

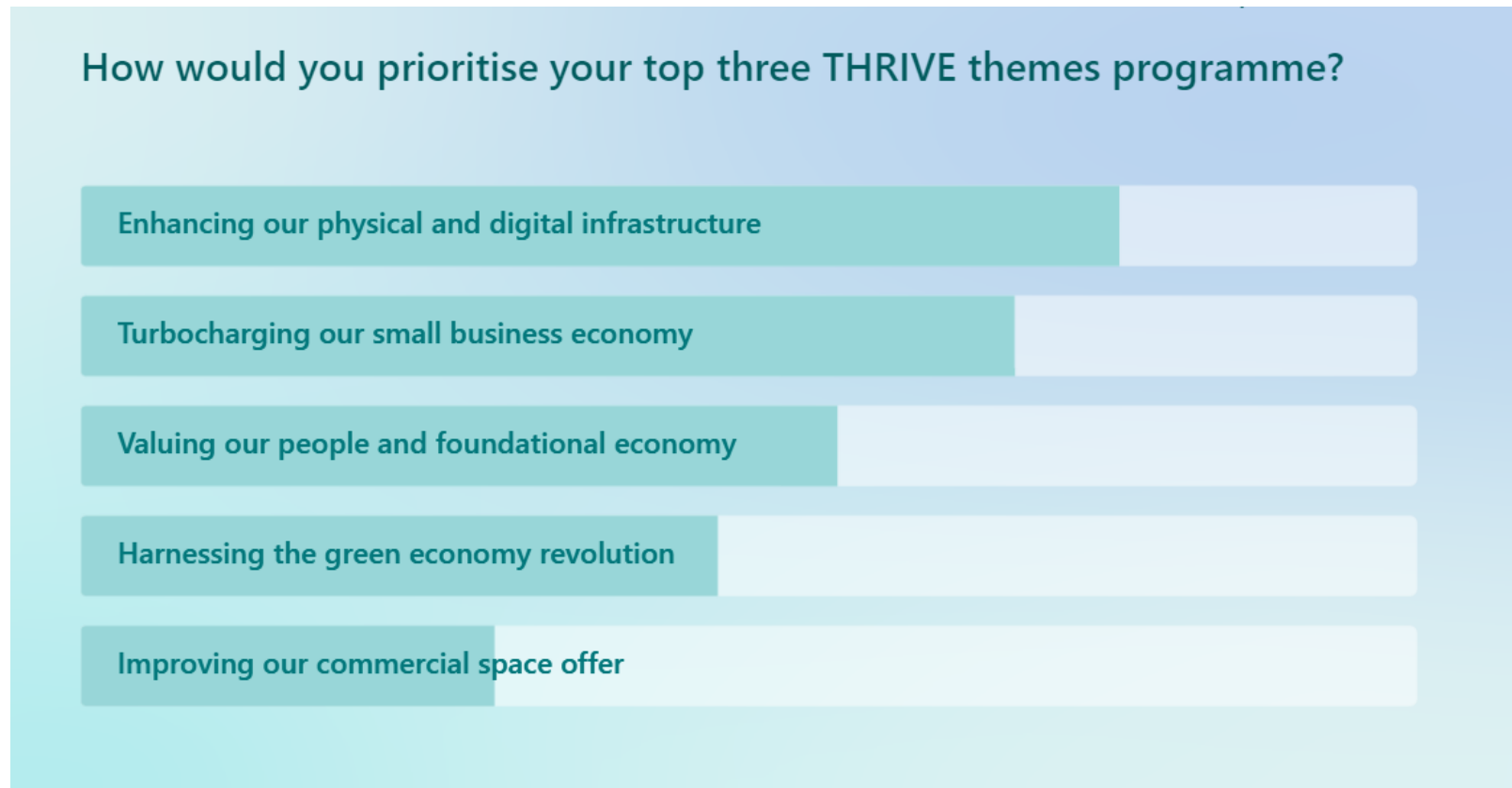
Appendix 4

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...

	<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. 	
Farnham Town Council	<ul style="list-style-type: none"> • Welcomed the approach of the documents. In particular, the emphasis on the creative sector was good for Farnham with the World Craft Town designation and the importance of the University for the Creative Arts was welcomed since it is the largest entity in the Borough. The proposal for 'Maker spaces' centred around Farnham, with a focus on activating underutilised public assets and retail units to create a new network of workshops and makerspaces that encourage creative entrepreneurialism and attract inward investment fits 	

	<p>with FTC agreed priorities.</p> <ul style="list-style-type: none"> • The review of Council-owned assets to be used to ‘provide low cost business space’ was supported as it would strengthen the World Craft Town programme and incubator spaces for UCA graduates. ‘Low-cost’ was important as traditional makers could not afford to rent space in Farnham. • In addition to supporting traditional craft maker spaces, the strategy identified the need to tap into the digital world by creating a new ‘video Games incubator Centre’ and supports the move to digital and media that UCA have made. Council noted Waverley would need to understand the reasons why the digital gaming centre in Aldershot did not go ahead. • In terms of gaps, there should be more on events and the visitor economy. WBC has a fantastic asset in Farnham Park that could and should be used for larger for Events/Festivals. There were also opportunities to use SCC assets such as Brightwells Yard and the Library as economic drivers with, potentially, a creative hub – including incubator space alongside maker spaces, café and an expanded ‘National craft Museum’ (with the craft study centre involved). • Council noted there was an opportunity lost in the documents as much of the resource indicated seems to be only ‘officer time’. There is concern with staffing reductions and other pressures that this may limit the potential achievements in the action plan. • It was RESOLVED unanimously that Farnham Town Council agrees the comments and welcomes the new strategy & action plan. (11 March) 	
<p>Godalming Chamber/Cornmeter</p>	<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. 	Considered and updated “Connected Waverley”.

	<ul style="list-style-type: none"> • Cranleigh BD public wifi project could be a pilot. • “Trailblazing”, with reference to Kate Raworth dounut economics. 	
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? 	Considered p.27
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. 	Considered

	<ul style="list-style-type: none">• Digital infrastructure still a huge issues for rural businesses- many of whom are in the tourism sector	p.27
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