

CHESHAM MASTERPLAN

Consultation report
April 2018

**Chesham Renaissance
Community Interest Company**

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**“This is transformational.
A long term vision that
has sustainability and
purpose.”**

Contents

Executive Summary	1
1. Introduction	4
2. Purpose of the Chesham Masterplan	6
3. Consultation Principles	10
3.1 Community Engagement Best Practice	
3.2 The Spectrum of Community Engagement	
3.3 Consultation Guidance Legislation	
4. Chesham Masterplan Consultation	16
4.1 Key Considerations	
4.2 A Vision for Chesham (Stage 1, July 2017)	
4.3 Consultees	
4.4 Key Stakeholder Groups	
4.4.1 General public engagement	
4.4.2 Faith group engagement	
4.4.3 Local government and Chesham town partners	
4.4.4 Environmental group engagement	
4.4.5 Youth (The Future) engagement	
4.4.6 Social and sporting group engagement	
4.4.7 Local business engagement	
4.4.8 Schools engagement	
5. Marketing Strategy	36
5.1 Reach	
5.2 Campaign marketing	
5.3 Digital marketing	
5.3.1 Video	
5.3.2 Facebook	
5.3.3 Key Facebook data	
5.3.4 Email campaigns	
5.3.5 Twitter	
5.4 Marketing materials	
6. Consultation Questionnaire Results	50
7. Continued Engagement	66
APPENDIX – QUALITATIVE QUESTIONNAIRE DATA	

Executive Summary

Background

Chesham Renaissance Community Interest Company (Chesham Renaissance) published A Vision for Chesham (Stage 1, July 2017) as the first stage in engaging with local people and stakeholders about the future of Chesham. This is part of a stepped approach to developing a more detailed Chesham Masterplan that will provide:

- A framework for the regeneration of the town;
- A set of principles to help steer new development;
- Guidelines for a range of high quality homes;
- An evening economy strategy; and
- Plans to strengthen the vitality and character of the town.

Chesham Renaissance is committed to undertaking an effective, fair and transparent consultation in line with the principles of good practice. As part of that process Chesham Renaissance will review and consider comments received on the plans at every stage against the overarching Masterplan principles.

This report provides an account of the first stage of the public consultation undertaken, including who was involved, how they were engaged and the feedback and comments that were made. It is also the first of an ongoing consultation that will track and monitor feedback at various stages of the development.

Consultation

The Chesham Masterplan was the subject of an extensive consultation programme between:

3rd November 2017 – 31st January 2018.

A dedicated website (cheshammasterplan.org) hosted all relevant key information on the Masterplan and much of the consultation focused on encouraging the community to use this site to complete the online consultation questionnaire. The consultation questionnaires were also available in paper format with designated collection points for those that preferred to respond in this way. The consultation included, but was not limited to, focus groups, presentations, meetings, and several public events ensuring that as wide an audience as possible had access to information. A social media campaign supported the face to face activity. Chesham Renaissance continued to accept feedback after the published deadline and continue to do so as part of the ongoing engagement strategy.

Results

680 questionnaires have been received to date and 645 questionnaires were completed and submitted during the consultation period 3/11/17 to 31/1/18 from individuals and

organisations. This report records all feedback in full (See APPENDIX 1) and provides a summary of the key messages and themes from the consultation.

Over 70% of respondents agreed with the overall approaches set out in the Masterplan. Local people are proud of Chesham and understand that the town needs to be developed sympathetically taking into account the history and the unique surroundings within the Chilterns Area of Outstanding Natural Beauty. Infrastructure also featured highly on the comments received, with local people aware that with housing and business development there is a requirement for investment in already pressured transport systems and local facilities. Many people reported the need for affordable and smaller homes within the town centre. Respondents also highlighted the need for a joined-up approach to road and rail as well as improved parking facilities. Protecting the Green Belt was of key importance and local people value the safety of Chesham and the accessibility to the Chiltern countryside. The key themes that were reflected throughout the consultation period are summarised below:



This consultation has been delivered by Chesham Renaissance, a team that is made up of people that live in Chesham and are passionate about the community. Many of the comments received throughout the consultation show there is huge warmth for the town and repeatedly local people describe it as a “special place” and a “town with a real heart”. Chesham Renaissance believes this too and in partnership with industry leading experts combines the right skillset to deliver the proposals. The team comprises expertise in the fields of planning, design, construction, delivery, operational, legal and marketing, all with a proven track record of delivery. Chesham Renaissance will continue to carefully consider all comments and suggestions and the Chesham Masterplan (Stage 2 February 2018) reflects this input. Future versions of the Masterplan detailed proposal will progressively take these suggestions into account during the next stages of development.

“Chesham needs a different approach to what exists at the moment and these plans are refreshing. They are attempting to revitalise the heart of the town and give it more of a cohesion.”

1. Introduction

This report summarises the main findings from the public consultation on the proposal for the Chesham Masterplan which illustrates a high level - approach and set of principles to help guide new development in Chesham. It was commissioned by Chesham Renaissance Community Interest Company.

The purpose of this report is to:

- Document the consultation approach, process and response for the period 3rd November 2017-31st January 2018;
- Demonstrate that a fair and thorough consultation has been executed; and
- Provide a detailed record of the consultation results.

The report contains details on how the consultation was carried out, a summary of the public response to the consultation questionnaire as well as feedback from focus groups and events. This report should be read in conjunction with "A Vision for Chesham" Stage 1, July 2017, which provides detailed drawings and information on the proposed plans.

This consultation took place over a 12-week period from 3rd November 2017 until 31st January 2018. During this period Chesham Renaissance received 645 responses to the formal questionnaire, of which 415 (65%) were received via the dedicated website 230 (35%) were received in paper format. In addition to the primary public presentations involving over 500 people, specific forums for schools, businesses, councillors, environmental groups and other local organisations took place.



“I am glad that housing, shops, parking and infrastructure are being looked at. I believe the aim should be a vibrant town centre that maintains our independent shops and encourages people to come into the centre while parking outside of it.”

2. Purpose of the Chesham Masterplan

The purpose of the Chesham Masterplan is to provide a plan that:

- Meets the strategic needs of Chesham;
- Works within the local and national policy context;
- Is inclusive and fully considers the needs of the local community; And
- Helps to create a sustainable vibrant future for Chesham.

To succeed, the Masterplan is:

- Positively prepared;
- Visionary, raising aspirations;
- Deliverable, taking into account likely constraints and implementation timescales;
- Viable, thus attracting private sector interest and investment;
- Sustainable, meeting development needs but not depleting natural resources and protecting the environment for future generation;
- Inclusive, being prepared with participation from local communities;
- Integrated into the land use planning system;
- Flexible and adaptable, allowing for existing areas to be thought of differently, and for changing circumstances and new opportunities.

The consultation is:

- Informative and accessible to all;
- Collaborative and inclusive, working with key stakeholders and engaging the whole community;
- Accurate in recording response and feedback;
- Fair and transparent in approach, methods, communication and processes;
- Genuinely engage and empower, always open to suggestions and ideas;
- Completed in appropriate timescales.

A Vision for Chesham (Stage 1, July 2017) informed the public on the Chesham Masterplan, providing detailed concepts, drawings and maps of proposed development for housing, business and infrastructure.

The primary areas for growth were identified as:

Town life

- Focus on the High Street;
- Develop an evening economy;
- Integrate the theatre with the centre;
- Creating a civic cluster;
- Relocating HGV reliant industry on the periphery of the town;
- Create interesting events to draw people into the town;
- Revive craft industries in line with Chesham's heritage;
- Retain SME knowledge businesses in the town centre.

New Homes

- Prioritise homes in the town centre and near to transport hubs;
- Provide higher density dwellings;
- Redevelop poor quality buildings;
- Utilise former industrial sites;
- Promote "living above the shop";
- Exploit back land and parking areas;
- Ensure a broad mix of homes;
- Provide homes for older people.

Character

- Work with the historic urban grain;
- Re-establish historic approaches;
- Rejuvenate historic yards and lanes;
- Safeguard historic buildings and settings;
- Retain views of Chiltern Hills and Lowndes Park;
- Reflect Chesham's palette;

Streets and Spaces

- Consolidate parking to create space;
- Change the character of St Mary's Way;
- Strengthen links to/from the centre;
- Encourage a shift to walking and cycling.

Chesham Renaissance is also encouraged by the Core Planning Principles contained in the National Planning Policy Framework (NPPF) at paragraph 17. It intends to apply the 12 core land use planning principles for both plan making and decision making. Similarly, it subscribes to the delivery of sustainable development as set out at paragraphs 18 to 41 of the NPPF so that Chesham can:

- a) build a strong competitive economy;
- b) ensure that the vitality of the town is restored and enhanced; and
- c) promote sustainable transport

Paragraph 23 of the NPPF relates to the vitality of town centres and reflects the planning policy need identified by Chesham Renaissance.

“We need to encourage more people to rely on walking/ cycling/ using public transport so that we do not exacerbate the growing traffic chaos through Chesham in the peak travel times.”

“Fantastic to see a strategic plan being worked on and debated. I feel there is a massive opportunity to grow the night-time economy and attract more restaurants to Chesham”

3. Consultation Principles

Chesham Renaissance Community Interest Company adheres to the best practice approach to community engagement described below, to ensure a clear, transparent and thorough consultation.

3.1 Community Engagement Best Practice

When community engagement is strong, the following things happen:

- Residents understand and trust the project;
- Residents play a greater part in decision making;
- The relationship between the organisation and residents is mutual, instead of residents being passive recipients;
- Community members and groups are involved in work to support the plans;
- A larger proportion of people are interested in the changes that need to make the plan a success and are willing to help shape the changes; and
- Innovation and change takes place through community action.

Benefits of community engagement are:

- Enhanced wellbeing and increased levels of satisfaction through local people being genuinely involved in decisions;
- Increase in local ownership and enhanced civic pride – if people feel valued and included they are more likely to participate;
- Increased dialogue and communication between local people and organisations. Working in partnership will allow better relationships and trust to develop between policy makers and local people;
- Increased openness and accessibility;
- The promotion of social inclusion;
- Increased sustainability – Sustainable change can only happen if communities are involved from the start; and
- Responsive services that meet local need.

3.2 The Spectrum of Community Engagement

This spectrum of engagement demonstrates the possible types of engagement with stakeholders and communities. It shows the increasing level of public impact with the transition from 'inform' through to 'empower' and explains the range of public participation and engagement options available. The best practice model for community engagement is illustrated below.

Increasing level of public impact					
	Inform	Consult	Involve	Collaborate	Empower
Purpose	To provide the public with information to assist their understanding of an issue	To collect information from the public about attitudes and opinions	To work with the public throughout all stages of the process to ensure their concerns and aspirations are understood and considered.	To partner with the public in each aspect of the decision, agree sharing of resources and decision making.	To place final decision making in the hands of the public.
Expectation	We will keep you informed	We will keep you informed, listen to and provide feedback on how public input has informed the decision.	We will work with you to ensure that your concerns and aspirations shape the process and influence the decision.	We will look to you for advice and help in developing solutions and incorporate your advice	We will implement what you decide
Example technique	<ul style="list-style-type: none"> - Fact Sheets - Websites - Street Stalls/ Displays - Newsletters - Shop Fronts 	<ul style="list-style-type: none"> - Surveys - Public Meetings - Web based consultation - Citizens Panels - Consultation documents 	<ul style="list-style-type: none"> - Workshops - Community Events - Exhibition space 	<ul style="list-style-type: none"> - Exhibition space - Citizen Advisory Committees - Participatory decision making - Open Space Events 	<ul style="list-style-type: none"> - Citizens Juries - Ballots - Delegated decisions - Exhibition space

Sources: National standards for community engagement; Community planning toolkit.org (Lottery funded Community Places); Local Government Act (NI) 2014 (Part 10: Community Planning); Community Places (2011) Community Planning in Scotland, England and Wales; Transforming Neighbourhoods Improvements & Development Agency IDeA

3.3 Consultation Guidance and Legislation

This section demonstrates that the consultation has been carried out in compliance with multiple sources of guidance and legislation where relevant' which are, but not limited to:

Consultation guidance

Cabinet Office Consultation Principles (Jan 2016) which requires that the consultation:

- Must be clear and concise;
- Must have purpose;
- Must be informative;
- Is part of the process of engagement which should be ongoing;
- Needs to last an appropriate length of time;
- Needs to be considerate of public holidays/other time factors/avoid elections;
- Responses should be scrutinised and genuinely analysed;
- Target information by sector and stakeholders;
- Literature must be provided for all; and
- Reporting should be delivered within 12 weeks.

The Gunning Principles require that:

- The consultation must be "fair";
- It must be at a formative stage;
- It must have a genuinely open mind to responses;
- It must provide adequate information and time for consideration and response; and
- The product of consultation must be considered conscientiously.

The Aarhus Convention (Jun 1998) requires that consultation:

- Must provide the public with access to relevant environmental information in a transparent way; and
- The public must be able to participate and make informed decisions and responses.

Legislation considerations

Government Housing white paper: Fixing our broken housing market, Department for Communities & Local Government (Feb 2017) suggests that:

- Strengthening neighbourhood planning and design with enhanced community involvement, truly reflecting the views of the public; and
- Local people want new developments to reflect their views about how their communities should evolve, whether it is in keeping with the traditional character of their area or a beautiful contemporary design that adds to the existing built environment. Good design is also fundamental to creating healthy and attractive places where people genuinely want to live, and which can cater for all members of the community, young or old.

Princes Foundation for Building Community (2014) suggests that:

- A shift change from NIMBY (not in my back yard) to BIMBY (beauty in my backyard);
- Consultation should be inclusive and intensive; and
- It is necessary to employ the right processes to genuinely engage with the public

Buckinghamshire Housing and Economic Development Needs Assessment (HEDNA) (Dec 2016, updated Sep 2017)

Chiltern District and South Bucks HELAA Report (May 2017)

Emerging Chiltern & South Bucks Local Plan (2014-2036)

- The Chesham Masterplan aims to address some of the issues outlined in the draft Local Plan and is in alignment with the strategic policies of the Local plan. Further details on the Local Plan will be available from Chiltern District Council later in 2018.

Consideration was also given to:

- The Chiltern District Council Core Strategy (2011)
- The Chiltern District Local Plan (1997) (Saved Policies)
- Chiltern District Council's Supplementary Planning Documents (SPD):
 - Affordable Housing SPD (Feb 2012)
 - Residential Extensions and Householder Development SPD (Sep 2013)
 - Sustainable Construction and Renewable Energy SPD (Feb 2015)

And also:

- Documents appearing in the Chiltern District Council Emerging Local Plan Evidence Base.

“Chesham needs a different approach to what exists at the moment and these plans are refreshing.”

“Admittedly we do need to find space for new homes - and sometimes this will result in green belt being utilised. I think that the more important issue is that the current housing structure in the UK is predominantly low density.”

4. Chesham Masterplan Consultation

4.1. Key considerations

Within the Chiltern District and South Bucks Council area, the authorities have identified the need for an additional 7,000 homes by 2036. Accommodating these new homes is likely to fall upon major existing settlements, including Chesham. There is an obvious threat of encroachment into the current Green Belt.

Chesham Renaissance accepts the need for around 2,000 new dwellings over the next 20 years, implying a population increase of 5-6,000 and with a higher density of residential accommodation. The consultation considers the need for new housing in conjunction with a fresh look at the infrastructure requirements for the town.

The National Planning Policy Framework Draft text for consultation released by the Ministry of Housing, Communities and Local Government in March 2018 recognises that residential development often plays an important role in ensuring the vitality of centres and encourages residential development on appropriate sites. In particular, where there is an existing or anticipated shortage of land for meeting identified housing needs, it is especially important that planning policies should include the use of minimum density standards for town centres that are well served by public transport and infrastructure. These standards should seek a significant uplift in the average density of residential development within these areas. This principle of intensive development of central brownfield land is exemplified in the Chesham Masterplan.

A thriving industrial and business sector already exists within Chesham. There is already a need to update or create new business premises, or relocate commercial enterprises out of the town to meet the needs of new and existing businesses and improve access. This need will become more pressing with higher density residential accommodation.

4.2 A Vision for Chesham (Stage 1, July 2017)

A Vision for Chesham (Stage 1, July 2017) was available to many as a hard copy and was also available via cheshammasterplan.org. The document provides the basis for comprehensive design guidance across all aspects of the development.

This includes but is not limited to:

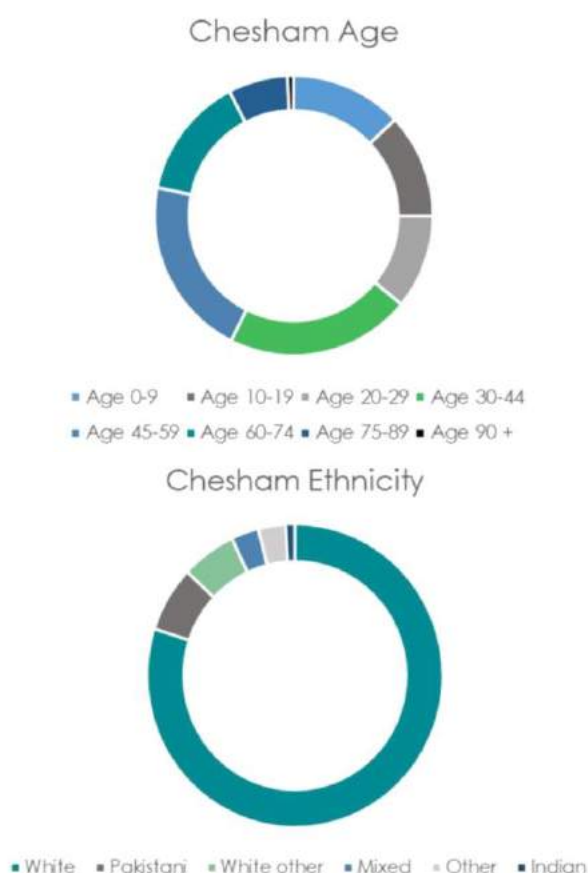
- The relationship between streets, buildings and public and open spaces; height, bulk and massing of buildings; infrastructure, transport, utilities, services and amenities; activities and uses within areas;
- New developments which will have to be integrated successfully into existing communities, the built and natural environments, the conservation areas and the context of the Chilterns AONB; and
- How changes to the inner urban area and surrounding land can be made to work in a coherent plan for residential and commercial use. This will take into account local social and economic circumstances, and the needs of people living and working in the area now and in the future.

4.3. Consultees

The consultation activity covered a 15-mile radius of the town of Chesham. In any consultation it is important to know who the audience is. It helps shape the literature produced, the wording used, the language it is translate in, and how the information is disseminated. To ensure that as many people as possible were targeted in the right way, the Chesham ONS census demographic data was examined to identify markets and key target groups. This also allowed a tailored approach to meet the specific requirements of the community.

ONS Neighbourhood Statistics 2011 Census information highlight

- Population of Chesham parish in 2011 was 21,483 comprising 10,600 male and 10,883 female
- Status - 51.2% Married, 0.2% civil partnership, 34.5% single (including widowed, divorced etc.)
- Housing - 67.6% owner occupied, 0.9% shared ownership, 20.6% rented (public) 10.1% rented (private)
- Car ownership - 83% of households in the town own one or more cars.
- Work/studying -54% employed, 13.2% self-employed, 2.4% Studying,
- Not working -12.9% retired, 5.9% unemployed, 5.0% caring for family, 2.8% unable to work
- Travel to work - 66.0% car, 11.5% train, 2.4% bus, 1.8% motor/bi cycle, 10.0% on foot, 6.8% at home.



4.4. Key Stakeholder Groups

Eight target groups were identified for the consultation. Where possible bespoke information was tailored to the specific interests/needs of each group.



4.4.1 General public engagement

It was important to engage with the general public in a variety of ways to ensure that everyone had access to as much information as possible. Information was available to the community face to face basis via public meetings and presentations, through key events such as the Chesham Christmas Evening as well as on social media and online via our dedicated website. It was imperative that members of the public were able to digest the information and have the opportunity to discuss the plans with key members of the team. The shopfront provided a visual reminder of the plans during the consultation period and a rolling power point presentation was used to update the general public on any developments.



(Photos courtesy of Christmas in Chesham)

4.4.2 Faith Group engagement

Chesham has a thriving faith community with over 20 churches, mosques temples and meeting rooms. It was important to engage with people of all faiths and beliefs so far as possible and information was disseminated through the following faith networks:

- Chesham Mosque
- Parish of Great Chesham Churches:
 - St Mary's, St John's Bellingdon, Emmanuel, Christ Church, St George's, St John's Ashley Green
- Chesham Methodist Church
- Roman Catholic: St Columba's
- Broadway Baptist Church
- Chesham Congregation of Jehovah's Witnesses Kingdom Hall
- Ley Hill Methodist
- Chesham Spiritualist Church
- United Reformed Church
- Hivings Free Church
- Newtown Evangelical Baptist
- Polish Club (Raans Road)
- Asian Ladies Support Group Talat Siddiqui
- Chesham Townswomen's Guild Chesham Town Hall
- Chesham Asian Welfare Society

A meeting was held at Broadway Baptist Church, on 20th September 2017 with over 14 ministers and lay staff (members of Churches for Chesham) were in attendance providing early information to this audience on the Stage 1 proposals.

4.4.3 Local government organisations and Chesham Town Partner Engagement

The following local authorities were consulted:

- Chesham Town Council
- Chiltern District Council
- Buckinghamshire County Council (BCC) where meetings took place with representatives from the following BCC departments:

BTVLEP, Business Strategy, Improvement and Commercial Delivery team, Strategic Assets, Community Wellbeing, Highways Development team, Public Health, Transport Strategy, Business improvement and Delivery.

Chesham Masterplan information was also shared with all Parish Councils on the periphery of the town and a meeting was held specifically for these councillors to attend on the 24 January 2018 (formerly 11/12/17 but cancelled due to bad weather).

Parish Councils consulted:

- Ashley Green Parish Council;
- Bovingdon Parish Council;
- Chartridge Parish Council;
- Chenies Parish Council;
- Chesham Town Council;
- Cholesbury cum St Leonards Parish Council;
- Great Missenden Parish Council;
- Latimer and Ley Hill Parish Council;
- Little Missenden Parish Council;
- The Lee Parish Council
- Chesham Bois Parish Council;
- Bovingdon Parish Council.

Chiltern District Councillors consulted:

- Alan Bacon, Asheridge Vale and Lowndes;
- Emily Culverhouse, Hilltop and Townsend
- Graham Harris, Chesham Bois and Weedon Hill;
- Jane MacBean, Asheridge Vale and Lowndes;
- Mark Shaw, Newtown;

- Fred Wilson, Hilltop and Townsend;
- Andrew Garth, Ashleigh Green, Latimer and Chenies;
- Mimi Harker, Chesham Bois and Weedon Hill;
- Peter Jones, Ballinger, South Heath & Chartridge;
- Nick Rose, Cholesbury, The Lee, Bellingdon.

Chesham Town Council also has close relationships with organisations included in the Town Partners network. These received information and were invited to relevant meetings, and include:

- Chesham Action Partnership;
- Chesham Allotment Group;
- Chesham and District Transport Users Groups;
- Chesham Environmental Group;
- Chesham in Bloom;
- COPAG
- Chesham Town Twinning Association
- Chesham 4 Fairtrade
- Chiltern Society
- Citizens Advice Bureau
- Chiltern Chalk Streams Project
- Friends of Chesham Cemetery
- Friends of Lowndes Park
- Chesham Moor Swim and Gym
- Transition town Chesham
- Chesham Walkers are welcome
- Chesham Museum
- Chesham District Community Association
- Chesham Theatre Company
- Chesham Theatre Shed
- Elgiva Theatre

4.4.4 Environmental Group Engagement

Chesham cares deeply about its special location within the AONB and a number of groups have been established to help protect the area. It was important for Chesham Renaissance to engage with these groups and share the plans and ideas at an early stage in the process:

- The Chiltern Society
- Chiltern Conservation Board
- Chilterns Chalk Streams Project
- Impress the Chess
- River Chess Association

QUESTION TO STUDENTS IN FOCUS GROUPS: What would you like to see in the town?

Key topics raised:



QUESTION TO STUDENTS IN FOCUS GROUPS: What is important to you?

Key topics raised:

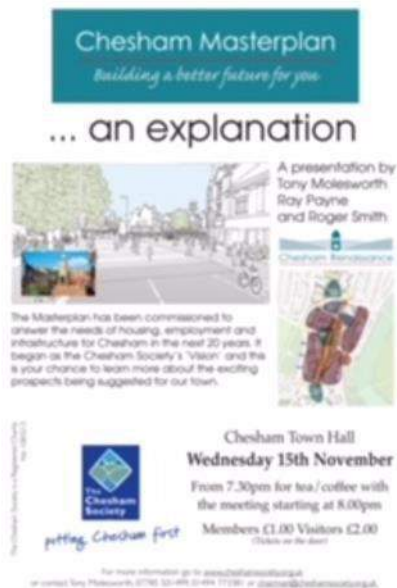


A word cloud of key topics raised by students in focus groups. The words are arranged in a roughly triangular shape, with 'easy access' at the top and 'traffic lights' at the bottom. The words are in various colors (blue, green, purple, teal) and sizes, indicating their relative frequency or importance. The words include: easy access, businesses, shopping, preserve old buildings, market, need food, parking, court, history, need more, houses, leisure, wifi, schools, car parking, emergency services, preserve, and traffic lights.

4.4.6 Social and sporting group engagement

Chesham has a diverse network of sporting and social groups. Leaflets and presentations (where appropriate) were delivered to share the Chesham Masterplan:

The Chesham Society



The Chesham Society originally founded the concept of the Chesham Masterplan and it was therefore critical to inform members of any developments. The main meeting that took place was on 15th November 2017 where 30+ Chesham Society members had the opportunity to review the plans and ask questions.

Chesham Museum



A presentation on the Chesham Masterplan proposals was held on 13th November 2017 to over 40 members of The Chesham Museum. It is important to bring together Chesham's past, present and future and the Museum has embraced the concept of the Masterplan to help shape the future of the town.

Sporting Organisations:

The following sporting organisations received leaflets directly or via their club location:

- Chesham Rugby Club
- Chiltern Harriers Athletic Club
- Chesham United Football Club
- Chartridge Park Golf Club

Flyer and banners were on display at the White Hill Centre reaching the following social and sporting groups:

- Badminton for Adults
- Broadway Bowls Club
- Chesham Pioneers Bowls Club - for partially sighted or blind bowlers
- Over 50s Bowls
- U3A Bowls Group
- Exercise Classes
- Ki Aikido
- Various language groups
- Variety of arts and craft groups including Chesham Arts and Craft Society, Chesham Bobbin Lace makers, Painting for pleasure, and Chesham Photographic Club
- Youth – BLAG youth theatre Sargent and Plester School of Dancing
- Music – Chess Valley Barbershop Singers, Damon Singers, City Brass, Germaines Choir, Keyboard class, recorder ensemble, Chesham Folk Club

Heritage House School received leaflets and information:

- Aquafun Swim School
- Dolphin Swimming Club

The following organisations also received a minimum of 50 leaflets each:

- Fit4less Health Club
- Chesham Leisure Centre
- Chesham Moor Gym & Swim

Meetings were also held with:



Chesham Connect



Friends of Lowndes Park

4.4.7 Local Business engagement

Over 120 organisations were invited to attend two separate breakfast briefings held on 8th December 2017 and 9th February 2018. As well as providing information at other business events, all members of the Chamber of Commerce have had access to information on the Chesham Masterplan.

Chiltern Chamber of Commerce



Local businesses were targeted through a number of Chiltern Chamber of Commerce breakfast meetings where presentations and marketing materials were distributed.

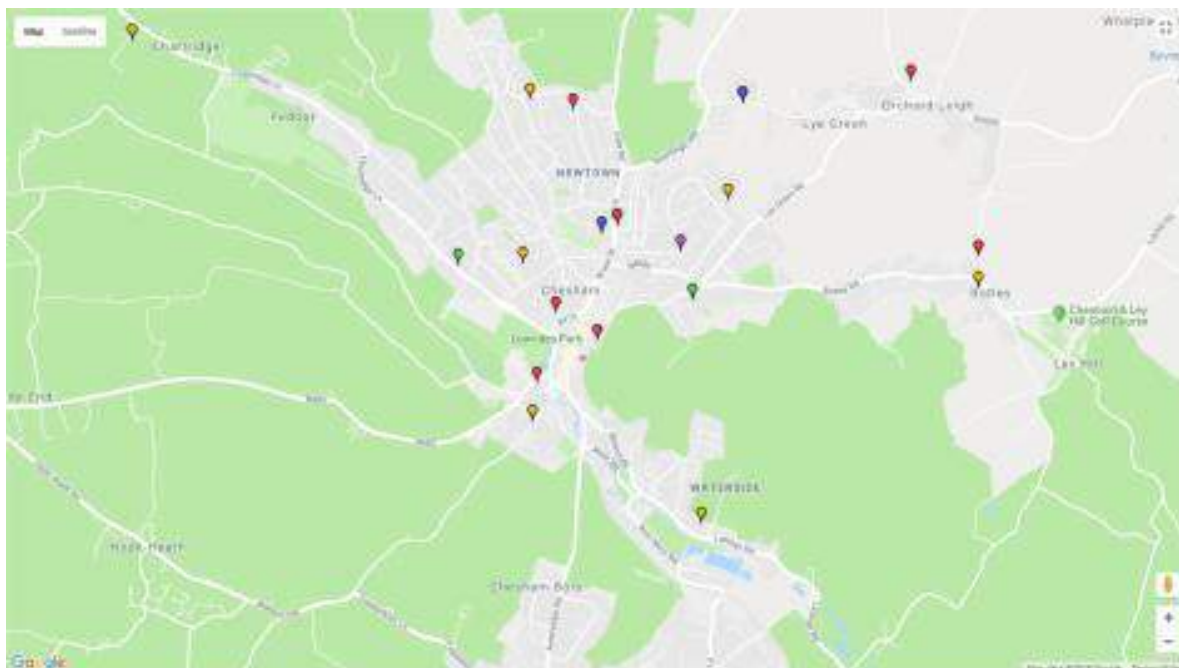
Chesham Market Square Traders



Meetings were also held with Chesham market square traders to share and discuss the Masterplan.

4.4.8 Schools engagement

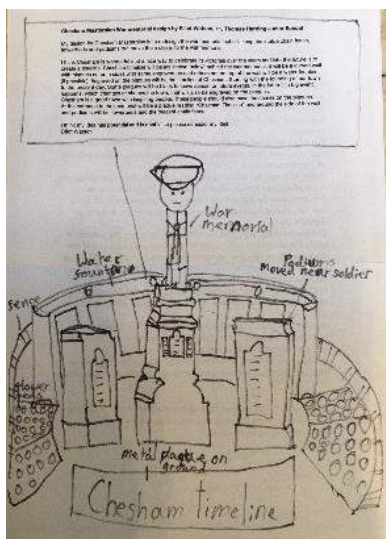
Schools (shown on the Chesham map below) were engaged on a number of levels, by phone, email and a presentation event for Chesham school heads and governors was held at Chartridge School on 5th December 2017.



The schools campaign targeted decision makers in schools, including Heads and Governors, parents and pupils. The following activities took place:

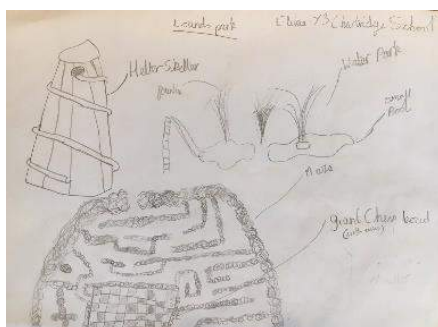
- Presentation on the Chesham Masterplan
- Set up a Chesham Masterplan schools advisory board, this ensures there is a platform for sharing information on the plans with schools moving forward and also an opportunity for schools to share ideas and opinions. This advisory board will meet once a term (where relevant)
- Schools also disseminated the following information to their parents:
 - A5 Flyer directing parents to the website;
 - Art competition entry;
 - Reminder of deadlines in school newsletter; and
 - To engage with the pupils, an art competition was launched, children in years 3 – 6.

The winning competition entry was by Elliot from Thomas Harding School and his entry included a war memorial and Chesham timeline plaques:

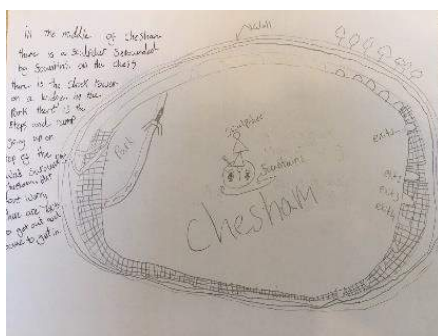


The following entries received Highly Commended certificates:

Eliza from Chartridge School's entry:



Amelie from Thomas Harding School's entry:



The table shows the campaign reached nearly 4,700 families as a result of the schools specific marketing activity and the schools in bold in the table below were in attendance at the initial Chesham Heads meeting.

School	Leaflet	Email	Art Competition	Letter of support received
Waterside School	200	X	Y	TBC
Elmtree School	200	X	Y	TBC
Brushwood School	250	X	Y	Y
Chartridge School	170	170	Y	Y
Chiltern Hills Academy	50	863	N	Y
Newtown School	50	226	Y	TBC
Ley Hill School	180	X	Y	TBC
Our Lady's	N	218	Y	TBC
Heritage House School	100	X	Y	TBC
Chesham Grammar School	50	1272	N	TBC
Thomas Harding	50	240	Y	TBC
Chesham Prep School		400	Y	TBC
Total reach via schools 4689 families	1300	3389		

4.5 Methods of Consultation

4.5.1 Approach:

The principles behind our approach to the consultation have been summarised below. These values ensured that the consultation was fair and inclusive as well as being accessible to the whole community:



4.5.2 Methods:

There were a number of different channels used to promote the Chesham Masterplan to the community with all activity ideally encouraging local people and stakeholders to the website to fill out the online consultation questionnaire.

Channels to market:



For more detail on the marketing strategy and campaign please see section 5 of this report.

4.5.3 Recording information

In line with the principles of our approach to the consultation it was imperative to record all activity and results. This included but was not limited to recording information on:

- Distribution of material;
- Consultation events;
- Stakeholder meetings;
- Questionnaire responses (quantitative and qualitative);
- Website and social media data; and
- Anecdotal/qualitative feedback.

4.5.4 Data protection

For more details on our data protection statement please visit www.cheshammasterplan.org

“To ensure that future generations do not continue to eat into the green belt when constructing homes, it is important that we make that shift to high density housing. This should not be seen as a negative, high density housing when well planned and sensitively designed can actually be much more attractive than low density alternatives.”

“Not generally a fan of multi storey car parks but appreciate the need for suitable parking near the town centre.”

“Parking and traffic need to be seriously considered as with current population size this is already a problem.”

5 Marketing Strategy

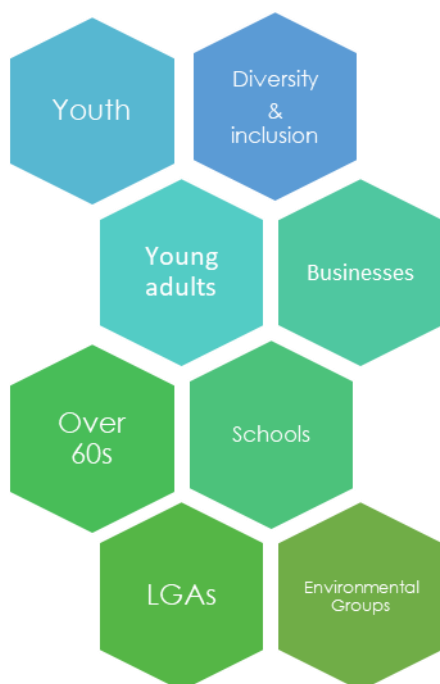
It was important from the onset that the marketing campaign information was accessible in plain English, and available through a wide range of platforms with tailored appropriate messaging. The campaign was designed to be a two-way, interactive experience rather than feeding information with no option for dialogue or feedback. It was imperative that not only was the information shared, but at every opportunity feedback and comments could be gained from local people on the Masterplan.

Communication was handled carefully and clearly to ensure that the community knew that there was a genuine need for feedback on the proposals and that this was a real opportunity to help shape the future of Chesham. None of the modes of communication was automated and at all times a human response was given to feedback or queries where needed. A dedicated email was also set up to field enquiries and also for people to sign up to be involved in the Masterplan in the future.

Chesham Renaissance delivered a high profile marketing campaign targeted at Chesham and within a 15 mile radius of the town. The marketing campaign aimed to:

- Engage with a diverse cross section of the community;
- Raise awareness of the Chesham Masterplan/get the public taking about it;
- Create a dialogue and platform for discussion;
- Offer multiple avenues for response and feedback;
- Channel shift customers online; and
- Maximise questionnaire responses

5.1 Reach



Market sectors:

The sectors shown on the left were carefully considered when planning the audience that needed to be reached for the campaign. The marketing activity was broad and inclusive, ensuring the community had access to:

- information on the Chesham Masterplan;
- key dates and timelines ;and
- where to go to complete questionnaires.

5.2 Campaign marketing

The campaign marketing promoted the Chesham Masterplan through a number of different channels and ran from:

CONSULTATION PERIOD – 3rd November 2017- 22nd December 2017

CONSULTATION EXTENSION – 23RD December 2017- 31st January 2018

Because of the Christmas holiday period and the inclement weather in December the consultation was extended to ensure as many people as possible had time to respond.

The community was targeted through:

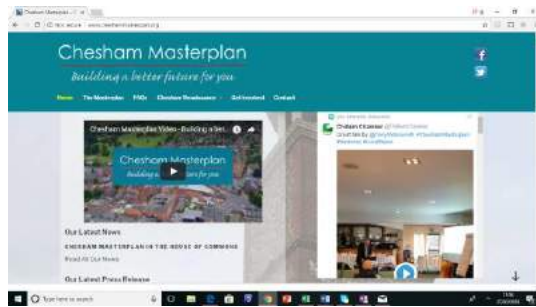
- Banners (3m x 1m) x 2;
- Display boards (1m x 3m) x 8;
- Shopfront;
- Events;
- Presentations;
- Focus groups;
- Competitions;
- Primary PR through Your Chesham Magazine (DISTRIBUTION – 11,000 homes Covering: Asheridge, Ashley Green, Ballinger, Bellingdon, Chartridge, Latimer, The Lee, Ley Hill, South Heath and all homes and business in the Chesham area); and
- Local radio and media channels.

The aim of the marketing activity was to encourage local people to visit the dedicated website www.cheshammasteplan.org

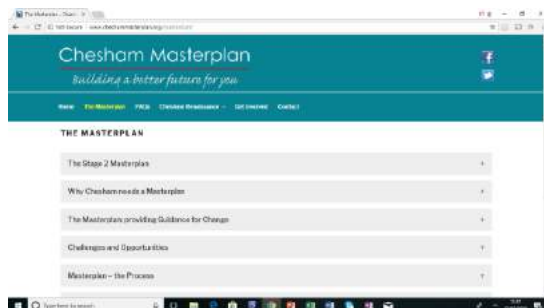
The easy to use website provides a wealth of information including:

- The Chesham Masterplan;
- Chesham Renaissance CIC;
- FAQs;
- How to get involved;
- Key contact information;
- Social media highlights; and
- Online consultation questionnaire.

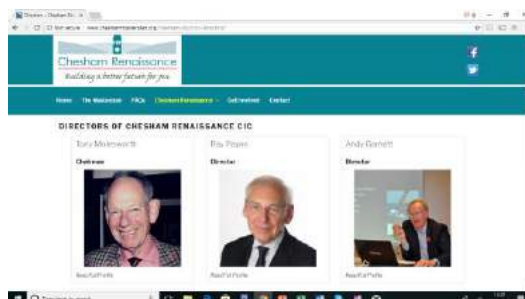
www.cheshamasterplan.org



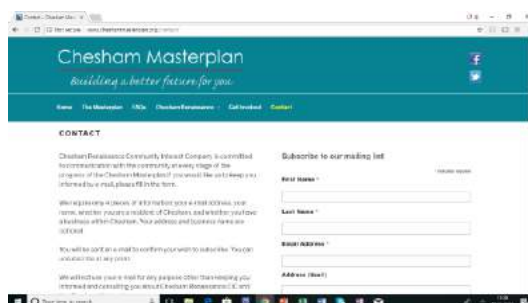
Home page featuring social media and topical relevant news stories



Detailed information on the Chesham Masterplan, stages and planning partner, Allies and Morrison



Meet the Directors section and information on Chesham Renaissance CIC



How to get involved/contact section

5.3 Digital Campaign

Digital media was pivotal to the success of the marketing campaign. With over 65% of responses to the questionnaire completed online it was clear that digital media was the preferred option by most people for viewing and engaging in the consultation. A multi-channel approach ensured a wide audience was reached and without overloading the recipients, key campaign messages could be reinforced by utilising each different platform. Timing was critical to share new developments and key deadlines were spread steadily over a period of time to maximise coverage of the Masterplan. A multi pronged approach ensured that, for example, if they missed the message was missed on facebook then it was possible to access it on twitter or via an email directly from the head teacher of their child's school. The digital campaign ensured that the latest information was accessible and engaging, driving users to complete the online consultation questionnaire. The campaign included the following activities to assist and encourage users to the website:

Digital platform	Channel
Video	<ul style="list-style-type: none">- Via homepage on cheshammasterplan website- Shop/presentations- Youtube
Facebook	<ul style="list-style-type: none">- Page- Paid for advertising- Shared campaign with key local pages & friends & family
Email campaign	<ul style="list-style-type: none">- Third parties- Schools- Town Council partners
Twitter	<ul style="list-style-type: none">- Feed- Tweets

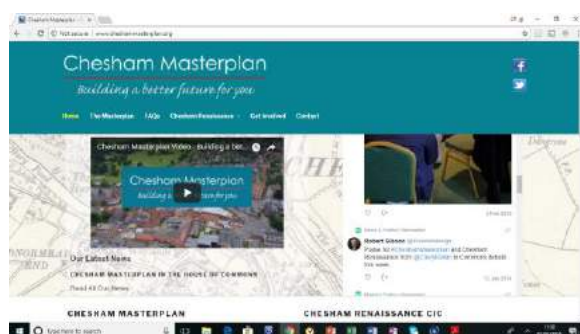
5.3.1 Video

Three videos were created by Take One Business Communications Ltd

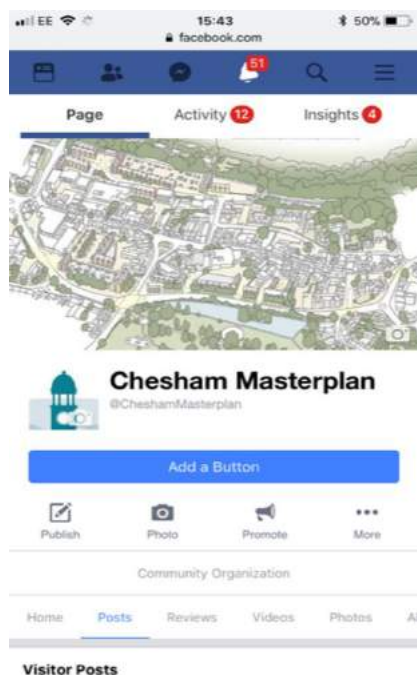
- Meet the team;
- Green belt focus;
- What is happening to my town?

The videos are an engaging method for communicating with the community and provides another dimension to the promotional campaign. The “meet the team” video in particular has been a useful tool in promoting Chesham Renaissance, bringing to life the people behind the plans.

The videos were and continue to be available via the Chesham Masterplan website or www.youtube.com



5.3.2 Chesham Masterplan Facebook page



Facebook has been an ideal platform to assist in engaging particularly with a younger audience and the effect on the overall campaign has been huge. The table below shows the impact the various Facebook campaigns have had in increasing traffic to the website.

These campaigns generally targeted 13-60 year olds within a 15-mile radius of Chesham.

5.3.3 Key facebook data

The following tables shows the impact of the marketing directing facebook users to the website and then on to complete the consultation questionnaire:

Date	Campaign message	Call to action	Reach	Website Visitors	Questionnaires completed
30/1/18	Got the January blues?	Questionnaire response deadline 1 day to go	3,036	147	43
21/12/17	Last chance to have your say...	1 day to go	7,338	263	39
15/12/17	Who is delivering the Chesham Masterplan?	Watch video	7,210	150	13
14/12/17	Do you love Chesham? We do...	Fill out questionnaire	10,018	398	19
12/12/17	10 days to go..	Fill out questionnaire	6,620	357	39

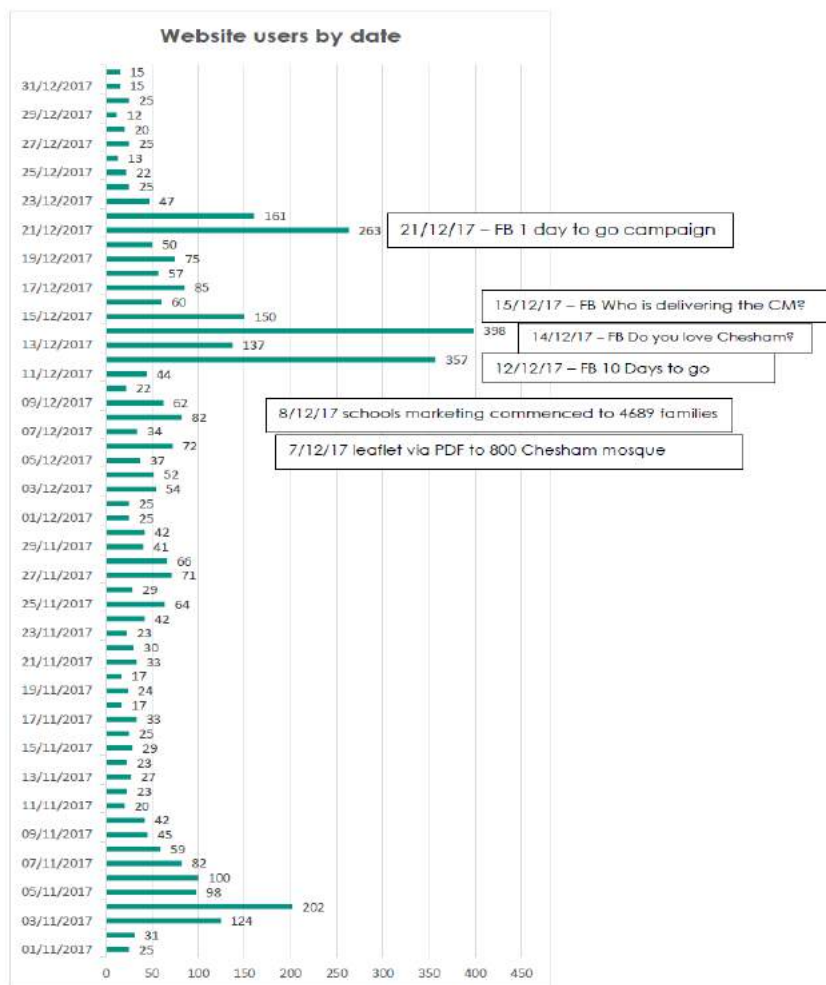
The table below shows the key data based on posts on facebook. The top five posts were paid for posts combined with additional cross-marketing over other facebook pages.

Date	Impressions	Reach	Engaged users
1/30/18 10:45 AM	5588	3036	195
12/20/17 12:00 AM	10922	7340	350
12/15/17 5:53 AM	12847	7210	191
12/14/17 3:04 AM	15594	10018	835
12/12/17 5:19 AM	12060	6626	539
12/11/17 7:03 AM	43	27	0
12/6/17 3:19 AM	43	26	1
12/5/17 3:04 AM	72	33	11
12/5/17 3:02 AM	54	27	2
12/3/17 2:46 AM	52	33	3
12/1/17 4:27 AM	72	34	2
11/28/17 2:34 AM	138	74	8
11/27/17 4:08 AM	468	218	10

11/24/17 9:33 AM	55	29	5
11/23/17 7:14 AM	78	46	8
11/22/17 2:22 AM	63	32	5
11/20/17 4:33 AM	57	31	2
11/19/17 2:47 AM	70	38	2
11/17/17 5:51 AM	73	36	4
11/16/17 1:18 PM	39	25	2
11/16/17 2:06 AM	32	20	3
Total	58420	34959	2178

Facebook campaigns were carefully timed so as not overload and irritate users, providing regular reminders of deadlines and key information. The most successful campaigns were those that focussed on the values of users, reminding them of how special Chesham is and the "Do you love Chesham?..." campaign for example created the most number of interactions and spikes in activity.

The graph shows the impact of the facebook campaigns on website users by date.



Clear spikes in website traffic can be seen pre and post marketing activity. This was important as this increase in traffic to the website justified the marketing expense.

As well as carrying out paid for targeted marketing on facebook we utilised our network of local contacts to share the posts:

- Shared campaign via friends and family
- 3rd party sites such as:
-

Facebook Groups	Reach
Ourchesham	17910 members
yourchesham	1015 members
Cheshamlife	3455 members
Cheshamconnect	209 followers

These sites had a huge influence on the reach of the campaign, creating additional platforms for discussion and sharing ideas and thoughts on the Masterplan. These sites have been closely monitored and all relevant comments have been taken into consideration as part of this consultation.

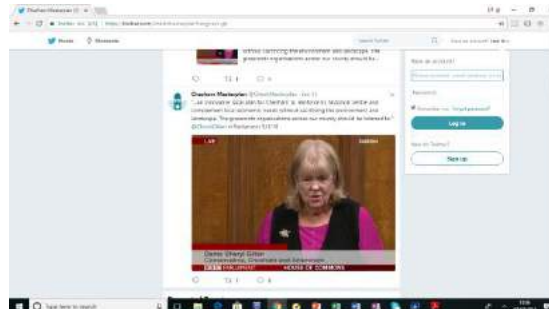
5.3.4 Email campaigns

It was important to get information out to as many relevant community members as possible and we utilised our network of contacts to distribute information to their members on our behalf. Emails were distributed as part of newsletters or updates to members as shown below:

Email databases	Reach
Library	Could not distribute
Chesham Society	220 members
Chesham Mosque	800 members
Chesham Town Council Partners	TBC numbers
Local schools	3389 families
Chesham Connect	TBC numbers

5.3.5 Twitter

Although not as successful as the facebook campaign, we regularly fed news through twitter feeds to generate interest in the consultation and again drive the community to the website. Screen grab below shows mention of the Chesham Masterplan in the House of Commons:



5.4 Marketing materials

The following marketing materials were produced and distributed through key location points, events and presentations in Chesham:

Product/Quantity	Distribution																												
<p>A4 Flyer (containing detail on the Chesham Masterplan & questionnaire insert)</p>  <p>2000</p>	<table> <tr> <th>Location</th><th>Dates</th></tr> <tr> <td>Elgiva</td><td>15/11/17-23/11/17</td></tr> <tr> <td>Chiltern Hills Academy School</td><td>13/12/17-15/12/17</td></tr> <tr> <td>Chesham Town hall</td><td>15/11/17-31/1/18</td></tr> <tr> <td>Library</td><td>15/11/17-22/12/17</td></tr> <tr> <td>White hill centre</td><td>15/11/17-22/12/17</td></tr> <tr> <td>All presentation events</td><td>See separate schedule</td></tr> <tr> <td>Chesham Christmas evening</td><td>24/11/17</td></tr> <tr> <td>Rugby club</td><td>18/11/17</td></tr> <tr> <td>Chiltern Harriers</td><td></td></tr> <tr> <td>Chesham Moor Gym and Swim</td><td>7/12/18</td></tr> <tr> <td>Fitness4less</td><td>7/12/18</td></tr> <tr> <td>Chesham Opportunities Centre</td><td>7/12/18</td></tr> <tr> <td>All other events and presentations*</td><td></td></tr> </table>	Location	Dates	Elgiva	15/11/17-23/11/17	Chiltern Hills Academy School	13/12/17-15/12/17	Chesham Town hall	15/11/17-31/1/18	Library	15/11/17-22/12/17	White hill centre	15/11/17-22/12/17	All presentation events	See separate schedule	Chesham Christmas evening	24/11/17	Rugby club	18/11/17	Chiltern Harriers		Chesham Moor Gym and Swim	7/12/18	Fitness4less	7/12/18	Chesham Opportunities Centre	7/12/18	All other events and presentations*	
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<p>A5 Flyer (channel shifting customers online)</p>  <p>1000</p>	<table> <tr> <th>Location</th><th>Dates</th></tr> <tr> <td>Schools</td><td>5/12/17-8/12/17</td></tr> <tr> <td>Chiltern Hills Academy School</td><td>13/12/17-15/12/17</td></tr> <tr> <td>Chesham Town hall</td><td>15/11/17-31/1/18</td></tr> <tr> <td>Library</td><td>15/11/17-22/12/17</td></tr> <tr> <td>White hill centre</td><td>15/11/17-22/12/17</td></tr> <tr> <td>All presentation events</td><td>See separate schedule</td></tr> <tr> <td>Chesham Christmas evening</td><td>24/11/17</td></tr> <tr> <td>Chiltern Harriers</td><td></td></tr> <tr> <td>Chesham Moor Gym and Swim</td><td>7/12/18</td></tr> <tr> <td>Fitness4less</td><td>7/12/18</td></tr> <tr> <td>Chesham Opportunities Centre</td><td>7/12/18</td></tr> <tr> <td>Chesham Mosque</td><td>7/12/18 250</td></tr> <tr> <td>All other events and presentations*</td><td></td></tr> </table>	Location	Dates	Schools	5/12/17-8/12/17	Chiltern Hills Academy School	13/12/17-15/12/17	Chesham Town hall	15/11/17-31/1/18	Library	15/11/17-22/12/17	White hill centre	15/11/17-22/12/17	All presentation events	See separate schedule	Chesham Christmas evening	24/11/17	Chiltern Harriers		Chesham Moor Gym and Swim	7/12/18	Fitness4less	7/12/18	Chesham Opportunities Centre	7/12/18	Chesham Mosque	7/12/18 250	All other events and presentations*	
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Stickers 250
Balloons 500

Banners

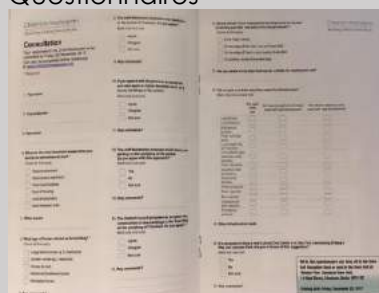


8

Christmas evening event November 24th 2017

Location	Dates
Shop front display	24/11/17-27/11/17 and 5/12/17 - 1/4/18
Elgiva	15/11/17-23/11/17
Chiltern Hills Academy School	13/12/17-15/12/17
Chesham Town hall	All events in the town hall
Library	15/11/17-23/11/17
White hill centre	15/11/17-23/11/17
All presentation events*	
Chesham Christmas evening	24/11/17-27/11/17 weekends during building work

Questionnaires



3000

Location	Dates
Elgiva	15/11/17-23/11/17
Chiltern Hills Academy School	13/12/17-15/12/17
Chesham Town hall	15/11/17-31/1/18
Library	15/11/17-22/12/17
White hill centre	15/11/17-22/12/17
All presentation events	See separate schedule
Chesham Christmas evening	24/11/17
Rugby club	18/11/17
Chiltern Harriers	
Chesham Moor Gym and Swim	7/12/18
Fitness4less	7/12/18
Chesham Opportunities Centre	7/12/18
All other events and presentations*	

Outdoor banners



2

Banner 1 on shopfront on high street
Banner 2 on Lowndes Park roundabout railings

*see full event schedule for more detail

Summary of Consultation Activity/Response

Communication Method/Stakeholder group	Response
Questionnaire responses	645 completed questionnaires at 31/1/18
Website unique users	3452 (1122 – direct, 1116 – organic search, 1097 – social media, 117 referral)
Facebook reach	34,959
Twitter interactions	129 tweets, 245 following, 164 followers, 170 likes
Chesham Town Council	Multiple interactions
Chiltern District Council	Multiple interactions
Buckinghamshire County Council	Multiple interactions
Launch with MP Cheryl Gillan	90 attendees
Christmas Evening in Chesham	500+ interactions
Launch Workshop Day	500 attendees
Chesham Museum	40 attendees
Chesham Society	30 attendees
General public presentation	17 attendees
Chess Valley Town Council Partners	15 attendees
Arts Music Theatre	10
Chesham Connect/Friends of Lowndes Park	6
Chesham Heads Chartridge School	14 and 4689 via email and book bags
Schools private	Focus groups with 60+ children

Schools 6 th form	Information shared (see schools engagement)
Faith groups	Mosque 800 email Mosque presentation 25 10 church organisations
Sporting and social groups	39 groups targeted
Parish council & CDC councillors	Multiple face to face meetings
Chamber of commerce Market traders association	120 + members reached
Sainsbury's/Waitrose/London Underground	Information shared/meetings arranged

In summary, the marketing campaign was far reaching and delivered 680 formal responses via the consultation questionnaire. This represents an unpresented number of responses for a consultation of this nature. Even more unusual is that people have taken the time to respond to this consultation when in favour of the plans. This demonstrates how much the local people respect and care about the town they live in and want to make it a better place for themselves and future generations.

“The ground space taken up in the centre of Chesham by car parking is significant. This is space which is effectively wasted - by condensing car parking into a multi storey car park you will open the town up for redevelopment. Without re-imagining the current car parking within the town I do not see how the masterplan can effectively go ahead.”

“Having been a resident/employer in Chesham for the last 30 years I worry that the road and rail links have not kept pace with current growth and don't seem to be a priority in the masterplan for the future.”

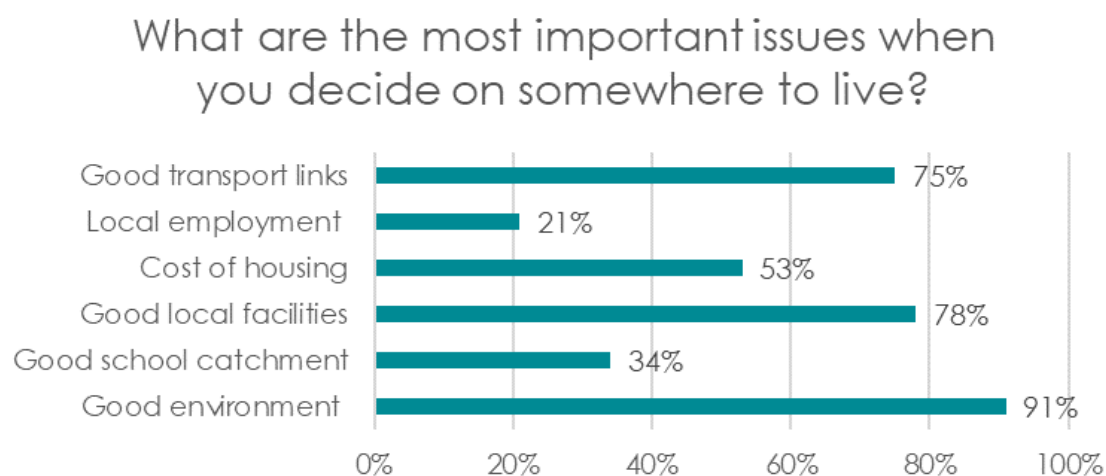
6 Consultation Questionnaire Results

This section provides a summary of the results of the quantitative and qualitative data from the consultation questionnaire. 645 were completed during the consultation period.

Question 1

What are the most important issues when you decide on somewhere to live?

There were 631 responses to this question with nearly all respondents (91%) citing a “good environment” as their most important issue. Good local facilities (78%) and good transport links (75%). Least important issues were cost of housing (54%), school catchment (34%) and local employment (21%).



Qualitative analysis of comments, key trends:

1. Crime was the most commonly raised issue demonstrating the high value people place on the safety of Chesham as a place to live and the importance of preserving this (11.2%)
2. Traffic congestion (or a lack thereof) and the road system for Chesham was the second most commonly raised issue (8.9%)
3. Many commenters chose to live in Chesham because of its green space and the accessibility of the countryside (8.4%)
4. Importance of a sense of community (6.5%)
5. Parking (6.1%)

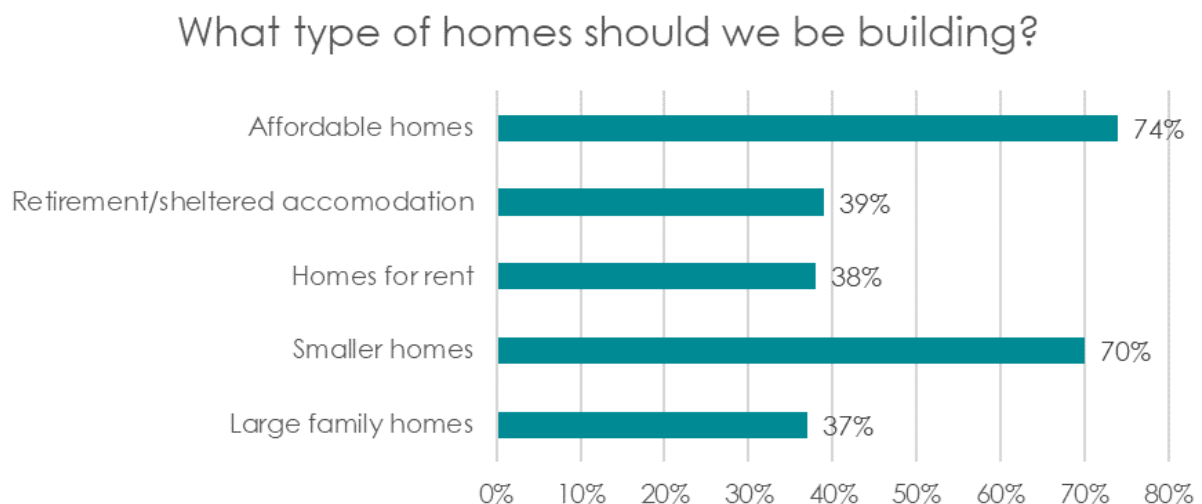
“I am glad that housing, shops, parking and infrastructure are being looked at. I believe the aim should be a vibrant town centre that maintains our independent shops and encourages people to come into the centre while parking outside of it.”

“Having been a resident/employer in Chesham for the last 30 years I worry that the road and rail links have not kept pace with current growth and don't seem to be a priority in the masterplan for the future.”

Question 2

What types of homes should we be building?

There were 631 responses to this question with respondents reporting affordable homes (74%) and smaller family homes (70%) as the most popular choice of accommodation. Retirement/sheltered (40%), homes for rent (38%) and large family homes (37%) were regarded as less important.



Qualitative analysis of comments, key trends:

1. 22.7% of comments suggested that affordable homes were a priority.
2. Smaller affordable homes should be built, either for retirees or first home buyers. An effect mentioned many times is that retirees with appealing options for downsizing, close to town centre, may free up their larger family homes for young families (20%)
3. 13.5% either said few large homes should be built
4. 12.8% of comments suggested retirement homes.

“Admittedly we do need to find space for new homes - and sometimes this will result in green belt being utilised. I think that the more important issue is that the current housing structure in the UK is predominantly low density. In order to ensure that future generations do not continue to eat into the green belt when constructing homes, it is important that we make that shift to high density housing. This should not be seen as a negative, high density housing when well planned and sensitively designed can actually be much more attractive than low density alternatives.”

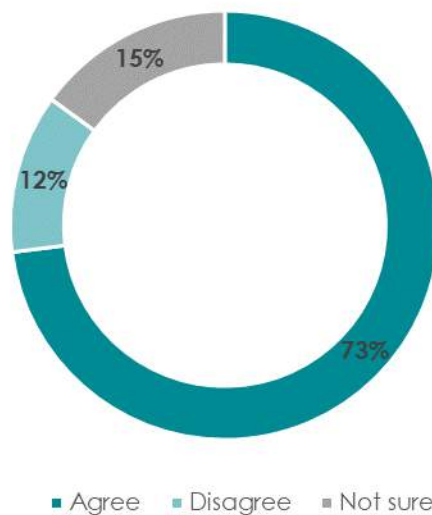
Question 3

The draft Masterplan proposes new dwellings in the centre of Chesham. Do you agree?

There were 636 responses to this question with 73% agreeing with this proposal. 15% were not sure and 12% did not agree with this proposal.

It was felt that the centre of Chesham was the best place for new dwellings with 73% agreeing with this proposal. Nearly 50% thought that higher density homes were also required:

The draft masterplan proposes new dwellings in the centre of Chesham. Do you agree?



Qualitative analysis of comments, key trends:

1. 11.8% made general comments in favour of building new dwellings in the centre.
2. 6.6% of commenters would like town centre parking to remain or be factored into the new plans.
3. 6.3% of people commented that they would like no new dwellings in the centre.
4. 6.3% of comments mentioned that parking in the town centre had to be adequate for new homes.

"We need to encourage more people to rely on walking/ cycling/ using public transport so that we do not exacerbate the growing traffic chaos through Chesham in the peak travel times.

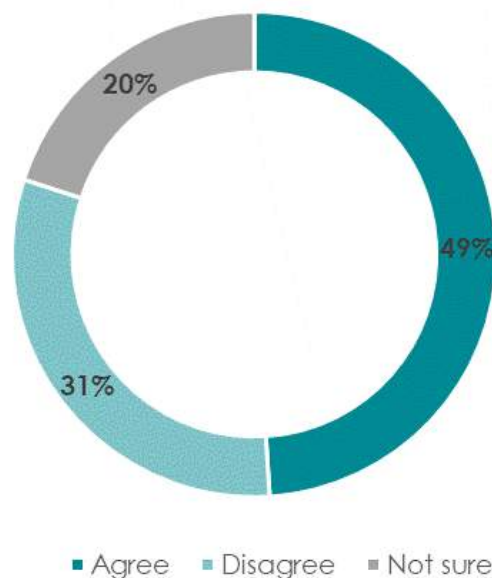
Multi storey homes with parking under would not be out of place in a town."

Question 4

If you agreed with the previous proposal; do you also agree to higher density and 3 or 4 storey dwellings in the centre?

There were 609 responses to this question with half of respondents in agreement to higher density properties in the centre of the town and 31% in disagreement with this proposal. 20% were unsure of this concept.

If you agreed with the previous proposal do you also agree to higher densities and 3 or 4 storey dwellings in the centre?



Qualitative analysis of comments, key trends:

1. 15% of commenters believe higher densities must be designed well/ in a way that complements their location. Additionally, 15.8% of commenters stated that maintaining the town's character was essential.
2. 14.2% of commenters are only in favour of higher density buildings if they do not exceed 3 storeys.
3. Only 3.6% of commenters said they would be in favour/ accept a maximum of 4 storeys. The majority (14.2%) preferred 3 stories.

"So long as attractive. The worst thing you can do is build 'student accommodation' or canary wharf style from 20 years ago. Need more 'Bristol' or 'Manchester' designers."

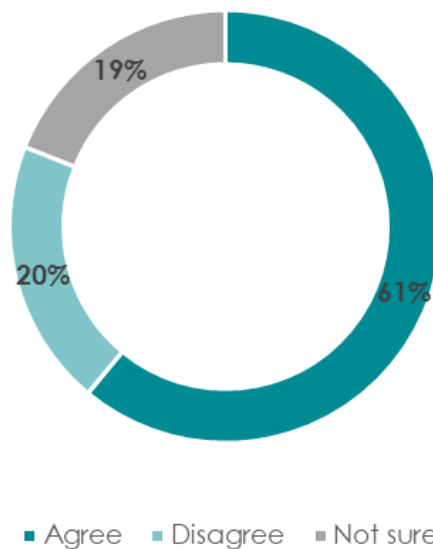
"The plan's imaginative siting of these with a mixture of dwellings and green spaces makes it an attractive, practical prospect."

Question 5

The draft Masterplan proposes multi-storey car parking on the periphery of the centre. Do you agree with this approach?

There were 633 responses to this question with two third of respondents (61%) agreeing with the proposal for multi-storey parking on the periphery of the centre. 20% were not sure about this proposal and 20% disagreed.

The draft masterplan proposes multi storey parking on the periphery of the centre. Do you agree with this approach?



Qualitative analysis of comments, key trends:

1. 17.7% of comments outlined that the design of the car park is very important and many stated that their agreement with the proposal is contingent upon the design.
2. 11.1% were in general agreement with the proposals
3. 10.6% of comments raised concerns over the exact location and many of these included were unsure of what was meant by 'periphery'.

"The ground space taken up in the centre of Chesham by car parking is significant. This is space which is effectively wasted - by condensing car parking into a multi storey car park you will open the town up for redevelopment. Without re-imagining the current car parking within the town I do not see how the masterplan can effectively go ahead."

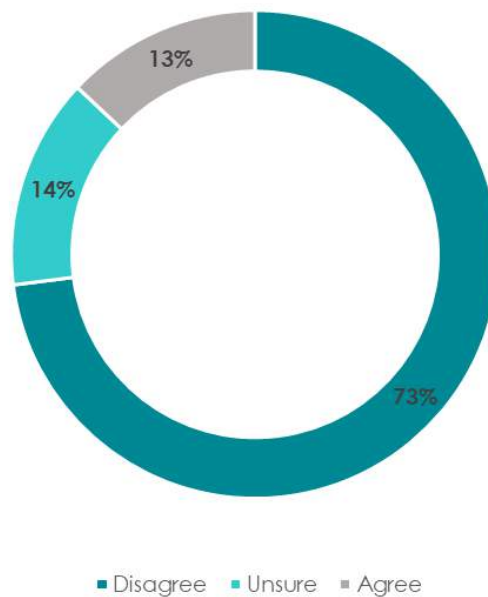
"Not generally a fan of multi storey car parks but appreciate the need for suitable parking near the town centre."

Question 6

The District Council proposes as an option the construction of new dwellings in the Green Belt on the periphery of Chesham. Do you agree?

There were 635 responses to this question with 73% of respondents against construction of new dwellings on Green Belt land. 14% were not sure about this idea and 13% agreed that Green Belt should be considered.

The District Council proposes as an option of developing on the Green Belt on the periphery of Chesham. Do you agree?



Qualitative analysis of comments, key trends:

1. This question received the largest number of comments. A total of 12.08% of questionnaire responders commented in writing; indicating that many people felt ticking the box (agree, disagree, not sure) was inadequate for expressing their thoughts.
2. 22.1% of comments expressed general disagreement (for building on Green Belt land) or expressly stated that Green Belt should be protected. This does not include all those against the CDC proposal.
3. 21.8% of comments expressed the desire for brownfield sites to be used first.

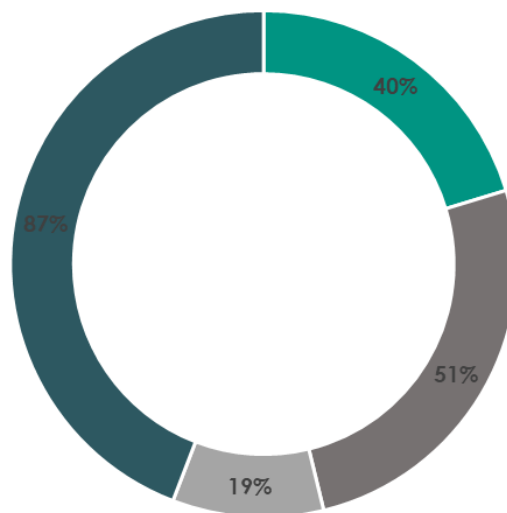
“Admittedly we do need to find space for new homes - and sometimes this will result in green belt being utilised. I think that the more important issue is that the current housing structure in the UK is predominantly low density. In order to ensure that future generations do not continue to eat into the green belt when constructing homes, it is important that we make that shift to high density housing. This should not be seen as a negative, high density housing when well planned and sensitively designed can actually be much more attractive than low density alternatives.”

Question 7

Where should future development be located (including possible relocation from old premises)?

There were 634 respondents to this question, with Brownfield sites listed as the preferred option by most (88%). The edge of town (but not Green Belt) was cited as an option by 51%, followed by in the town centre (40%) or on the edge of the town (in poor quality Green Belt) with 20%.

Where should future employment developments be located (including relocation from old premises?)



- In the town centre
- On the edge of town, but not green belt
- On the edge of town, in poor quality green belt
- On existing unused brownfield sites

Qualitative analysis of comments key trends:

1. Asheridge Road was raised in 14.3% of comments.
2. 10.7% of comments mentioned unused business sites around Chesham. This broadly indicates residents are aware of derelict sites no longer being put to productive use.

"We have commercial estates on the edge of our town hampered by difficulties with large vehicles needing to use inadequate road (e.g. McMinns & Clarkes) perhaps both sites would benefit by easier access to motorways and be traded for housing."

Question 8

Tell us what you think about the needs for infrastructure.

Respondents were asked to categorise their answer based on need.

A-we need more now

B – We have enough but will need more with new development

C- We will not need any more even with new development

Local shops:

There were 627 respondents with 45% citing that more local shops will be needed with new development. 39% felt that there is an immediate need for more shops and 16% answered that there will be no further requirement for shops even with new development.

Local schools:

There were 616 respondents to this question, with 70% reporting that they believed there is infrastructure requirement for schools with new development. 23% cited that there is a need for schools development immediately and 7% felt that current schooling levels were adequate.

Built leisure facilities:

There were 616 respondent to this question, with a large proportion (59%) of responses indicating that more leisure facilities will be required with new development. 23% felt that existing provision was adequate and 12% believe that there is an immediate need now for new built leisure facilities.

Parks and play areas

There were 622 respondents to this question, with over half of respondents (55%) felt that more parks and play areas would be required with new development, 32% reported that there would not be any more required even with new development and 13% felt that the town needed more parks and play areas now.

Local health (facilities)

There were 622 respondents to this question, with 62% believing that there is enough health provision currently but with new development the need for this would increase. A tiny proportion (just 5%) believed that there would not be a requirement for new health provision even if there is new development and 33% felt that there is a need for health facilities immediately.

Core utilities (gas, electricity sewage and water)

There were 622 respondents to this question with 60% suggesting there will need to be infrastructure investment if there is more development. 32% believed there is an immediate need for core utilities and 8% reported that no further investment would be required even with new development.

Flood alleviation

There were 618 respondents to this question with nearly half (48%) citing that there is enough investment in flood prevention and 41% believed that there is a current immediate need. Only 11% felt that no more investment was required even with new development.

Superfast fibre broadband

There were 645 respondents to this topical question with 52% suggesting an immediate need and 40% citing more will be required if there is new development. Only 8% felt that no further investment would be needed, even with new development.

Community facilities

There were 612 respondents to this question with 60% citing a need for more investment in community facilities if there is new development in the town. 31% felt that there is an existing need for facilities and 9% felt that no further invest would be required in community facilities.

Parking capacity

There were 628 respondents to the issue of parking in the town with 49% suggesting that there is enough at present but more will be required with new development. 43% felt that there is an immediate need for parking in the town and 8% answered that there is adequate current parking capacity.

Road capacity

There were 628 respondents to this question related to road capacity with 53% citing an immediate need for increased investment in roads. 37% felt that more would be required if the town was developed and only 8% felt that there was no need for increased road capacity.

Bus capacity

There were 622 respondents to this question with over half of respondents (54%) believing that bus capacity is currently at the right level but should the town develop it too will need to increase. 30% felt there was an immediate need for bus capacity and 16% felt that current levels were adequate.

Underground capacity

There were 619 respondents to this question with 48% suggesting capacity was enough presently but would require a re-think should the town be developed. 38% felt that there is an immediate need to review the underground capacity from Chesham station. Only 14% felt that there would not be a requirement for investment even with new development in the town.

Emergency services

There were 624 respondents to this question, with 62% believing that currently servicing levels meet the existing demand, however with new development that services would need to increase. 33% felt that there was an immediate need for investment and only 5% believed that even with new development services would not need to be enhanced.

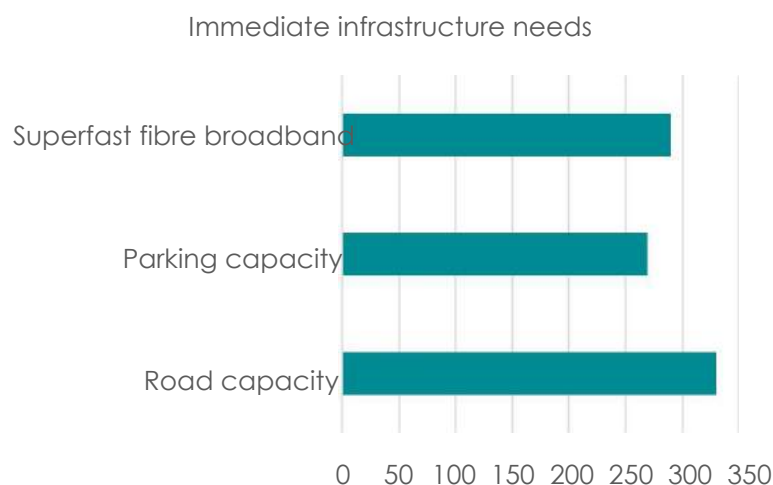
Local facilities

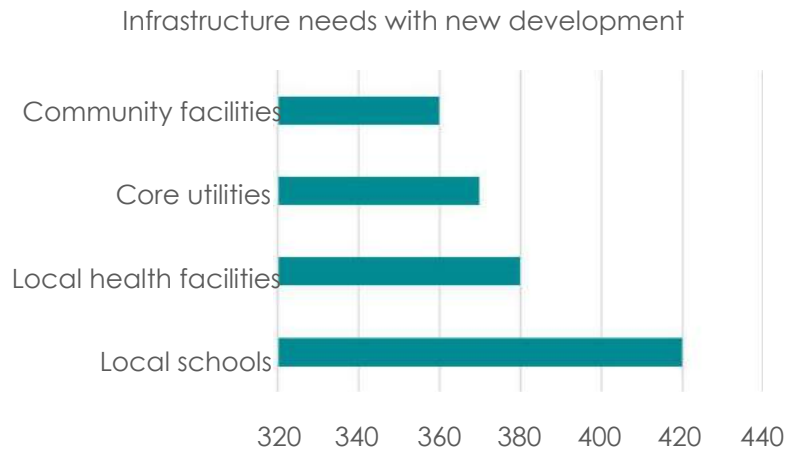
Respondents were practical in highlighting the immediate needs for the town and at the same time there was a strong desire to improve the shopping and evening economy.

“Fantastic to see a strategic plan being worked on and debated. I feel there is a massive opportunity to grow the night-time economy and attract more restaurants to Chesham”

“It’s imaginative, exciting and practical. Chesham is already the most interesting small town in the area with its diverse yet cohesive, friendly population and ever expanding creative and technical industries and this is exactly the way to develop it for the future.”

Road capacity, parking and broadband were highlighted as the immediate infrastructure needs for the town and these are being carefully looked at for stage 2 and 3 of the masterplan. It was clear that schools, health facilities followed by utilities and community facilities were also important with new development:





Qualitative analysis of comments, key trends:

1. A vast range of suggestions were presented. Overlaps occurred in a few main areas.
2. 9.8% of commenters stated that traffic diversion/ control/ management was required. This is a common theme across many of the responses to other questions.
3. 7% of people requested cycle lanes/ an improvement in cycling infrastructure.
4. 5.6% of commenters requested an increase in fast trains to London.

“Parking and traffic need to be seriously considered as with current population size this is already a problem.”

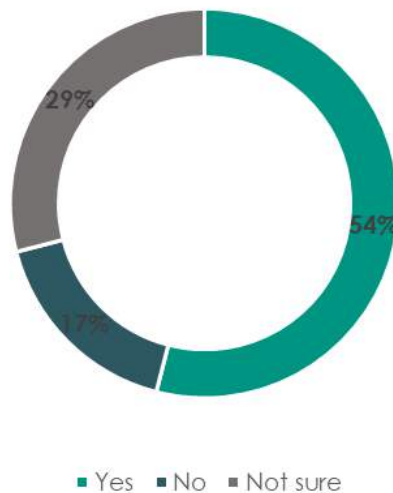
“I think it is an excellent idea to bring housing into the centre and develop social and small business areas in the centre. To compact the parking into a multi-storey rather than have sprawling car parks as at the present is also a good sensible plan. To open up access and viewing of Lowndes Park is a very positive plan, less lanes on St Mary’s Way would be much better as long as bottlenecks of traffic elsewhere in the town are carefully considered and adjusted/ remedied.”

Question 9

It is proposed to have a new Culture/Civic Centre in Star Yard overlooking St Mary's Way and Lowndes Park. Are you in favour of this suggestion?

There were 633 responses to this question, of which 54% were in favour of a new Civic Centre. 30% were not sure about the idea and 16% were opposed to it.

It is proposed to have a new culture/civic centre in Star Yard overlooking St Mary's Way and Lowndes Park, are you in favour of this suggestion?



Qualitative analysis of comments, key trends:

1. 16.6% of comment stated that existing combination of the Elgiva, Town Hall, White Hill Centre and Library are sufficient for the town's cultural and civic needs.
2. 11.4% of comments indicated that further information would be desirable.
3. 10.4% felt that the Elgiva met the need of a civic building.

"Anything that integrates the park and Old Town better with the main High Street would be welcome."

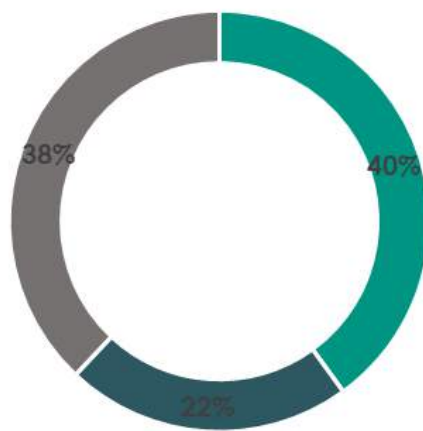
"Traffic noise currently has a big impact on meetings at the Town Hall, especially when it is so hot the windows need to be open. This would need to be addressed in the design of the Civic Centre."

Question 10

One of the draft Masterplan proposals is for a two lane highway with right turn (central feeder) lanes from St Mary's Way. Do you agree?

There were 628 responses to this question with 40% of respondents citing agreement for this proposal. 38% were unsure of the approach and 22% were against the two way highway with central feeder lanes for St Mary's Way.

One of the draft Masterplan proposals is for a two lane highway with right turn (central feeder) lanes for St Mary's Way. Do you agree?



■ Agree ■ Disagree ■ Not sure

Qualitative analysis of comments, key trends:

1. 22.9% of commenters believe that the plan to reduce St Mary's Way to 2 lanes will increase congestion. Many of the comments were very emphatic about this. Research will need to be undertaken to find the best option for St Mary's Way and the findings must be distributed to the community. 10.19% people stated that they believe that traffic flows require analysis.
2. 17.2% of commenters requested further information or a diagram to better understand the proposal.
3. 13.7% of commenters expressed their general agreement with the proposal, many of which were on the grounds of road safety and benefits for traffic flow.

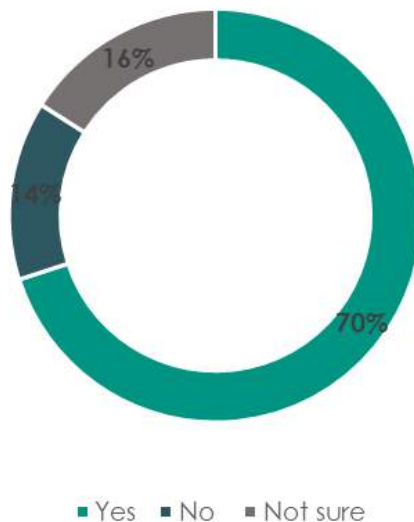
"I would like to see a traffic planning assessment. Will it lead to a slower flow through the town? In peak evening times the traffic backs up to Chesham Bois and already leads to higher traffic on Fuller's Hill which is not suitable. There are similar long queues on the Waterside approach to the town in the evenings."

Question 11

The draft Masterplan proposes a transport hub/bus station located near to the underground station. Do you agree?

There were 634 responses to this question with 70% of respondents were in agreement with the idea of a transport hub near the station. 16% were unsure of the proposed location and 14% did not agree with this proposal.

The draft Masterplan proposes a transport hub/bus station located near to the underground station. Do you agree?



Qualitative analysis of comments, key trends:

1. 13.2% of commenters expressed their general agreement with a transport hub near the station.
2. 17.3% of comments raised concern for the elderly/ disabled/ infirm or less fit walking up the Station Rd hill to access the proposed transport hub. Which was the *most* commented on point in this section.
3. 10.7% of commenters believe that the current bus station in the Broadway is sufficient.

“Has a drop off area been fully considered in the plan for the station?”

“Only if the bus routes expand out to follow the train timetables & provide services to all the major roads on the hills surrounding the town.”

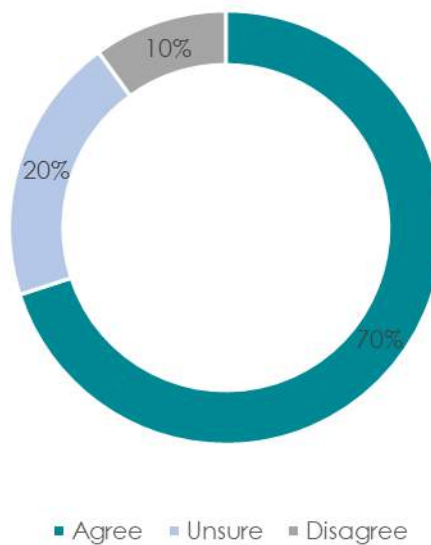
“Hope this includes moving taxis up there as well. “

Question 12

Do you agree with the overall approaches set out in the Masterplan?

There were 645 responses to this question with 70% of respondents in favour of the overall approaches set out in the Masterplan. 20% were undecided and 10% of the respondents disagreed with the overall approach.

Do you agree with the overall approaches set out in the Masterplan?



Qualitative analysis of comments, key trends:

1. This was the second most answered 'comments' question on the questionnaire (counting commenters rather than their individual comments).
2. 18.2% of commenters are in favour of/ see the need for rejuvenation of the town centre and value the proposal for high density dwellings here. Many of these commenters also note the importance of encouraging small and medium size businesses.
3. 18.2% of commenters have expressed concern about the parking, traffic congestion and roads in Chesham.
4. 7.5% of commenters have raised environmental concerns and the preservation of Green Belt.
5. Out of the responders who took the time to comment, most are in favour of the Masterplan.
6. Housing affordability has been raised frequently during public consultation events, it is interesting to note that only 2 commenters raised it here in the final question on the questionnaire.

“Chesham needs a different approach to what exists at the moment and these plans are refreshing. “

“This is transformational. A long-term vision that has sustainability and purpose.”

“I think it is an excellent idea to bring housing into the centre and develop social and small business areas in the centre. To compact the parking into a multi-storey rather than have sprawling car parks as at the present is also a good sensible plan.”

7 Continued Engagement

Chesham Renaissance is committed to undertaking effective consultation in line with the principles described in section 3.

There is also a commitment to continue engaging with stakeholders as the Chesham Masterplan develops. Information will continue to be available via the dedicated website for queries and the latest information on future proposals.

Chesham Renaissance will continue to involve and collaborate with the local community and key stakeholders to ensure that decisions are led by the needs of the community.

Further in-depth reviews will take place in the following areas:

- Highway alternatives;
- Public transport review;
- Housing needs and Local Plan;
- Infrastructure review;
- Environmental impact assessment;
- Brownfield/Green Belt;
- Planning;
- Business needs review;
- Retail and evening economy;
- Sustainability;
- Construction Logistics; and
- Design development.

[More information](#)

More information and related documents can be found at

www.cheshammasterplan.org

“To open up access and viewing of Lowndes Park is a very positive plan, less lanes on St Mary's Way would be much better as long as bottlenecks of traffic elsewhere in the town are carefully considered and adjusted/ remedied.”

APPENDIX

QUALITATIVE QUESTIONNAIRE DATA

Chesham Renaissance Community Interest Company

Qualitative Analysis of Questionnaire Responses

26 Feb 2018

638 questionnaire responses analysed

What are the most important issues when you decide on somewhere to live? Other issues:

Number of topics raised: 214 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Crime/ safety	24	11.2
Traffic/ roads	19	8.9
Countryside/ Green Space	18	8.4
Sense of community	14	6.5
Parking	13	6.1
Infrastructure	10	4.7
Health facilities	6	2.8
All aspects mentioned in the question	6	2.8
Evening economy	5	2.3
Shops/ amenities	5	2.3
Peace and quiet	5	2.3
Close to family	4	1.9
Commuting	4	1.9
Environment	4	1.9
Distance/transport to London	3	1.4
Vibrant local community	3	1.4
Affordable homes	3	1.4
Air quality	3	1.4
Footpaths / walking routes	3	1.4
Local government	3	1.4
Long term residents	3	1.4
Entertainment	3	1.4
Police presence	3	1.4
Anti-social behaviour	3	1.4
Independent companies	2	0.9
Town with heritage/ history	2	0.9
Churches	2	0.9
Town Centre Regeneration	2	0.9
Aesthetically pleasing	2	0.9
Social life	2	0.9
Sustainability of homes/ new homes	2	0.9
Housing density	2	0.9
Internet access	2	0.9
Schools	2	0.9
No development nearby	2	0.9

Racial balance	2	0.9
Recreation/ leisure	2	0.9
Better link to M25, i.e. Upgrade Latimer Road	1	0.5
Coffee shops	1	0.5
Cultural events	1	0.5
Cleanliness	1	0.5
Free public transport	1	0.5
Well maintained roads	1	0.5
Maternity services	1	0.5
Character	1	0.5
Bridleways	1	0.5
Close to Motorway	1	0.5
Cost of property	1	0.5
Council tax	1	0.5
Ecology	1	0.5
Council services	1	0.5
Location	1	0.5
Spirit of the place	1	0.5
Fewer homes	1	0.5
Quality of neighbourhoods/ neighbours	1	0.5
Lifestyle	1	0.5
Water quality of chalk streams	1	0.5
Disabled Access	1	0.5

Key trends:

1. Crime was the most commonly raised issue demonstrating the high value people place on the safety of Chesham as a place to live and the importance of preserving this (11.2%)
2. Traffic congestion (or the lack of it) and the road system for Chesham was the second most commonly raised issue (8.9%)
3. Many commenters chose to live in Chesham because of its adjacent and surrounding green space and the accessibility of the countryside (8.4%)
4. Importance of a sense of community (6.5%)
5. Parking (6.1%)

What types of homes should we be building? Any comments?

Number of topics raised: 548 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Affordable homes	123	22.7
Smaller homes	108	20.0
Large family homes	73	13.5
Retirement/ Sheltered homes	69	12.8
Rental homes	48	8.9
A mix of all types mentioned in the question	29	5.4
Homes for first time buyers	14	2.6
No homes	13	2.4
Affordable 2, 3 or 4 bedroom homes	11	2.0
Council homes	9	1.7
Low impact environmental homes	4	0.7
Homes that the market/demographic demands	4	0.7
Fewer investment properties bought to let	4	0.7
Apartments	3	0.6
A range of sheltered homes	3	0.6
Brownfield developments	3	0.6
High density	3	0.6
No building on Green Belt	3	0.6
Quality homes	2	0.4
Concern over the build period and disruption	2	0.4
Homes with communal private gardens	2	0.4
Homes with parking	2	0.4
Spread homes over Chilterns	2	0.4
3 bedroom homes	1	0.2
Homes in keeping with traditional Chesham design	1	0.2
Homes with home offices	1	0.2
Homes in the town centre, not the periphery	1	0.2
Homes with off street parking	1	0.2
Homes for people with disposable income	1	0.2
Convert unused offices and factory sites	1	0.2
Many homes	1	0.2
Contemporary urban designed apartments	1	0.2
Rejuvenate the cultural offering of the town	1	0.2
Infrastructure first	1	0.2
Larger homes outside of the town	1	0.2
Live/work units	1	0.2
Consider water table	1	0.2

Key trends:

1. 22.7% of comments suggested that affordable homes were a priority.
2. Smaller affordable homes should be built, either for retirees or first home buyers. An effect mentioned many times is that retirees with the prospect of appealing options for downsizing close to town centre, may free up their larger family homes for young families (20%)

3. 13.5% either said few large homes should be built
4. 12.8% of comments suggested retirement homes.

The draft Masterplan proposes new dwellings in the centre of Chesham. Any comments?

Number of topics raised: 288 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Build in centre	34	11.8
Town centre car parking	19	6.6
Use existing buildings	18	6.3
Parking provision for new homes	18	6.3
Infrastructure	16	5.6
Traffic will increase	15	5.2
Design	14	4.9
Rejuvenate the town centre	13	4.5
Build in the centre: Protect Green Belt	12	4.2
Brownfield sites	12	4.2
No new homes in the centre	11	3.8
Reduces traffic, encourages other modes of transport	9	3.1
Maintain town character	9	3.1
More / no reduction in parking provided	7	2.4
Younger people	6	2.1
Overcrowding	6	2.1
Older people	5	1.7
Would like more information	5	1.7
Evening economy	5	1.7
Amenities	5	1.7
Mixed use/ retain retail	4	1.4
Small affordable homes	4	1.4
Build above shops	3	1.0
Green spaces	3	1.0
Sewerage	3	1.0
Town character	3	1.0
disabled access	2	0.7
Environment	2	0.7
Concern it will create a 'dormant' high-street	2	0.7
Proximity to station/ transport hub	2	0.7
Apartments	2	0.7
Not social housing	2	0.7
Concerned about housing in St. Mary's Way	2	0.7
New developments need good sound insulation	2	0.7
Key workers	1	0.3
Limit delivery vehicles in High Street	1	0.3
Water	1	0.3
Insufficient public transport to cope with an increase of residents	1	0.3
Road network	1	0.3

Retain view from town centre	1	0.3
Green/ vegetation roofs for new apartment buildings	1	0.3
Commuters	1	0.3
Social housing	1	0.3
Not 4 storeys	1	0.3
Mixture of dwellings	1	0.3
Need space rather than high density	1	0.3
Balance between active high-street and a peace and quiet at night is needed.	1	0.3

Key trends:

1. 11.8% made general comments in favour of building new dwellings in the centre.
2. 6.6% of commenters would like town centre parking to remain or be factored into the new plans.
3. 6.3% of people commented that they would prefer not to have new dwellings in the centre.
4. 6.3% of comments mentioned that parking in the town centre had to be adequate for new homes.

If you agreed with the previous proposal do you also agree to higher densities and 3 or 4 storey dwellings in the centre? Any comments?

Number of topics raised: 253 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Town character	40	15.8
Design	38	15.0
Maximum 3 storey	36	14.2
Parking	19	7.5
Retain view from town centre	16	6.3
Greenery/ green space provision	13	5.1
No to 3 and 4 storeys	11	4.3
Maximum 4 storey	9	3.6
Do not exceed current heights	9	3.6
Infrastructure	8	3.2
Not in town centre	8	3.2
General agreement	8	3.2
Depends on location	5	2.0
Not in agreement with the proposals	5	2.0
By the station	4	1.6
Rejuvenate town centre	4	1.6
Would like more information	3	1.2
Use existing buildings instead	2	0.8
Town homes instead	2	0.8
Size	2	0.8
Up to 5 storey	1	0.4
Destroy town character	1	0.4
Environment	1	0.4
Benefit to local business	1	0.4
Maximum 2 storey	1	0.4
Traffic increase	1	0.4
Depends on building purpose	1	0.4
Local Transport	1	0.4
Affordable apartments	1	0.4
Tenure	1	0.4
Along with 3+ bedroom homes outside town centre	1	0.4

Key trends:

1. 15% of commenters believe higher densities must be designed well/ in a way that complements their location. Additionally, 15.8% of commenters stated that maintaining the town's character was essential.
2. 14.2% of commenters are only in favour of higher density buildings if they do not exceed 3 storeys.
3. Only 3.6% of commenters said they would be in favour/ accept a maximum of 4 storeys. The majority (14.2%) preferred 3 stories.

The draft Masterplan proposes multi storey car parking on the periphery of the centre. Do you agree with this approach? Any comments?

Number of topics raised: 396 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Design (including height, look and usability)	70	17.7
General agreement	44	11.1
Location. Concern for meaning of "periphery"	42	10.6
General disagreement	29	7.3
Parking prices should be more affordable	28	7.1
Below ground	18	4.5
At the station	18	4.5
Retain parking in town centre	18	4.5
Access (including for the disabled)	17	4.3
Public transport / encourage other modes of transport	14	3.5
Concerns over safety	13	3.3
Below and above ground	11	2.8
Retain views from the town centre	10	2.5
Increasing traffic	8	2.0
Concerns over using the Water meadow site	6	1.5
Discourage driving	6	1.5
Short-stay free parking	5	1.3
Finance/ cost of scheme	4	1.0
Behind Waitrose	4	1.0
Mixture of short and long stay parking	4	1.0
Must not require crossing road for shops	3	0.8
Charging facilities for electric cars	3	0.8
Concern for demolition needed to build it	3	0.8
Environment/ Flooding	2	0.5
Build above existing ground level car parks	2	0.5
Build period	2	0.5
In mixed-use buildings	2	0.5
Issue with scope of the question	2	0.5
Parking near churches	1	0.3
Brownfield site	1	0.3
Park and ride	1	0.3
Do not build high density homes on car parks	1	0.3
Concern for residential on street parking	1	0.3
Car park off Blucher for multi-storey	1	0.3
Parking provision for new homes	1	0.3
Insufficient consideration of parking and traffic	1	0.3

Key trends:

1. 17.7% of comments outlined that the design of the car parks is very important and many stated that their agreement with the proposal is contingent upon the design.
2. 11.1% were in general agreement with the proposals
3. 10.6% of comments raised concerns over the exact location and many of these included were unsure of what was meant by 'periphery'.

The District Council proposes as an option the construction of new dwellings in the Green Belt on the periphery of Chesham. Do you agree? Any comments?

Number of topics raised: 814 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Protect Green Belt	178	22.1
Brownfield sites used first/ only	175	21.8
Build on the edge of the town	102	12.7
Build homes in town centre	81	10.1
On poor quality Green Belt	40	5.0
Infrastructure	36	4.5
General disagreement	32	4.0
Use other existing sites (first)	27	3.4
Traffic congestion	23	2.9
General agreement	20	2.5
Environmental impact	13	1.6
Design	9	1.1
Contain urban sprawl	7	0.9
Public transport	5	0.6
Agricultural land needed for future	5	0.6
Issue with 900 homes	4	0.5
Flooding	4	0.5
Small scale	4	0.5
Location	3	0.4
Rejuvenate town centre/ support retail	3	0.4
A lower density and attractive option	2	0.2
Car park sites used first	2	0.2
Too much pressure on town's resources and amenities	2	0.2
New homes = new drains etc., less taxing on infrastructure	2	0.2
Depends on density	2	0.2
Need strategic plan	2	0.2
Parking	2	0.2
Air quality	2	0.2
Need Green Belt for food production	2	0.2
Devaluation of current properties	2	0.2
Potential profit to be made for Chesham	1	0.1
Encourage high density	1	0.1
Links to town	1	0.1
Build homes in more affluent areas of Chesham	1	0.1
Build facilities	1	0.1
Entertainment must be a focus	1	0.1
Positive as residents can use A41 for Hemel, Watford etc	1	0.1
Building on Green Belt is easier than revitalising Chesham	1	0.1
Against NPPF	1	0.1
Unsustainable	1	0.1
Evening economy	1	0.1
Build smaller homes rather than large homes	1	0.1

Would like more information	1	0.1
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Key trends:

1. This question received the largest number of comments. A total of 12.08% of questionnaire responders commented; indicating that many people felt ticking the box (agree, disagree, not sure) was inadequate for expressing their thoughts.
2. 22.1% of comments expressed general disagreement (for building on Green Belt land) or expressly stated that Green Belt should be protected. This does not include all those against the CDC proposal.
3. 21.8% of comments expressed the desire for brownfield sites to be used first.

Are you aware of any sites that may be suitable for employment use?

Number of topics raised: 140 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Asheridge Road	20	14.3
Unused (business) sites	15	10.7
Sites depend on employment type	7	5.0
Shift industrial traffic from town centre	5	3.6
Larger business on town outskirts	5	3.6
Green belt should not be built on	4	2.9
Waterside	4	2.9
Vale road	3	2.1
Do not want to lose all offices for residential accommodation	3	2.1
Small businesses in town centre	3	2.1
Would like more information	3	2.1
No building at all	3	2.1
Chesham Hospital site	3	2.1
Increase densities	2	1.4
Bovingdon airfield	2	1.4
Brownfield sites in centre should be housing	2	1.4
Higham Road	2	1.4
term "poor quality green belt" unhelpful	2	1.4
Old Alcan site	2	1.4
British Legion	2	1.4
Berkhamsted Road	2	1.4
Site at the top of Hospital Hill	2	1.4
On all existing car parks	2	1.4
Along Broad Street and around Nashleigh Hill	1	0.7
Nashleigh Hill industrial site	1	0.7
Move the Mosque to solve Bellingdon Rd parking issues	1	0.7
Junction of Hivings Hill	1	0.7
Howard Ind Est	1	0.7
Hyde End, Saxeway - Chartridge, Extend Moor Road site	1	0.7
Chartridge Lane	1	0.7
No sites suitable for employment sites	1	0.7
Masterplan needs Green Belt land for employment use	1	0.7
Entertainment centre outside of town (Nashleigh Hill field)	1	0.7
Industrial estates at either end of the town	1	0.7
Infill between Chess business centre and Amersham hill	1	0.7
Land behind the photo/ camera shop	1	0.7
Chesham has inadequate infrastructure and topography	1	0.7
Haines Lane	1	0.7
Deansway	1	0.7
Bellingdon Road	1	0.7
Faith in Chesham Renaissance to find sites	1	0.7
Asheridge Road should not have become residential	1	0.7

Old Wine Bar site	1	0.7
Saxeway off Chartridge Lane	1	0.7
Springfield Road, possible extension to the north	1	0.7
The Bellcote	1	0.7
Petrol station on Ashley Green Road	1	0.7
Redesign existing business sites on Asheridge Road	1	0.7
The derelict buildings around White Hill / Chesham Station	1	0.7
Unused Church next to Town and Country Flooring	1	0.7
Waterside should be redesigned for higher densities	1	0.7
The Church opposite Waterside Surgery	1	0.7
The old mill / water bottling area towards Latimer Road	1	0.7
Moor Road	1	0.7
Concern re 'Colossal' on Alma Road	1	0.7
Large employers close to centre, as bring trade to shops	1	0.7
The Springfield Road site (CH/2015/2020/OA). Employment on ground floor, residential above.	1	0.7
Warehouses between High Street and Waterside	1	0.7
Milk Hill Farm	1	0.7
The Belmont – Hivings Hill	1	0.7
Hivings Hill – where Crown Form plastics is	1	0.7
Concern regarding increased traffic	1	0.7
Town centre by Sainsbury's	1	0.7
Summit Hygiene in Cameron Road	1	0.7
Springfield Road	1	0.7
Powerhouse yard accessed by Higham Road	1	0.7

Key trends:

1. The Asheridge Road site was raised in 14.3% of comments.
2. 10.7% of comments mentioned unused business sites around Chesham. This broadly indicates residents are aware of derelict sites no longer being put to productive use.

Other infrastructure needs:

Number of topics raised: 214 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Traffic diversion	21	9.8
Cycle lanes	15	7.0
Return of/ increase fast trains	12	5.6
Drainage/ Flood alleviation/ Drain maintenance	10	4.7
Better air quality	10	4.7
Roads/ road maintenance	10	4.7
Hospital/ Medical services	9	4.2
Parking	9	4.2
Pedestrian crossings/ routes	7	3.3
Public transport	6	2.8
Sewerage	5	2.3
Rejuvenate town centre	4	1.9
Increased water supply to Chess	4	1.9
Electric car charging	4	1.9
Water	4	1.9
Schools	4	1.9
Local shops and small businesses	4	1.9
Police	3	1.4
Issue with structure of question	3	1.4
Bypass	3	1.4
Aesthetically pleasing elements	3	1.4
Research required	3	1.4
Cinema	2	0.9
Airport/ intercity rail connections	2	0.9
Quality independent shops	2	0.9
Solar energy/ wind energy	2	0.9
Bus route to Amersham or Berkhamsted	2	0.9
Solution for St Mary's Way	2	0.9
Waste/ recycling	2	0.9
Reduce population growth	2	0.9
Social facilities	2	0.9
Facilities for elderly	2	0.9
Local business support	2	0.9
Chain stores/ cafes	2	0.9
Restaurants (not cafes)	2	0.9
Religious hubs	2	0.9
Goods vehicle weight restrictions Church Street	2	0.9
Leave Chesham alone	2	0.9
Leave the green belt alone	1	0.5
Improve the Elgiva	1	0.5
Working with youths	1	0.5
Improve the pool	1	0.5
Safer town	1	0.5

Street cleaning	1	0.5
Nurseries for childcare	1	0.5
Mini golf	1	0.5
Department store	1	0.5
Common sense	1	0.5
Family friendly facilities	1	0.5
Electricity	1	0.5
Gas	1	0.5
Car-parking automation systems	1	0.5
Telecommunications	1	0.5
20mph on Waterside	1	0.5
Hotel	1	0.5
Concern regarding new shops of same type as existing retail offering	1	0.5
Street lighting	1	0.5
Include 60+ in free travel	1	0.5
Sports facilities	1	0.5
Zipcar to town centre	1	0.5
Ethical shops and cafes	1	0.5
Disabled access improved	1	0.5
Better social services for elderly/ disabled/ vulnerable persons	1	0.5
Bus and train timetable coordination	1	0.5
Speed cameras St Mary's Way	1	0.5
Wildlife areas	1	0.5
Improved supermarkets	1	0.5

Key trends:

1. A large range of suggestions were presented. Overlaps occurred in a few of the main areas.
2. 9.8% of commenters stated that traffic diversion/ control/ management was required. This is a common theme across many of the responses to other questions.
3. 7% of people requested cycle lanes/ an improvement in cycling infrastructure.
4. 5.6% of commenters requested an increase in fast trains to London.

It is proposed to have a new Culture/Civic Centre in Star Yard overlooking St Mary's Way and Lowndes Park. Are you in favour of this suggestion? Any comments?

Number of topics raised: 211 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Existing fac. (Town Hall, Library, White Hill Centre & Elgiva) adequate	35	16.6
Would like further information	24	11.4
Existing Elgiva is adequate	22	10.4
Not a priority/ necessary	19	9.0
General agreement	19	9.0
Parking	18	8.5
Design	9	4.3
Finance	9	4.3
Refurbish Elgiva	6	2.8
General disagreement	6	2.8
House the Chesham Museum	5	2.4
Linked to Lowndes Park/ Town centre	4	1.9
Improve the Elgiva, e.g. show better films	3	1.4
Extension to Town Hall	3	1.4
Mixed use	3	1.4
Purpose	3	1.4
Include a cinema	2	0.9
Parking and housing a greater priority	2	0.9
Include high quality space for live music	2	0.9
Restore Zion Baptist Hall	2	0.9
Town character	2	0.9
Make it easier to access the Elgiva from the town centre	1	0.5
View from the park important	1	0.5
Evening economy	1	0.5
Away from station	1	0.5
Must complement existing businesses	1	0.5
Reduce cars	1	0.5
Cost of hiring the space	1	0.5
Increasing traffic	1	0.5
Yes, if it benefits the greater plan	1	0.5
Sport facilities are a priority	1	0.5
House a Trade Centre	1	0.5
Use the area between the Youth Club and Elgiva instead	1	0.5
Combine with Library	1	0.5

Key trends:

1. 16.6% of comments stated that existing combination of the Elgiva, Town Hall, White Hill Centre and Library are sufficient for the town's cultural and civic needs.
2. 11.4% of comments indicated that further information would be desirable.
3. 10.4% felt that the Elgiva met the need of a civic building.

One of the draft Masterplan proposals is for a two lane highway with right turn (central feeder) lanes for St. Mary's Way. Do you agree? Any comments?

Number of topics raised: 314 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Will increase congestion	72	22.9
Would like further information	54	17.2
General agreement	43	13.7
Traffic flows require analysis	32	10.2
Safety	18	5.7
Reconnect town centre with Lowndes Park	12	3.8
Bypass	8	2.5
Pedestrian crossings/ access	7	2.2
4 lanes	6	1.9
Concern about traffic lights	5	1.6
Below ground	4	1.3
Do not make single lane/ instead widen existing roads	4	1.3
Cycle lanes	4	1.3
General disagreement	4	1.3
Consider the Backs	3	1.0
Speed cameras	3	1.0
Remove footpaths on St Mary's Way and widen road	3	1.0
Roundabouts preferable	2	0.6
Other roads need considering	2	0.6
Parking	2	0.6
Air quality	2	0.6
Pedestrianize St Mary's Way	2	0.6
Encourage Pedestrianisation	2	0.6
St Mary's Way one-way from Amersham to Berkhamsted with contraflow down re-opened High Street	2	0.6
Roundabouts sufficient	2	0.6
20mph speed limit	1	0.3
Traffic control bottom Park Road and end Church Street	1	0.3
Concern about Elgiva connection to town centre	1	0.3
Strict monitoring required	1	0.3
Islands	1	0.3
Make no changes in Chesham	1	0.3
Traffic lights for entering Old Chesham	1	0.3
Open the High Street to cars	1	0.3
Direct more traffic through the town	1	0.3
Policing	1	0.3
HGVs an issue	1	0.3
Consider Old Chesham	1	0.3
Introduce traffic lights	1	0.3
One way in Waterside also	1	0.3
"survey void as decisions made for profit not community"	1	0.3
Protect green belt	1	0.3

Key trends:

1. 22.9% of commenters believe that the plan to reduce St Mary's Way to 2 lanes will increase congestion. Many of the comments were very emphatic about this. Research will need to be undertaken to find the best option for St Mary's Way and the findings must be distributed to the community. 19% people stated that they believe that traffic flows require analysis.
2. 17.2% of commenters requested further information or a diagram to understand better the proposal.
3. 13.7% of commenters expressed their general agreement with the proposal, many of which were on the grounds of road safety and benefits for traffic flow.

The draft Masterplan proposes a transport hub/bus station located near to the underground station. Do you agree? Any comments?

Number of topics raised: 243 (multiple answers per person also recorded)

Comment	No of comments	Comment %
Access (for elderly/ less able) an issue	42	17.3
General agreement	32	13.2
Broadway bus station sufficient	26	10.7
Centrality/ integration of public transport	16	6.6
Parking	11	4.5
General disagreement	8	3.3
Traffic congestion	8	3.3
Accessibility issues for buses	7	2.9
Increase trains/ tubes	7	2.9
Space	7	2.9
Environment and air quality/ pollution levels	7	2.9
Safety	6	2.5
Would like more information	5	2.1
Bus users and train users are not the same	5	2.1
Frequency of buses	4	1.6
Remove/ reduce taxis	4	1.6
Redevelop the station	4	1.6
Pricing	3	1.2
Timetabling	3	1.2
Increase bus services	2	0.8
Research needed about public transport users	2	0.8
Need better link to Amersham	2	0.8
Increase taxis	2	0.8
Design	2	0.8
Cyclists	2	0.8
Road access	2	0.8
Improve Broadway instead	2	0.8
Consider outskirts for transport hub	2	0.8
Evening economy	1	0.4
"Keep it as it is"	1	0.4
Ride hopper bus service	1	0.4
Retain views from town centre	1	0.4
Need bus service from Aylesbury	1	0.4
Consider electric car charging facilities	1	0.4
Better links between types of public transport needed.	1	0.4
Connect local transport to the underground	1	0.4
Upgrade the Underground	1	0.4
Include a taxi rank	1	0.4
Links to roads	1	0.4
What about Chesham Youth Centre?	1	0.4
Rejuvenate the Broadway	1	0.4
Remove busses from the Broadway	1	0.4

Only taxis	1	0.4
Bypass Chesham	1	0.4
Smaller buses	1	0.4
Consider the Water meadow car park as an option	1	0.4
Free electric transport for the mobility impaired	1	0.4
Concerns over cost	1	0.4

Key Trends:

1. 13.2% of commenters expressed their general agreement with a transport hub near the station.
2. 17.3% of comments raised concern for the elderly/ disabled/ infirm or less fit walking up the Station Rd hill to access the proposed transport hub. Which was the point *most* commented on in this section.
3. 10.7% of commenters believe that the current bus station in the Broadway is sufficient.

Any other comments on the draft Masterplan?

Number of topics raised individual comments
(can be multiple answers per person): 223

Sorted into the following categories:

Environment	22
Connectivity (walking/cycling routes)	16
Parking/ Traffic/ Roads	53
General comments in favour	53
Town rejuvenation/ High density living/ Encouraging SME's	49
Request for further info	15
Housing Affordability	2
Public Transport	11
Infrastructure	14
Finance	14
Design	6
General comments against	16
Other	20
Total	291

Key trends:

1. This was the second most answered 'comments' question on the questionnaire, counting commenters rather than their individual comments.
2. 18.2% of commenters are in favour of/ see the need for rejuvenation of the town centre and value the proposal for high density dwellings here. Many of these commenters also note the importance of encouraging small and medium size businesses.
3. 18.2% of commenters have expressed concern about the parking, traffic congestion and roads in Chesham.
4. 7.5% of commenters have raised environmental concerns and the preservation of Green Belt.
5. Out of the responders who took the time to comment, most are in favour of the Masterplan.
6. Housing affordability has been raised frequently during public consultation events, it is interesting to note that only 2 commenters raised it here in the final question on the questionnaire.

“It’s imaginative, exciting and practical. Chesham is already the most interesting small town in the area with its diverse yet cohesive, friendly population and ever expanding creative and technical industries and this is exactly the way to develop it for the future.”



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