondents consider the area to be typified by:

* low density housing

- * family type housing with gardens
- * edge of town, suburban, open and green

Our emerging policy will seek to favour sustainable development that respects the low density housing characteristics and complements the local open and green character of an area at the edge of town butting up to the green belt boundary.

Travel Sustainability

The survey results indicate that preferred mode of transport is likely to use the local road networks and be car based. In the suggestions, there were a lot of comments about traffic calming measures, traffic management and upgrading the road infrastructure (inc fixing potholes).

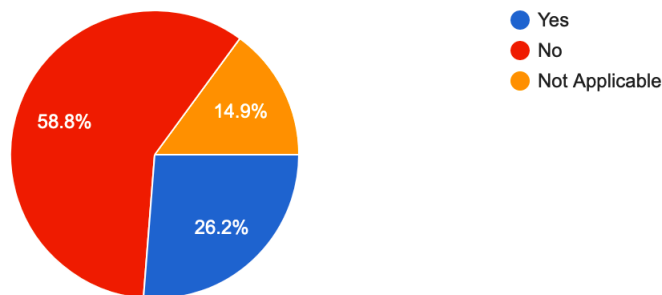
Our emerging policies will emphasis the need to adequate car parking and road infrastructure investment to deliver sustainable developments

Key results:

- * The majority of resident do not commute to London by train:

Pre-pandemic, did you commute by train to London?

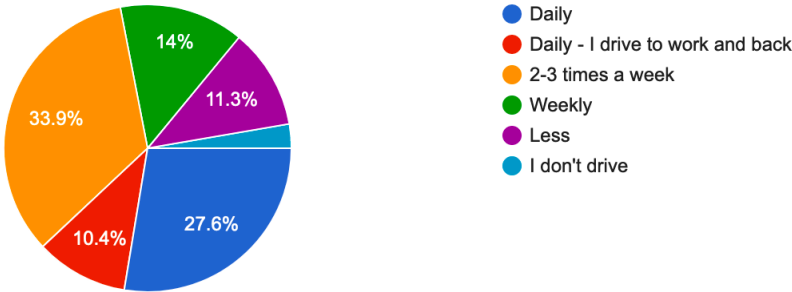
221 responses



- * The majority of residents use cars on a very regular basis:

Do you drive around the Neighbourhood Forum area shown on the map?

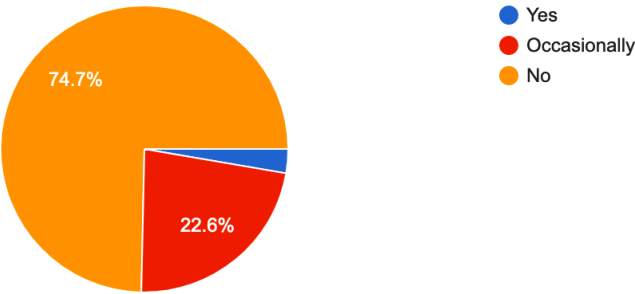
221 responses



* Public transport is not used as a regular basis for travel:

Do you use the local bus network?

221 responses



Local Community Sports Need

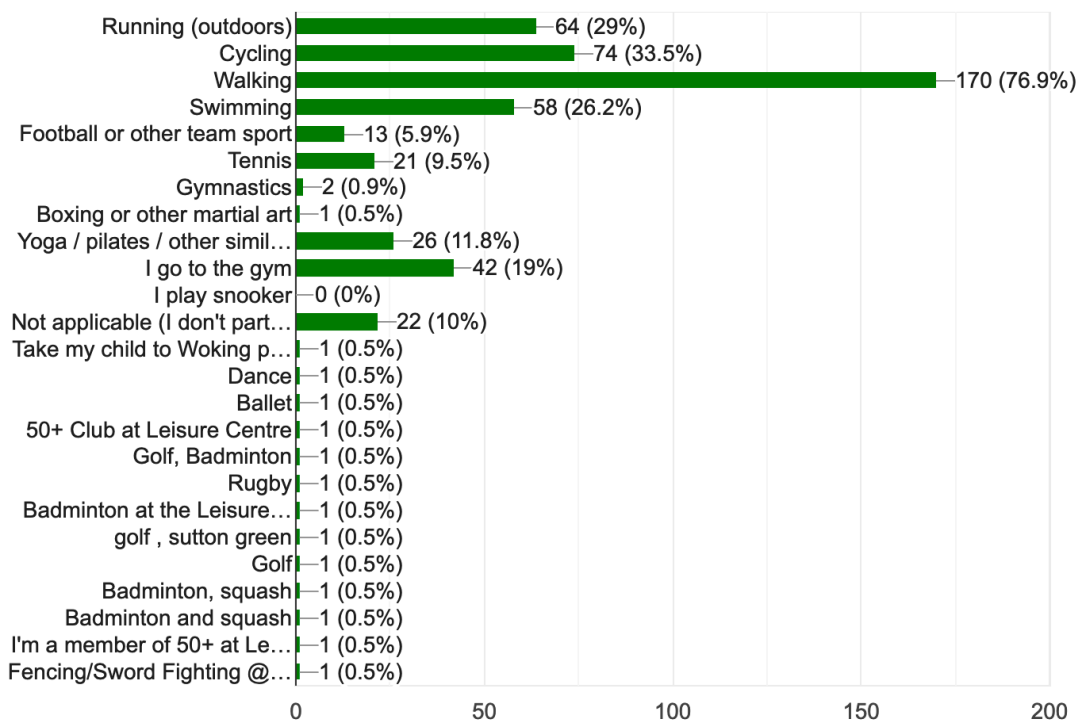
The survey results indicate community interest in retaining access to a diverse set of sporting or exercise leisure activities in the local area.

Football does form an area of interest but there is also interest in the retention of gym, swimming and other diverse interests that will be lost to the immediate footfall area if the proposed development proceeds.

Our emerging policy will emphasise support for retaining a wide range of amateur community sporting and exercise needs in the Hoe Valley area and at this particular site.

Do you participate in sport or exercise activities in the Neighbourhood Forum area? If yes, what sort of activities do you do? (tick all that apply)

221 responses



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