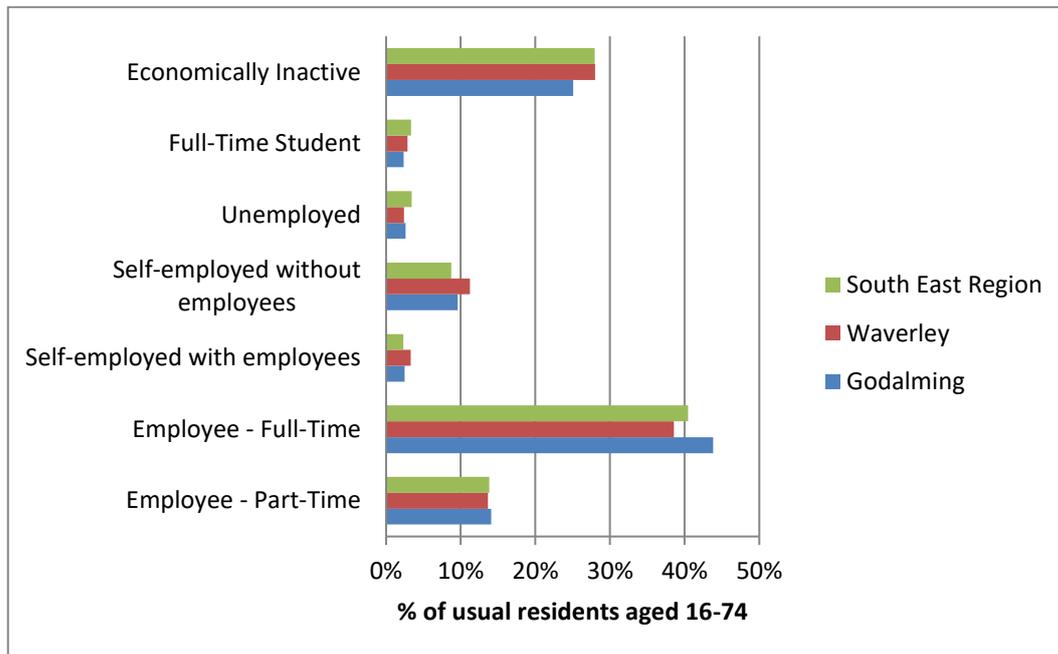


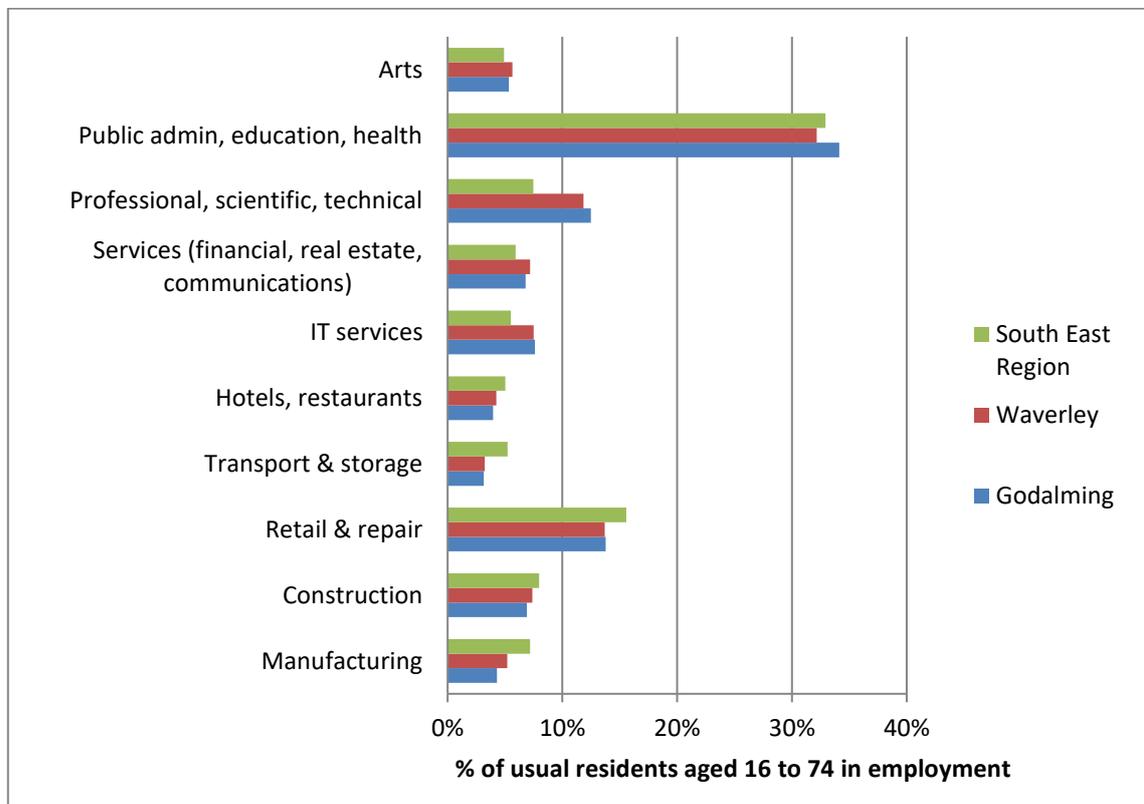
Figure 2.3: Economic Activity, 2011



Source: 2011 Census

2.15 Godalming is strongly represented by workers in the public administration, education and health sectors. It also has above-average numbers of people working in the professional, scientific, technical industries. This is shown in Figure 2.4.

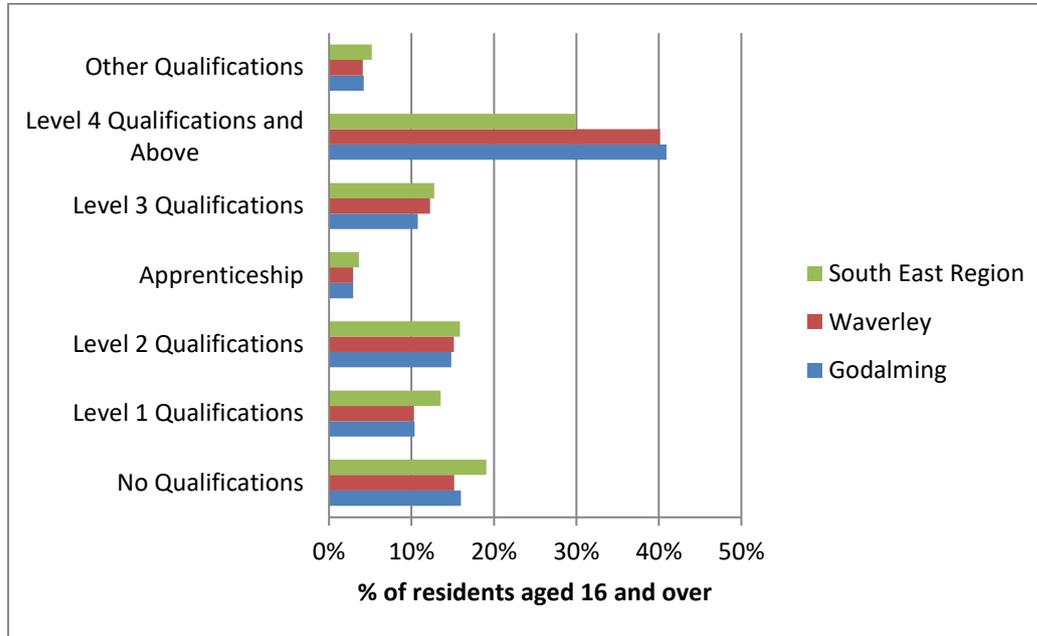
Figure 2.4: Type of Industry, 2011



Source: 2011 Census

- 2.16 Figure 2.5 shows that nearly 41% of the population is educated to Level 4 or above (degree level), which is above the borough average and well above the South East region. Those only qualified to Level 1 or unqualified is below that of Waverley or the South East region.

Figure 2.5: Qualifications of Residents Aged 16 and Over



Source: 2011 Census

Godalming has a high proportion of well-educated people working in professional occupations.

- 2.17 The large majority of those who travel to work do so by car, with most driving themselves. This is supported by the figures on households with access to a car. On an average, each Godalming household has access to 1.38 cars. This compares to 1.58 cars per household in Waverley borough and 1.36 cars per household across the South East region. When compared with the average across England of 1.16 cars per household, this represents reasonably high levels of car ownership.
- 2.18 Whilst average car ownership in Godalming is below the borough average, the high proportion of non-detached houses (semi-detached, terraced and flats), as shown in Figure 2.6, means that the town has a higher density of built development than average. It also has limited off-street parking as a result of this mix of housing stock, which creates significant problems with on-street parking despite the below-average levels of car ownership.

Typical Levels of On-street Parking in Godalming



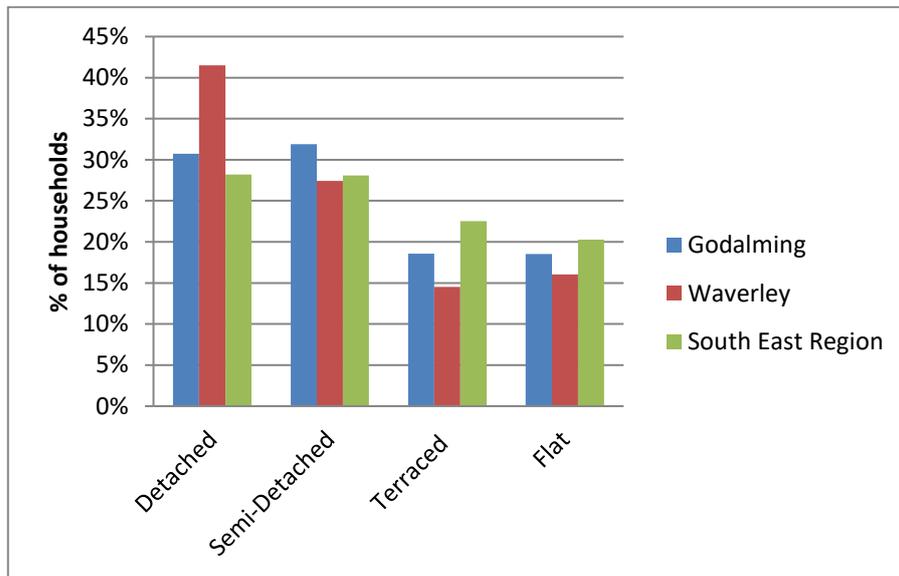
- 2.19 With the area being well served by rail links to several major employment centres, 17% of Godalming's working residents commuting by train
- 2.20 With the 2011 census showing that 14% of work related journeys were either on foot or by bike, this is significantly greater than the 2% who travel by bus, but is very much lower than the 60% who travel by car either as a driver or passenger.

Godalming has relatively high car ownership and its built structure means that the impact of on-street parking is significant. Commuting by train is a well-used alternative to the private car.

Housing

- 2.21 Godalming nearly has an equal proportion of its housing stock accounted for by detached and semi-detached housing. In total, these account for 31% and 32% respectively. The proportion of detached properties in Godalming is well below that of Waverley and the South East region.
- 2.22 There is also an equal proportion of terraced housing and flatted development of 19%. These are higher proportions than across Waverley borough, reflecting Godalming's function as one of the larger settlements in the borough. This is shown in Figure 2.7.

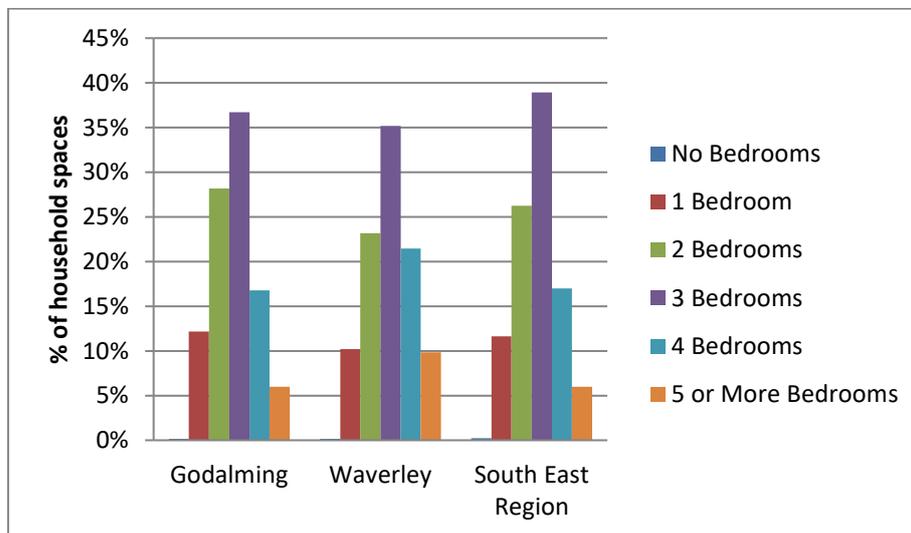
Figure 2.6: Type of Dwelling



Source: 2011 Census

2.23 This is reinforced when looking at the number of bedrooms that properties in Godalming have. Figure 2.7 shows that it has a higher proportion of 2-bed properties. By contrast, the proportion of 5-bed properties is very low. Its predominant stock is of 3-bed properties which is a typical size for semi-detached houses.

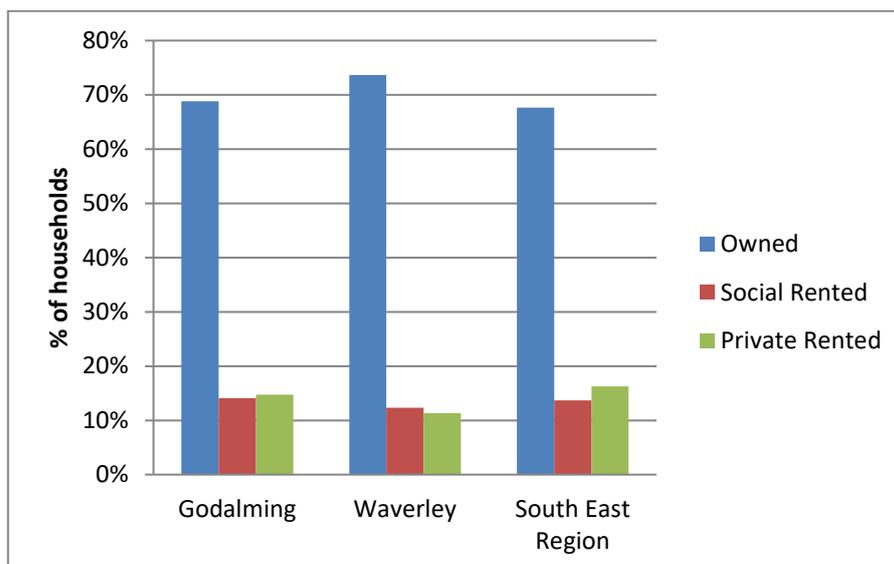
Figure 2.7: Number of Bedrooms



Source: 2011 Census

2.24 The ownership profile of these dwellings reinforces the profile of Godalming as an affluent area. Figure 2.8 shows that a high proportion of people own their property – in excess of 60%. In fact, 33% of the properties in Godalming are owned outright with no mortgage on them.

Figure 2.8: Ownership Profile



Source: 2011 Census

- 2.25 By contrast, Godalming has a slightly above-average proportion of social rented housing stock, at 14%, but this is not significantly higher than the borough level and is actually below the regional average.

Godalming has a significant stock of owner-occupied 2 and 3-bed properties which likely reflects a combination of the demand in the area and the relatively high density that has shaped development of the town.

Local Infrastructure

- 2.26 One of the distinctive characteristics, as well as a defining geographical restriction of Godalming is its location set in the Wey Valley with large water meadows and surrounding hillsides. Whilst the valley floor sets the North/South direction of the main arterial transport routes, rail (London to Portsmouth main line) and road (A3100), the ability to expand the capacity of either is limited. The easterly road links towards the A281 is severely restricted in its ability for increased capacity by the built environment, particularly within the Brighton Road area. Similarly, the western road links towards the A3 are limited by height restricted bridges. Expansion within the town boundaries will inevitably result in increased traffic movements both within the town itself and along the arterial routes. Increased housing within the hinterland surrounding Godalming, particularly to the east at Dunsfold Park and South at Milford, has the potential to place significant strain on the road infrastructure, with the likelihood of increased private transport journeys being exacerbated by the paucity of public transport operating in the east/west direction. Associated with any increase in vehicle movements into Godalming is the shortage of parking at journey's end, both public and private car parking, including on-road parking spaces.
- 2.27 Hand in hand with any further expansion of population within Godalming and, to a large extent, within the immediate hinterland is the provision of medical facilities. Whilst the majority of residents surveyed as part of the Godalming and Farncombe Neighbourhood Plan process felt that there is easy access to primary health provision (doctors 77%, dentist 68% and Pharmacy 95%), a number of concerns emerged surrounding timely appointments, insufficient parking and

availability of public transport to and from both Medical Centres. Although an additional bus service was introduced to the Mill Medical Practice post survey date, its frequency of 1 per hour remains a limiting factor in people's choice of transportation methods to this medical facility.

- 2.28 Of the two medical practices, The Mill does have capacity for further expansion of medical provision. However, its parking provision will not be able to increase in line with any expansion. Of the other medical practice, Binscombe Surgery is considered by the senior partners to have reached capacity and they believe that within the next 5-10 years it will need to relocate to a larger purpose built facility as, "there is no doubt our current practice would be insufficient in size and GP numbers to cope with additional large numbers of new patients [new] housing developments would bring to the area". No suitable location has been identified for any potential relocation.
- 2.29 As with other areas of local infrastructure current school provision would be placed under additional strain if large scale housing development took place within the town or surrounding areas. Whilst primary schooling provision should be adequate to meet demand, both within the town and surrounding areas, population expansion could see a shortage of Secondary School provision, especially if large scale developments take place outside the town's boundaries but within the Godalming School Planning Area. Expansion of either of the secondary schools within the Godalming School Planning Area due to increased population within the surrounding villages, especially Dunsfold Park, could also see significant travel journeys on the already vulnerable eastern transport routes.
- 2.30 Although, as housing need numbers are met and the population increases, transport (including parking provision), health care provision and schooling remain the areas of greatest concern relating to local infrastructure, challenges also exist around the softer edges of local infrastructure, such as affordable child care provision, play areas for younger children and safe spaces for older children, especially youth provision within the 12–18 year age groups and the provision of such facilities to meet the demands/requirements of an increased population.

Local Plan Policy

- 2.31 The Local Plan Part 1 (covering strategic policies and sites) was adopted in February 2018.
- 2.32 The Godalming and Farncombe Neighbourhood Plan must be in general conformity with the strategic policies of the adopted Local Plan Part 1.
- 2.33 The Local Plan Part 1 seeks to deliver at least 11,210 dwellings over the period to 2032. The main location where approximately one-quarter of this growth is to be delivered is at Dunsfold Park. The remaining focus for development is in the main towns, one of which is Godalming. In total, Godalming is expected to deliver 1,520 dwellings between 2013 and 2032 although a significant proportion of that figure has already either been built, is under construction, has planning permission or is allowed for as windfall (1,168 dwellings in total as at 1st April 2017).
- 2.34 The Local Plan identifies that a further 352 dwellings are to be allocated in the Local Plan Part 2, which is being prepared and is planned to be adopted in 2019
- 2.35 The Local Plan Part 1 has made amendments to the Green Belt, including the removal of land south-east of Binscombe and land between Aaron's Hill and Halfway Lane. This does not automatically mean that these sites will be allocated for development in the Local Plan Part 2 but it does create the opportunity for them to come forward as, for example, housing sites.
- 2.36 Sustainable transport is a key theme of the Local Plan Part 1, with Policy ST1 seeking to ensure that development is located where it is accessible by means other than the private car and placing a focus on the improvement of networks for cycling and walking. Equally, infrastructure is a vital

part of the strategy, with Policy ICS1 seeking to protect existing infrastructure and secure new infrastructure for wider community benefit.

- 2.37 The Local Plan Part 1 stresses the importance of the borough's town centres and the need to protect and promote a range of uses there so that they retain and enhance their vitality and viability (Policy TCS1). It also recognises the importance of Farncombe as a Local Centre (Policy TCS2).

3 VISION AND OBJECTIVES

Challenges for Godalming and Farncombe

- 3.1 The Godalming and Farncombe Neighbourhood Plan seeks to address, as far as is possible, the challenges and opportunities that face the community of Godalming and Farncombe. In summary the identified challenges are:
- The ageing population and the need for residential and social care provision to address people's needs as they age.
 - The importance of protecting the considerable heritage of Godalming and Farncombe and ensuring development enhances the character of the town.
 - Retaining and enhancing the vitality and retail offer of the High Street and Farncombe village centre so that local residents choose to shop in Godalming and Farncombe.
 - Significant road congestion on an historic network, which was not designed for the levels of traffic that use it.
 - Making use of sustainable modes of transport more attractive by improving the provision for walking and cycling.
 - Retaining and enhancing the community infrastructure which serves a growing town.
 - Recognising the impact that strategic scale development at Dunsfold Park will have on Godalming and Farncombe and, in particular, through use of the railway stations as well as on the road infrastructure.
 - Parking issues for all types of development, with the particular need to improve accessibility for alternative modes of travel at the railway stations.
 - Protecting the sensitive natural environment in which Godalming and Farncombe sits, which is defined by the River Wey and the Lammas Lands, along with the hillsides that rise up and provide a very visible setting for the town.
 - The loss of employment in the town through the loss of employment sites and premises to housing, as well as the lack of provision for the needs of modern businesses.

Vision for Godalming and Farncombe

- 3.2 In consultation with the community, the established vision for Godalming and Farncombe is as follows:

'In 2032, Godalming and Farncombe has successfully retained its distinctive historic feel whilst sustainable growth has enabled it to address the challenges that its people have faced.

The historic core of the town has been protected and the increased footfall in the town has helped to retain the vitality of its shops and services. High quality external finishes to new shopfronts and signage have helped to give the community back its High Street that is distinctly 'Godalming'.

The increased footfall has been helped by a recognition that the car has been choking a town unable to resolve its congestion by providing new roads. Instead, pavements, footways and cycle paths have been created and improved along key routes so now more people leave the car at home and instead come to shop, take their children to school or go to work on foot, by bicycle or by bus (including school buses).

Whilst traditional employment has fallen in Godalming and Farncombe, the highly skilled population has taken the opportunity created by the development of more modern workspaces. Small-scale, flexible workspaces and co-working hubs have been developed across the area which have encouraged a growing entrepreneurial spirit and the development of new companies which can share space and network. This has been complemented by the roll-out of faster broadband. Godalming and Farncombe have adapted in order to remain competitive.

This has all helped to encourage more young people with families to live in Godalming. This has been assisted by family housing being freed up by older people who have been able to move into newly built housing and facilities that are specifically designed to address their needs. Whilst this development has been modern in its thinking, it has been designed to be in keeping with the character of the area in which it sits; innovation in design is encouraged but in a way that still means new buildings sit comfortably within their surroundings.

The growing population has not been to the detriment of Godalming and Farncombe's environment or infrastructure. Existing community facilities have been protected and new facilities delivered alongside growth. Equally, new development has protected and enhanced the high quality natural environment which defines the setting of the town and has been designed to maximise sustainability. Godalming and Farncombe has grown, but not at the expense of the environment or the health and wellbeing of its people.'

Godalming and Farncombe Neighbourhood Plan Objectives

3.3 The objectives of the Godalming and Farncombe Neighbourhood Plan as identified through engagement with the community are as follows:

Housing

- To address the housing and social care needs of the population of Godalming and Farncombe.

Transport

- To increase walking and cycling as alternatives to the private car.
- To improve public transport networks and availability.
- To address parking problems, particularly at Godalming and Farncombe stations.

Economy

- To provide modern, flexible employment space for start-ups and growing micro-businesses.
- To ensure a flexible approach to Godalming town centre and Farncombe village centre which helps to preserve and enhance their vitality.

Community and Infrastructure

- To safeguard existing community infrastructure and to ensure new development provides the community facilities that are lacking in the town.

Heritage and Design

- To ensure that development respects the character of the area.
- To ensure that shopfronts in the town centre protect and enhance the heritage of the Town Centre Conservation Area.

Environment

- To protect and enhance the sensitive natural environment in which Godalming and Farncombe sits.
- To ensure development enhances the potential for local flora and fauna to thrive.
- To ensure that development is sustainable, particularly in its use of water and energy.
- To ensure development minimises air pollution and removes the need for Air Quality Management Areas.

4 HOUSING

- 4.1 The work undertaken with the community to inform the Godalming and Farncombe Neighbourhood Plan identified four sectors in which the housing market is failing to meet local needs:
- Lack of suitable accommodation for the over 55s, who represent the town's fastest growing resident group; and who will increasingly be needing to cope with mobility disabilities and illness, especially dementia.
 - Lack of reasonably priced accommodation for young and growing families.
 - Difficulties experienced by many young persons in securing their first independent accommodation.
 - General lack of social housing.
- 4.2 Approximately 60% of house re-sales in Waverley are to people from outside the borough, particularly London commuters. Accordingly, new house building, renovations and extensions have focused on creating large houses, particularly those with four bedrooms or more. As a result, gaps in housing provision have arisen.
- 4.3 The 2015 West Surrey Strategic Housing Market Assessment (SHMA)⁵ estimated that the net annual housing need in Godalming and Farncombe was 62 dwellings. Over the 15-year plan period this equates to 930 dwellings but a large proportion of this requirement has already been granted planning permission. Whilst many of these sites in the planning pipeline will be addressing the particular needs in respect of dwelling mix, it is likely that the need for specific types of housing to address the needs of younger people and older downsizers will continue
- 4.4 The need identified in the SHMA was as follows for Godalming and Farncombe:

Table 4.1: Estimated Need by Number of Bedrooms, Godalming and Farncombe, 2013-2033

Size of property	Affordable housing ⁶	Market housing ⁷
1-bed	41%	12%
2-bed	35%	36%
3-bed	22%	37%
4-bed or more	2%	14%

Source: 2015 SHMA

- 4.5 This suggests that the predominant need for smaller houses has been recognised and, as is being reflected in Waverley emerging Local Plan policy⁸, is being addressed. Strong support is given for

⁵ GL Hearn (2015) *West Surrey Strategic Housing Market Assessment*, for Guildford, Waverley and Woking Borough Councils

⁶ GL Hearn (2015) *West Surrey Strategic Housing Market Assessment – Waverley Sub Area Addendum*, for Waverley Borough Council, table 15

⁷ GL Hearn (2015) *West Surrey Strategic Housing Market Assessment – Waverley Sub Area Addendum*, for Waverley Borough Council, table 18

⁸ Policy AHN1 (Affordable Housing on Development Sites) and Policy AHN3 (Housing Types and Size) both require new development to provide a mix of housing in line with the requirements of the 2015 SHMA.