

2. THE SPATIAL PORTRAIT

- 2.1 Waverley Borough, which has a population of 121,272¹, is located in the southwest corner of Surrey. It is predominantly rural and extends to some 345 sq. km. (133 sq. miles).
- 2.2 The Borough contains four principal urban settlements of varying size. Each has a different character and distinctiveness, a defined town centre area and one or more conservation areas as well as a large number of listed buildings. About 69% of the population lives within one of the four main centres. The Borough is a desirable place in which to live, and this is demonstrated by the fact that house prices in Waverley are amongst the highest in the South-East. It was ranked as the 6th best place to live in the Halifax 2015 Quality of Life Survey, which is based on various factors, including residents' health and life expectancy, employment, low crime rates, environment, housing market and education. In a 2006 survey of residents, 83% were either satisfied or very satisfied with life in the Borough, placing Waverley in the top 25% of councils in England for this measure.
- 2.3 Waverley also has a large number of villages of varying size and character, and altogether there are 21 separate town or/ parish councils in the Borough. Each of the four main settlements has its own distinctive character and strong local identity. Most of the villages have historic cores, conservation areas and many outstanding listed buildings, as well as being surrounded by accessible countryside of a high quality. The number of shops and the extent of local services, such as a post office or health facilities vary according to the size of settlement.

Farnham is the largest settlement, having a population of approximately 39,000. It has an historic core, and Pevsner referred to the quality of both Castle Street and West Street, as "superb Georgian set-pieces" in his book Buildings of England: Surrey. The centre contains many fine listed buildings including Farnham Castle. Farnham contains several distinctive residential areas, some of which are more densely developed than others. Within these areas are a number of conservation areas and special character areas protected by planning policy. Open spaces, such as the water meadows and other more formal green spaces, give the town a spacious setting. To the south of the town are several low density residential areas with a distinct semi rural character which have been protected since 1974. Functionally, it has links with centres outside Waverley, including Guildford, Aldershot and Farnborough.

Godalming has a population of approximately 22,000. The size and range of services is less than Farnham, and it is significantly influenced by Guildford, which is approximately 10km (6 miles) away via good road and rail links. The town straddles the River Wey, and is virtually surrounded by wooded hillsides. The Lammas Lands, which is a large open meadow area close to the town centre, forms an important backdrop to the historic town centre. The town has

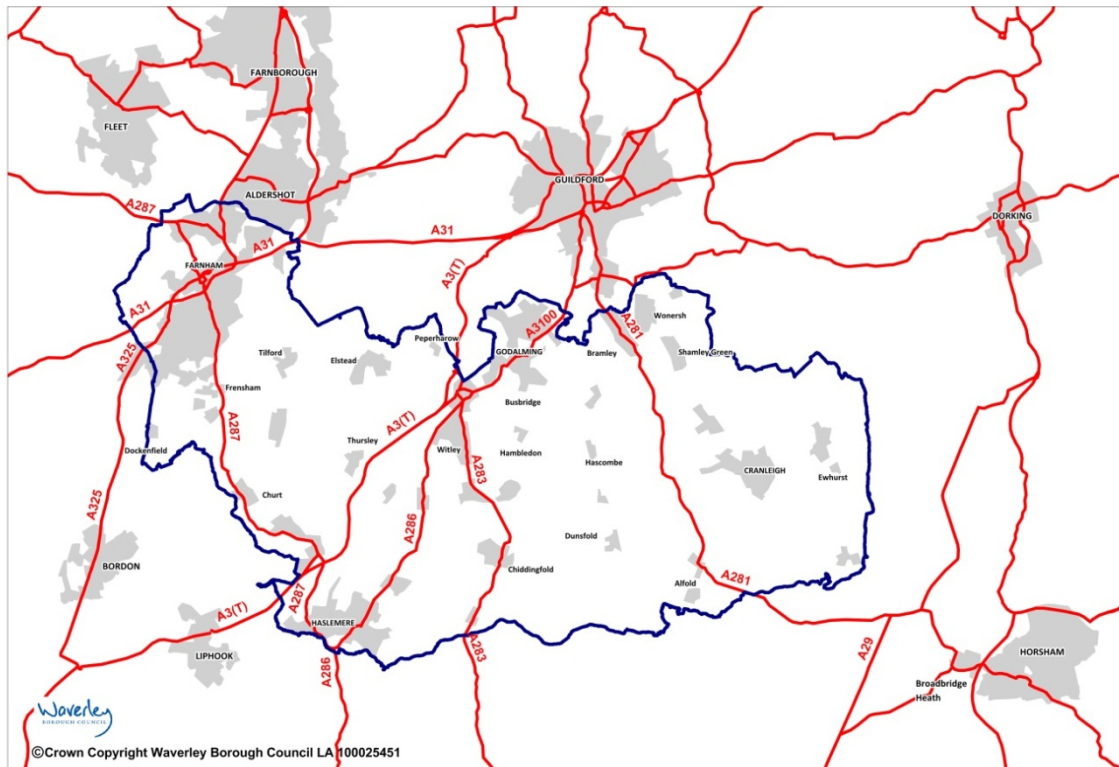
¹ [Population Density Census 2011 \(QS102EW\)](#)

a long history and the built environment reflects this. There are five conservation areas in and around Godalming.

Haslemere, which has a population of approximately 17,000, lies in the southwest corner of the Borough, close to the boundaries with West Sussex and Hampshire. It is surrounded by wooded hillsides as well as beautiful, protected countryside, much of which is publicly accessible, including the Devil's Punchbowl around Hindhead and other National Trust land around Haslemere itself. The South Downs National Park adjoins the parish/county boundary to the south of the town. Haslemere has two commercial centres, the historic High Street and Wey Hill, as well as Beacon Hill, which has a small commercial centre of its own. The town has extensive Arts and Craft connections and hosts a number of national cultural events. This small country town has a large rural catchment, which extends into adjoining counties, the population of which use many of its facilities. This includes the use of the railway station, one of the main stations on the London to Portsmouth line.

Cranleigh has a population of approximately 11,000. It has a good range of services for a settlement of its size and location, and is also influenced by Guildford and to a lesser extent, Horsham. Cranleigh enjoys an extremely good environmental quality, with a large green common area extending into the centre and a shopping area that is notable for being attractive and pedestrian friendly. It has a wide range of shops, many of which are independent and contribute to its village character.

- 2.4 All four of these larger settlements have a good range of leisure and cultural facilities and shops. Each has an historic core, and is covered by one or more conservation areas which draw visitors and residents alike, both during the day and into the evening. The Borough's shopping centres retain a good percentage of residents' expenditure.



Population

Age Structure

- 2.5 Waverley has an ageing population, with a relatively high proportion of people above retirement age. In 2011, 19.5% of Waverley's population was over 65, compared with the national figure of 16%. A significant percentage increase is forecast in the number of people over 65 and over 85 and could mean that potentially by 2032, 27% of Waverley's population will be over 65, and 6% over 85². This is a striking result, but is consistent with forecast national trends. These increases have implications for maintaining residents' independence, longer-term care services and community safety. There is expected to be a decline in the number of people aged 40- 49 of some 4% in Waverley by 2032. Waverley has adopted an Ageing Well Strategy 2015-2018 to try to address some of the issues associated with an ageing population.

Ethnic Groups

- 2.6 Some 96% of the Borough is white, The remaining 4% is made up from a mix of other ethnic groups. Between the years 2002 and 2015, some 905 Overseas Nationals registered for National Insurance numbers in Waverley. 59% of this group came from Eastern European countries.³ There is a relatively large and long-standing gypsy and traveller community in Waverley.

² Surrey County Council

³ Department of Work and Pensions: [Summary tables: National Insurance number allocations to adult overseas nationals to June 2015](#)

Deprivation

2.7 The 2015 Indices of Multiple Deprivation shows that Waverley is the 4th least deprived area in the whole of Britain. Some rural areas, however, are 'deprived' in terms of barriers to housing only because of a lack of affordability. The Borough does not score very well either in some parts on access to services such as supermarkets, secondary schools, libraries, doctors and banks, again because of the rural character of the area. The juxtaposition of low-income communities with neighbouring affluent areas - and the associated costs of living in Waverley - means that the problem of relative disadvantage remains challenging. Policies relating to affordable housing can be found in Chapter 9.

Health

2.8 Waverley is generally a healthy borough. 86% of the population said that their health was 'very good or good' in the 2011 Census. The death rate for the Guildford and Waverley Clinical Commissioning Group area (CCG) is statistically significantly lower than the national average.⁴ In addition, Waverley has a low mortality rate, with a correspondingly high life expectancy, and inequalities in life expectancy relate to income levels. The Borough is well served geographically for doctors' surgeries. However, some village residents do need to travel by car to access their nearest health facility, and there is no accident and emergency facility at any of the hospitals in the Borough. The Accident and Emergency facilities at the Royal Surrey County Hospital in Guildford and the Frimley Park Hospitals are remote from large parts of the Borough, and only accessible by car, and there is a wide use of cross border medical outreach provided by the minor injuries unit at Haslemere Hospital, where some Guildford and Waverley CCG consultations also take place. Many of the health problems experienced are those associated with an ageing population.

Education

2.9 Waverley has some 41 primary schools across the Borough, particularly in the more urban areas, and each of the four main settlements has at least one secondary school. Historically, there have been capacity issues at some of these schools, and in Farnham there is continuing pressure on secondary places. Several projects have been commissioned to meet this demand.⁵ There are also opportunities for further education in the sixth form colleges in Farnham and Godalming. Farnham is also the location of the University for the Creative Arts, which has over 2,000 students at the Farnham Campus.

2.10 There are also a high number of private schools spread across the area.

Environmental Profile

⁴ Guildford and Waverley CCG Public Health Profile 2015.

⁵ School Organisation Plan – school places in Surrey 2015/16 – 2024/25 (December 2015)

- 2.11 The distinctive natural environment in Waverley is generally of a very high quality. Approximately 92% of the Borough is rural. 61% (21,137 hectares) lies within the Metropolitan Green Belt and 31% (10,653 hectares) is designated as Countryside Beyond the Green Belt. 71% of the Borough's countryside is also designated as an Area of Outstanding Natural Beauty (AONB) and/or Areas of Great Landscape Value (AGLV).
- 2.12 The geology of the Borough is varied. The Surrey Landscape Assessment 2015: Waverley Borough⁶ has detailed profiles of the various character areas. Much of the northern and western part of the Borough is made up from Cretaceous Greensand Hills, while the southern part is underlain by the Wealden Clay.
- 2.13 There are also significant ecological assets within and close to the Borough, and numerous areas which have one or more local, national or international policies to protect them. These include Special Areas of Conservation, a Ramsar site, national and local nature reserves and Sites of Nature Conservation Importance. Waverley contains all or part of 15 Sites of Special Scientific Interest (SSSIs). There are also three Special Protection Areas (SPAs) designated under the European Birds Directive as being of European importance for their populations of the woodlark, nightjar and Dartford warbler; These are the Thursley, Hankley and Frensham Commons (also known as Phase I of the Wealden Heaths SPA), the Hindhead Commons (which form part of Phase II of the Wealden Heaths SPA) and a small part of the Thames Basin Heaths SPA. Only 80 hectares of the Thames Basin Heaths SPA lies within Waverley, to the north of Farnham, but its zone of influence extends 5km from its boundary and therefore affects development in most of Farnham.
- 2.14 Waverley's landscape has a distinctive wooded character, representing 32% of its total area. 12% of this woodland is classified as Ancient Woodland, and this constitutes the largest area of this type of woodland in Surrey.⁷
- 2.15 Rivers flowing through the Borough include the River Wey and Cranleigh Waters. The North Wey (a chalk river until Farnham) flows from Alton to Tilford, and joins the Borough at Wrecclesham. The South Wey flows from Haslemere to Tilford and the combined Wey from Tilford to Godalming. The Cranleigh Waters flows from Cranleigh to Bramley. In addition to the main watercourses, there are a number of smaller tributaries, as well as the partially-restored Wey and Arun canal that passes through the south-east of the Borough.
- 2.16 Flood risk in Waverley originates from a number of sources - rivers, surface water, sewers, groundwater and artificial water bodies. Although a greater emphasis is placed on flooding from rivers, surface water flooding and groundwater emergence are the other main sources of flood risk.

⁶ Surrey Landscape Character Assessment 2015: Waverley Borough – Hankinson Duckett Associates

⁷ Ancient Woodland Inventory Revision 2011

- 2.17 The Wey and Arun Canal is gradually being restored in parts and its recreational value has increased.
- 2.18 Waverley has a rich historic heritage, with 43 Conservation Areas, some 1800 listed buildings and 590 Buildings of Local Merit. In addition, there are 23 Scheduled Ancient Monuments in the Borough, together with 11 County defined Sites of Archaeological Importance. There are also 8 Historic Gardens, and of those, Farnham Park is also an Historic Landscape Area. These total some 765 hectares. West Surrey contains a substantial number of works from England's best known architects. Many such examples are in Waverley, built during the nineteenth century for wealthy middle class families seeking country houses. These were the clients for whom the Gothic Revival and later local Arts and Crafts architects, such as Edwin Lutyens, and Harold Falkner designed. The value of the vernacular architecture of the area became apparent at this time and local materials such as Bargate stone and timber framing contribute much to the character of Waverley today, parts of which can be said to be the very epitome of the West Surrey vernacular.
- 2.19 Many of the residential parts of Waverley have a distinct semi-rural character. Haslemere and Godalming have wooded hillsides surrounding them, while in Cranleigh there is a much more rapid transition from urban to rural, with common land extending into the heart of the shopping centre. The southern entrances to Farnham have retained their green aspect with the help of long-standing planning policies. A number of the villages, as well as Farnham and Haslemere, have produced Design Statements, carried out by local organisations in partnership with Waverley, and these seek to identify the principles, design features and quality standards that they value.
- 2.20 The Borough also has, in common with Surrey as a whole, relatively high car ownership, and the impact of vehicles has contributed to the identification of two Air Quality Management Areas in Waverley. These affect parts of the centres in Farnham and Godalming.
- 2.21 Landscape, Heritage, Biodiversity and Climate Change are given more detailed consideration in chapters 13, 15, 16 and 17 of the Local Plan.

Roads and Transport

Roads

- 2.22 The main road connections in Waverley are north-south, with relatively poor connections east-west. There are no motorways within the Borough and the only national trunk road is the section of the A3 between Grayshott and Milford which includes the Hindhead Tunnel. Many of Waverley's residents work outside the Borough and use the A3 to gain access to Guildford and beyond. Much of Waverley's road network is rural and narrow and therefore unsuitable for heavy goods vehicles. The safe accommodation of heavy goods traffic is on the principal through routes namely the A31, A281, A283, A286, A287 and A325) and its impact on communities through which these roads pass, presents a continuing challenge.

- 2.23 In common with much of Surrey, many of Waverley's main roads are heavily-trafficked, especially in the morning and evening peak periods. The most significant delays and congestion occur in and around Farnham (including the A31, A325 A287, A3016, B3001 and the town centre), Cranleigh (A281/B2130/B2127) and Bramley (A281).

Rail Services

- 2.24 In terms of rail links, Farnham is on the London to Alton line; with Farncombe, Godalming, Milford, Witley and Haslemere all on the London to Portsmouth line. Cranleigh does not have a rail link and there are no direct east-west rail links in the Borough. Waverley's railway lines are heavily used, and there is growing concern from users about the current and future capacity of the trains. The level crossing at Farnham Station railway is also a source of local road congestion.

Bus Services

- 2.25 Bus services are relatively frequent within the main urban areas, but services are more patchy and infrequent in rural areas. Services generally are reduced at evenings and weekends. Buses across Waverley are at capacity at school travel times.
- 2.26 The limited bus service in Waverley in rural areas and at off-peak times has an impact on accessibility for residents, particularly those without access to a car, to jobs, services and facilities such as shops, schools and colleges, health services and leisure and recreational facilities.

Housing

- 2.27 Waverley is an affluent area, as demonstrated by high house prices, high incomes, households with more than two cars and a relatively high proportion of children who attend private schools. However, there are identified small pockets of relative deprivation, typically in medium-sized housing estates on the periphery of the main settlements.
- 2.28 Waverley is an area of high demand for housing. House prices in the area are higher than the South East average and almost twice the national average. The 2015 Strategic Housing Market Assessment (SHMA) includes Guildford and Woking as well as Waverley. This study seeks to identify housing need across this housing market area. It shows that the affordability of property in the housing market area has worsened quite markedly over the past 15 years and that affordability pressures have been consistently more acute in Surrey than in the wider South East. The evidence on the relationship between lower quartile house prices to lower quartile incomes in the SHMA shows that in general the affordability of housing in Waverley has worsened in the last 15 years. Furthermore, evidence on median house prices and median incomes in the SHMA also suggests that in Waverley this is not just an issue for the lower

end of the market as moving home may be more difficult than first time buying⁸. There is therefore a need for more affordable housing across the Borough, and policies to address this and other housing needs can be found in Chapter 9. The quality of the housing stock in Waverley is generally good. 75% of properties in Waverley are owner occupied, 12% are owned by the Council or a registered Social Landlord and 11% are privately rented.

Economic Profile

- 2.29 Waverley has a buoyant economy, with low unemployment. Its business base is dominated by small and medium enterprises. Approximately 91% of Waverley's businesses are micro businesses employing fewer than 10 people. The Borough has only 15 large enterprises employing 250 or more people.⁹ The largest employment site is Dunsfold Park where there are some 100 companies. Some 43% of the resident workforce travels outside Waverley to their place of work. There are also many people who work in Waverley but live outside the Borough, due in part, to the high house prices. Over 26,000 people commute into Waverley to work each day.¹⁰
- 2.30 A high number of people working within Waverley are employed in knowledge-driven occupations such as business and finance and computer/telecommunications. The Borough has a highly qualified resident population with 40% of residents aged 16 and over holding Level 4 qualifications and above. This is significantly higher than both the England (27%) and Surrey (36%) averages.¹¹
- 2.31 Employment growth has been modest since 2001. This trend of slow growth is predicted to continue. Despite performing a relatively local employment role, the Borough's businesses serve a customer base which extends well beyond the geographical boundary.
- 2.32 Waverley's towns tend to compete with those outside the Borough rather than with each other, due to the dispersed geography of the Borough and the indirect links between the towns. Guildford draws custom from all four towns, but other competitors include Aldershot, Farnborough, Camberley, Basingstoke and Fleet to the northwest, Midhurst and Petworth to the south, Petersfield and Alton to the southwest, and Horsham and Dorking to the southeast and east respectively. Each of Waverley's towns has a number of well-established employment areas that complement the retail and business opportunities in its town centre. Dunsfold Park is the largest employer in Waverley in a rural location. The former aerodrome contains a variety of commercial uses and employs over 700 people. There are a number of other small industries located within the more rural parts of the Borough, and while these may not be considered to be in the best locations, they are historically well established and provide useful and valued local employment opportunities. In addition, Waverley hosts a broad range of small rural

⁸ Chapter 7 paras 7.17 – 7.21: West Surrey SHMA September 2015

⁹ Waverley Economic Strategy 2015 -2020

¹⁰ Waverley Economic Strategy 2015 -2020

¹¹ Waverley Economic Strategy 2015 -2020

businesses which need to adapt continually to changing demand. Broadband access is a key economic priority for these businesses and business start-ups. Waverley continues to work with the Surrey Economic Partnership, Surrey County Council and the Local Enterprise Partnership to bring broadband to rural parts of the Borough. Currently some 93% of premises in Waverley can access Next Generation Access (NGA) download speeds of 15mbps or more. The aim is to increase this to 94% by 2018. County-wide access to that download speed is aimed at 97% by 2018.¹²

Cross-border Issues

2.33 Waverley's geographical location means that it has common boundaries with two other Surrey districts, five districts in Hampshire and West Sussex and the South Downs National Park. The impact of significant new building development in these areas, on Waverley is an important issue to be considered. It is also necessary to consider the impact on surrounding areas such as Guildford. Examples of major developments with the potential to affect Waverley include Whitehill/Bordon, the Aldershot Urban Extension and developments in West Sussex south of Haslemere and Cranleigh.

Recreation, Culture and Tourism

2.34 It is important that communities have access to open space close to where they live. These spaces and particularly those in the built-up areas contribute significantly to the character and amenity of these areas.

2.35 The countryside in Waverley is highly accessible, with large areas of common land across the Borough, and an extensive network of public rights of way. Frensham Common and the Hindhead Commons, including the Devil's Punchbowl, are visited by large numbers of people. Visitor numbers to the latter have increased significantly since the rerouting of the A3 via the Hindhead Tunnel.

Recreation

2.36 Recreation facilities include the Council's own sports centres which include a swimming pool, in each of the four main settlements, sports pitches and many public and private schools which hire out their leisure facilities to community organisations. There are also a number private health and fitness clubs and many well-used village and church halls in both towns and villages.

Culture

¹² Source: Superfastsurrey.org January 2016.

- 2.37 Cultural and artistic activities in Waverley are mainly provided by the voluntary and private sectors at venues such as the Cranleigh Arts Centre, the Farnham Maltings, the University for the Creative Arts, the Borough Hall in Godalming, and the Haslemere Hall. Facilities at these venues include concert halls, dance studios, exhibition halls, art galleries and a cinema, as well as other organised events. A multi-screen cinema on the Brightwells development in Farnham has planning approval.
- 2.38 In addition there are four small local museums in the Borough (Farnham, Godalming, Haslemere Educational Museum and the Rural Life Centre in Tilford).

Tourism

- 2.39 Waverley has many assets that attract visitors, including historic towns, attractive villages and highly accessible countryside. However, most visits to Waverley are by people visiting friends and relatives, day visitors and people on seasonal short breaks. There are some 15 hotels in the Borough, 12 of which are located in Farnham, Godalming and Haslemere. There are several major attractions in the Borough, including Hindhead Common, the Devil's Punchbowl and Frensham Common. Other facilities include events such as the 'Wings and Wheels' which takes place at the Dunsfold Aerodrome. Visitors to the towns and villages play a significant part in the economy of the Borough, and any proposal for new leisure or tourism development must achieve a balance between the needs of the visitor, residents, local businesses and the quality of the environment.

Climate Change

- 2.40 The impact of climate change on the global environment is recognised as a serious threat to all communities. The Government requires local planning authorities to adopt proactive strategies to mitigate and adapt to climate change and reduce the consumption of natural resources. For example, the impact of new development on climate change can be reduced by locating it where possible in places where it is not entirely necessary to rely on having access to a car, by the design of carbon neutral homes which seek to achieve energy and water efficiency through sustainable construction and by increased use of renewable energy. According to government statistics, Waverley's total per capita CO₂ emissions in 2012 were the second lowest in Surrey and below both the county average and England as a whole.

Issues and Challenges

- 2.41 As demonstrated above, Waverley is an attractive and prosperous area, with a generally high quality of life for its residents. However, there are several important issues and challenges facing the Borough:-
- **Infrastructure and services:** It is important that the infrastructure and services needed to support new development are provided. This includes education provision, transport infrastructure, utilities such as water and energy

and improved broadband provision. This is in the context of a Borough where new development often takes place on small sites, so the cumulative impact of development needs to be considered. It is also about recognising that there is a limit to the extent to which infrastructure can change even in the medium term. For example, there will continue to be poor east-west transport connections in Waverley.

- **Housing:** Waverley is an attractive place to live, which is reflected in very high house prices. There is a pressing need for more market and affordable housing in Waverley. Achieving housing development that responds to local needs whilst recognising the environmental and other constraints in Waverley is a major challenge. It is also necessary to recognise the specific accommodation and housing needs of different groups in the local community.
- **Environment:** Waverley has a high quality environment, both within the towns and villages and in the countryside. The challenge is to ensure that this is recognised and protected whilst still allowing the necessary development to take place. It means protecting what is most important and ensuring that where new development does take place, it is of a high quality of design that takes account of its local setting. It is also about protecting the rich biodiversity in Waverley and responding to the challenge of climate change. This includes promoting sustainable development, both in terms of where it is located and how it is constructed.
- **Cross boundary issues:** Understanding and taking account of the significance and impact of cross boundary issues is important. These include those developments planned outside Waverley which will have an impact on the Borough. It also means considering how the developments planned within Waverley might impact on other areas.
- **Population:** Waverley has an ageing population. It faces the challenge of meeting the varying needs of older people, whilst ensuring that the Borough remains attractive and accessible to young people.
- **The economy:** Supporting a vibrant local economy and responding to the needs of businesses is another key issue. This means getting the right balance between the delivery of new housing on brownfield sites and ensuring there is enough employment land to meet current and future needs. It also means recognising and responding to particular issues in Waverley, such as the rural economy and the high proportion of small firms.
- **Town and village centres:** Supporting the main town centres in Waverley, which are all different, all serve a particular purpose and all have particular needs. Issues include how best to maintain the vitality and viability of these centres and how to support local and village shops.
- **Social inclusion:** Waverley is generally an affluent place but there are areas within the Borough that are relatively deprived. There are issues about access to services, particularly for those living in the more remote parts of the Borough and those without access to a car.

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