

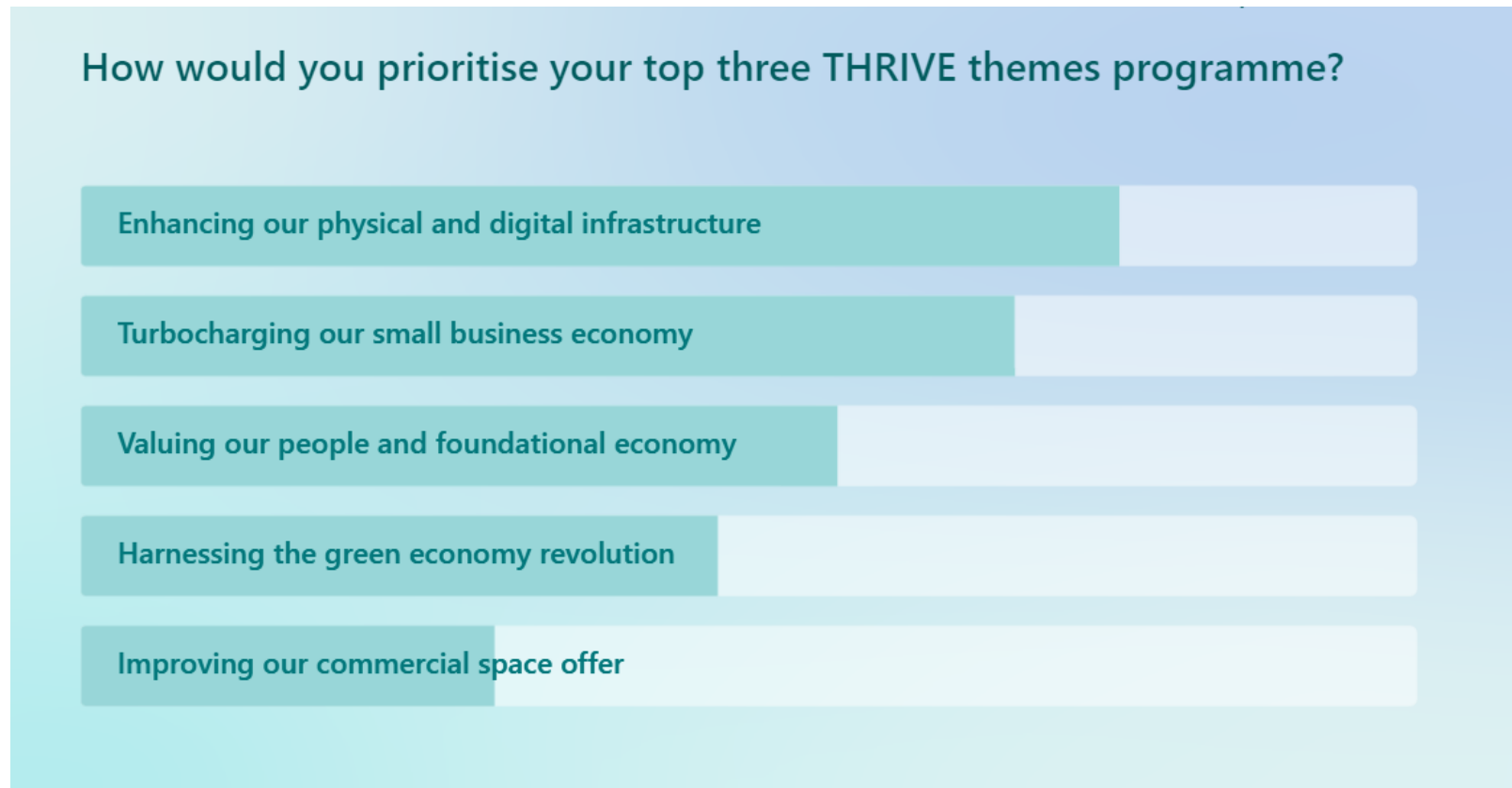
Appendix 4

Summary of stakeholder responses on the draft Economic Development Strategy 2024-32 and Action Plan 2024-26.

Draft strategy feedback survey results

68% agreed with the strategy vision.

68% agreed with the six themes in the strategy



How would you prioritise the gamechanger programme?

Connected Waverley this programme will support our area to become one of the most di...

Regenerated Waverley - will involve working with town and parish councils to develop hi...

Equal Waverley - this programme will focus on providing our residents with access to the...

Creative Waverley - this will elevate our already strong creative and cultural sector.

Green Waverley - positioning Waverley as the place to go for "green" businesses.

Rural Waverley - this programme focuses on re-invigorating and re-imagining our rural a...

Organisation	Feedback	Response
Bramley Parish Council	<ul style="list-style-type: none"> Not supportive of the vision. Net zero ambitions are flawed. 	
Churt Parish Council	<ul style="list-style-type: none"> Supportive of the vision. The strategy is well written with clear identification of the problems we need to address and an appropriate division of the strategy into generally well differentiated "Thrive Themes", "Gamechanger programmes" and other actions. There are also quantitative measures of success. CPC welcome the theme of promoting economic growth whilst ensuring a society based on social equality working with, and not against, our environment. The opportunities created by this new "thriving and green economy" are well identified. It is especially good to see that Waverley wants to make sure that growth of the economy does not exacerbate major challenges around climate change, environmental degradation and inequality. CPC welcomes the doughnut economics model, shifting from growth-based economics to placing equal credence on the wellbeing of people and the planet. We also like that it builds on the borough's strengths. Overall the vision is good and sums up the strategy quite well. We simply cannot retain the status quo. There is a need to sustainably develop the economy whilst maintaining and enhancing the environment. This however, is very easy to say and much more challenging to achieve. The following recommendations on the vision: add the word "connected" to the list of attributes stated. The vision should also include reference to the need to attract and retain younger people in the borough with the challenge of the cost of housing being a major barrier. Perhaps the word inclusive? We need to attract more businesses to locate in Waverley to stimulate employment, particularly for younger people in the borough and to avoid retreating further into just being a dormitory borough. It would be good to see an ambition in the vision and, more generally, the strategy itself to attract a few medium sized businesses and one or two large ones as well as small businesses. 	<p>Considered</p> <p>Action Plan</p>

	<ul style="list-style-type: none"> • We also note that better co-location of commercial and residential space will deliver better sustainability outcomes reducing the need to travel. • This economic development strategy dovetails with development of the new local plan and the already active Climate Change and Sustainability Strategy and the Biodiversity Policy. Has the Biodiversity Policy under development in 2021/2022 been adopted yet? • A clear strategy for education, housing and roads is missing or at least distributed too much. We feel that there should be a stronger emphasis on 1)Affordable housing, 2)Improving public transport to connect the borough within itself or at least a specific link to other planning initiatives such as SCC for education and public transport and the Waverley Local Plan for affordable housing. • On governance and it is clear that much of the coordination and decision making will be done through the LEAF (Local Economic Advisory Forum) which will operate with an increased scope. We do not feel that the details are clear enough particularly in respect of how local communities such as Churt would be able to contribute to and influence the programmes. it would be interesting to get Waverley’s view on the role of the Parish Councils in supporting implementation of the strategy – what practically can Parish Councils do to enable this. • Related to that, will consider as a Parish Council how we can better use our plethora of buildings to support economic development and to encourage, for example, small retail operations such as village Farmers markets. 	Links to LPP1 update
Cranleigh BID	<ul style="list-style-type: none"> • Supportive of the vision. All areas for a sustainable local economy fit for growth have been included. • 1, 2 and 3 needed to achieve 4, 5 and 6 	
Cranleigh Chamber	<ul style="list-style-type: none"> • Supportive. • Drop 'small' and drop 'start up'. We can attract established businesses and large businesses which require only a small footprint for example. “We will work proactively together to attract innovative sustainable businesses to locate in Waverley to help stimulate a more thriving and green local economy. We will work proactively together to attract innovative, sustainable businesses to locate in Waverley to help stimulate a more thriving and green local economy”. • Prefer accelerating to turbocharging. 	Considered

	<ul style="list-style-type: none"> • Creative Waverley really focuses on the Farnham area and is not really a business strength of Cranleigh.. Our Arts Centre, while obviously creative, is a charity and more for residents than businesses other than very small creative start ups. • In the Action Plan - add a serviced office/ hot desk/ co working facility of at least 5.000 sq ft. Astral House in Cranleigh is completely full. 	
Farnham Chamber/Kents Property	<ul style="list-style-type: none"> • Not supportive of the vision. Whilst sustainability is absolutely important, a thriving local economy is more important. Only if we have this can we support sustainability. Perhaps a rephrasing of this vision to reflect this. • More power to prevent infrastructure (in particular utilities) suffocating local economies with inefficient works (eg closure of roads in Farnham that could be avoided) 	
Farnham Cycle Campaign	<ul style="list-style-type: none"> • Not supportive of the vision. • Not tackling main source of emissions. Needs to look at poor public transport and lack of active travel. • The public's transport carbon emissions are a lot higher than any other carbon emissions. Noted failure of the Farnham Infrastructure Program to tackle this. • Local councillors should be forced to respond to their legal requirements and low air pollution and carbon emissions. 	
Farnham Pivot Consulting	<ul style="list-style-type: none"> • Supportive of the vision. More joined up thinking. Leverage existing components and connect ie. the UCA. Support smaller enterprise. Few big headquarters going to come to the area. Employees support the local area. 	
Godalming Chamber/Cornmeter	<ul style="list-style-type: none"> • Heads in the right direction and must work with local organisations and people on the “shop floor”. • Would like clarity on decision making process, from outset 	
Godalming– Small + Mighty	<ul style="list-style-type: none"> • Supportive of the vision. This will greatly improve the community and lives of local people who would benefit from the additional services that businesses would bring as well as the opportunities for jobs 	

Haslemere Book Shop	<ul style="list-style-type: none"> • Congratulations to you and the team. This looks an impressive piece of work. Delighted to see the ideas from Kate Raworth’s Doughnut Economics coming through. • Comments/suggestions on the Strategy: • Role of WBC – The role of procurement policy by WBC in ensuring delivery of local ‘social value’ through contracts it lets seems to be missing? The forthcoming Procurement Bill requires SV to be an award criterion; • Delivery Funding – Use of WBC pension funds seems very interesting. A related lever for influencing change (not funding) is through choice of WBC financial partners more widely to ensure that they align with your priorities eg choice of bank (see https://makemymoneymatter.co.uk/) 	
Haslemere Chamber of Trade and Commerce	<ul style="list-style-type: none"> • No supportive of the vision. Past experience shows such strategies fail to work through to ground level as other priorities/pressures take precedent. • Disagrees with making the town centre more cycle friendly. It does not enhance spending. • Town centres will re-generate themselves naturally. Our experience shows borough council assistance is limited and ineffectual in the face of national policy and economic circumstance 	
Haslemere Town Council	<ul style="list-style-type: none"> • Pleased to see a will to strengthen the local planning system to strengthen protection for industrial/commercial land throughout the Borough, encourage rural hubs and expand the existing Dunsfold site 	
Surrey County Council Economy and Growth team	<p>(Lots of information and a presentation provided).</p> <ul style="list-style-type: none"> • Multiple of areas for collaboration and alignment with SCC. Ie. growth hub, green skills, createch cluster. Digital infrastructure, needs to be updated as changes all the time and influence on not spots limited. Gigabit vouchers currently out for procurement and rural might not be a criteria for the future. • Cranleigh BD public wifi project could be a pilot. • “Trailblazing”, with reference to Kate Raworth dounut economics. 	<p>Considered and updated “Connected Waverley”.</p>

University for the Creative Arts	<ul style="list-style-type: none"> • Supportive. The vision clearly articulates what the borough wants to achieve. It does not only focus on the financial benefits, but also focusses on wellbeing and the environment. • Two points missing are housing (affordability) and accessibility (in terms of connecting the Borough to London and other areas). Train line is slow though. • Could education could be a theme? 	<p>Considered p.27</p>
Wonersh Parish Council	<ul style="list-style-type: none"> • Useful data on where Waverley is falling behind other Boroughs, with lots of good ambitions and ideas set out by WBC • Little mention of some of the core issues holding back SME commercial business growth and stopping retail decline ie high business rates, car parking charges, infrequent rural public transport and high housing costs for lower paid workers • Lots of good elements on needing 'green' infrastructure, better broadband, active travel etc • Some of the missing actions: Attract people back to the high street - remove parking charges; How to lower costs to business - business rate review?; Set up a Waverley Technology centre (allied to say Godalming College) to train technicians to install and maintain renewable energies and EV charging infrastructure; Be more proactive at building social housing for local people in lower paid jobs - care staff, hospitality etc 	
Waverley Borough Council – Housing	<ul style="list-style-type: none"> • Supportive. A big picture approach that looks at the inter-relationships between sectors in our community and focuses on our partnership working to achieve more than the sum of our parts 	
Waverley Training Services	<ul style="list-style-type: none"> • Supportive. 	
Visit Surrey	<ul style="list-style-type: none"> • Supportive of the vision. • The biggest challenges are affordable housing and accessibility to the borough. • Digital infrastructure still a huge issues for rural businesses- many of whom are in the tourism sector 	<p>Considered p.27</p>

