



# **Vision 2030 for Thursley**

## **Survey Report**

**Summer 2022**

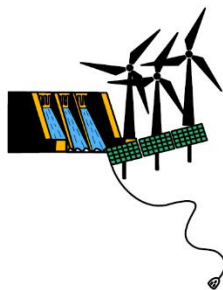
## Summary

The aim of the Vision 2030 for Thursley survey was to gather the views of the community on what the future should look like by 2030, and to help with how we create a sustainable, low carbon future. We had a good response with typically strong support for the statements.

The survey results give us a clear vision of how we would like our community to be by 2030:



We have clean air and quiet roads thanks to improved cycle paths, traffic calming measures and a big shift to electric cars.



Zero-carbon building and retrofitting means we live in warm and energy efficient homes, heated with green energy.



Solar PV on our houses is generating green power, and we are interested in other options if they could be developed.



We have less food waste, more local produce, better recycling, the chance to get things repaired more easily at repair cafés, reduced consumerism and flourishing local high streets.



Farmers, landowners, councils and local people are working together to protect and enhance the environment and encourage biodiversity.

We are a strong and cohesive community that looks after vulnerable people and are interested in building a stronger local economy



## Conclusions and next steps

There is strong support in the community for the climate change and biodiversity actions to create a sustainable, low-carbon future. This is encouraging for all of us as we make to journey to net-zero by 2050. The results will be used to help guide local action to support the changes required. Depending on the level of local support, a group could be formed to develop some of the ideas further.

## 1.0 Introduction

The aim of the Vision 2030 for Thursley survey was to gather the views of the community on what the future for Thursley Parish should look like by 2030, and to help with how we create a sustainable, low carbon future.

This survey was divided into six sections focusing on different aspects of life:

- A. How we get around
- B. Our homes
- C. Where we get our energy
- D. How we shop, eat and use resources
- E. Our local environment
- F. Our local economy & community

In each section we asked people to consider and rate some statements on how the future might look by 2030, and to rate them from 1 to 5, where the number means:



1 = a bad idea, 2 = a doubtful idea, 3 = not sure, 4 = a good idea, 5 = a great idea

For each statement there was an indication of how much Greenhouse Gas emissions it would save, where: [G] = small/no savings, [GG] = some savings, [GGG] = considerable savings. Where the impact would be primarily in Biodiversity, the indication was: [B] = small/no impact, [BB] = some impact, [BBB] = considerable impact. For many statements there would be other benefits too, like improvements in fitness and overall wellbeing, and creation of green jobs. People were also asked to add any other suggestions and comments they wished for each section. The questions for each section are included in this report for reference.

The survey was conducted entirely online using Google forms, although it was also offered in paper form if requested (no requests were received). It was open through the summer, from 10<sup>th</sup> June to 3<sup>rd</sup> October 2022. The survey was publicised through multiple channels: various mailing lists of Parish Councillors, the Thursley Parish magazine, Thursley Village Facebook group, and via posters on the noticeboards. There were 78 responses in total, representing approximately 20% of the households in the Parish. The data from this group is presented in this report. This is an encouraging response for a survey of this kind and compares well to the number of responses received to other local consultations.

The results are summarised in this report, broken down into the six sections. Results are shown as a series of charts with a summary of the main messages. Each statement is sorted according to its “great + good” vote, with the most popular at the top and the least popular at the bottom.

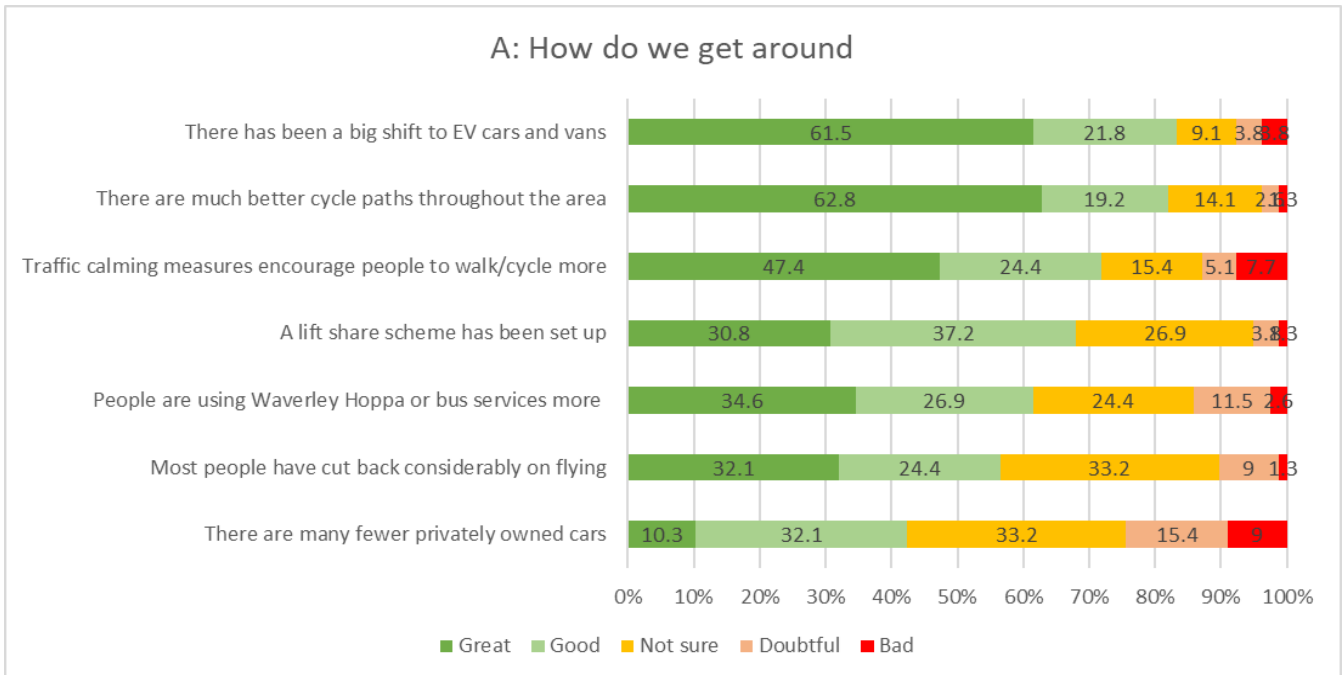
The results are shown in different colours, with “great” or “good” ideas coloured in bright green & pale green respectively, “not sure” in amber, and “bad” or “doubtful” ideas in red & pink. This helps to show visually the degree of support, or opposition, to the various statements.

The numbers in each coloured block show the % that chose that option, and the percentage scale at the bottom allows you to assess the overall breakdown as a proportion of the total number of responses.

The detailed responses, including other suggestions and comments, are included in the Appendix.

## 2.0 Detailed results

### 2.1 Section A - How we get around



Survey results ranked by degree of support for the vision statement

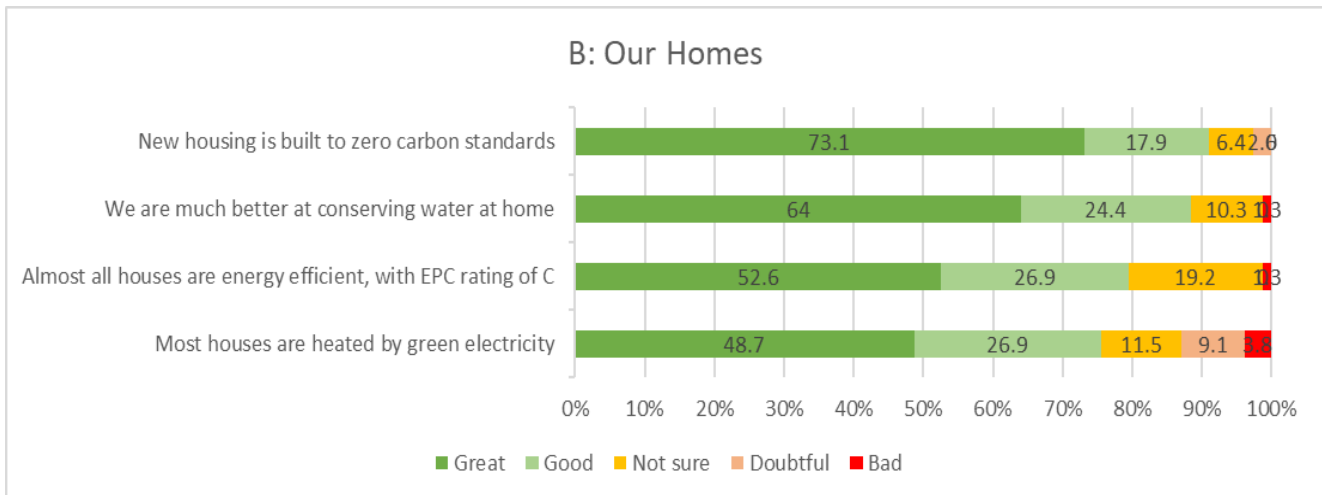
#### Main messages:

- There was strong support (more than 72% great or good) for the top 3 statements, demonstrating a clear desire for less pollution from vehicles, improved active travel by foot and cycle, and traffic calming measures on our roads.
- The top 3 were making a big shift to electric vehicles (83%), improved cycle paths throughout the area (82%), and traffic calming measures to encourage people to walk and cycle more (72%). EV's are becoming more popular and affordable, and public charging points are increasing all the time making this statement achievable. Waverley's LCWIP plans and efforts to support active travel should result in improved cycle and footpaths in the Parish. SCC's Rural Roads Strategy should also reduce speed limits and make our roads safer and accessible for all.
- There was also support for a lift-share scheme (68%) and using Waverley Hoppa or bus services more (61%). A lift-share scheme would need to be set up. Bus services would need to be improved and increased demand demonstrated to make this happen.
- The statements having least support involved flying less (56%) and owning fewer private cars (32%).

#### Other comments/concerns:

- Provision of school bus transport to reduce individual journeys
- Local shop in Thursley to reduce individual journeys
- Drop off/pick up point in Thursley to reduce delivery journeys
- Some scepticism about EVs
- Some concern about mixed use of footpath/cycleways/bridleways

## 2.2 Section B - Our Homes



Survey results ranked by degree of support for the vision statement

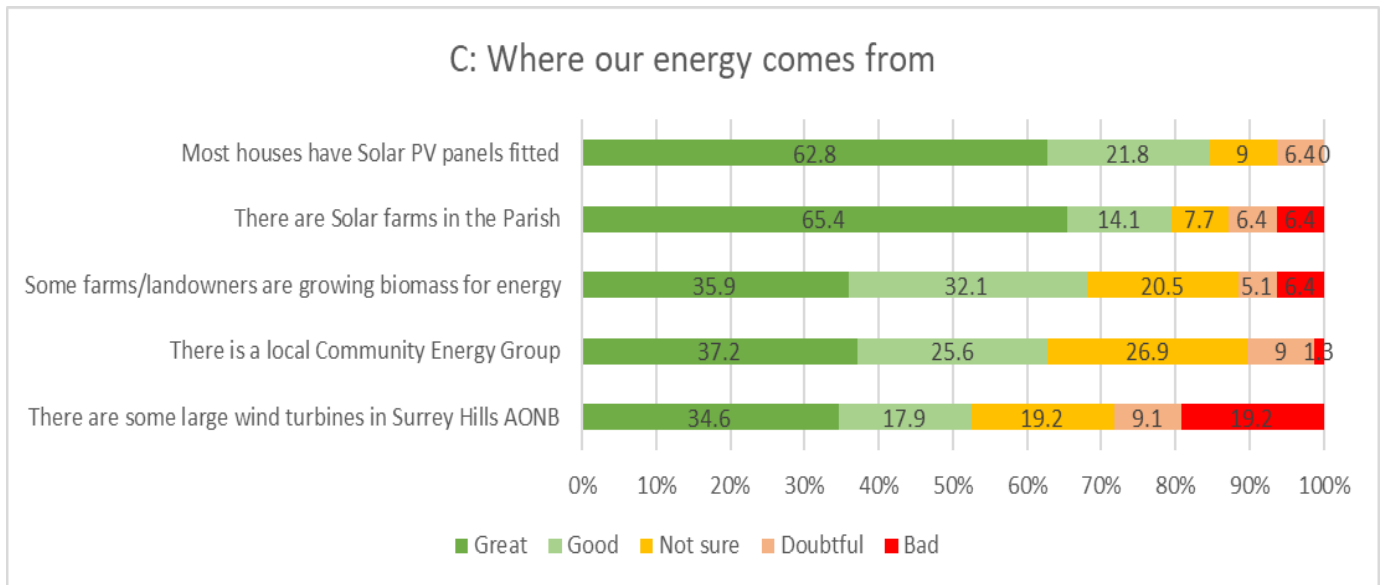
### Main messages:

- There was strong support (more than 75% great or good) for all of the statements. Despite the challenges that some face with period or listed properties, there is a desire for zero-carbon building and retrofitting so that we live in warm and energy efficient homes.
- Making all new houses climate resilient and zero carbon got the highest score (91%) but 79% also recognise the need to make almost all our existing houses more energy efficient, achieving an EPC rating of C or better. In our Parish, we don't have much "new build" properties, so it will mostly require home improvement to achieve this. Few properties meet that standard at present, and it will be challenging for some properties. Recent changes to planning permission and building requirements should help drive these changes for new builds and extensions.
- Water conservation (84%) is recognised as being part of a future way of life.
- Although receiving strong support (75%), the vision of heating our homes by green electricity may be difficult to achieve. While the planned increase in offshore wind will provide the green electricity, there are not that many ASHP suppliers at present, and a lot of opinions about how effective it is in period houses.

### Other comments/concerns:

- Interest in "Superhomes" initiative to support retrofit plans and provide independent advice on greener heating/Solar PV options
- EPC of C or better will be a challenge for period/listed properties. Restrictions need to be eased for listed properties
- More/improved Govt incentives to encourage energy efficiency upgrades, or major investments (ASHP or Solar PV)
- More smaller zero-carbon homes needed in Thursley to match demand

- **2.3 Section C - Where our Energy comes from**



Survey results ranked by degree of support for the vision statement

**Main messages:**

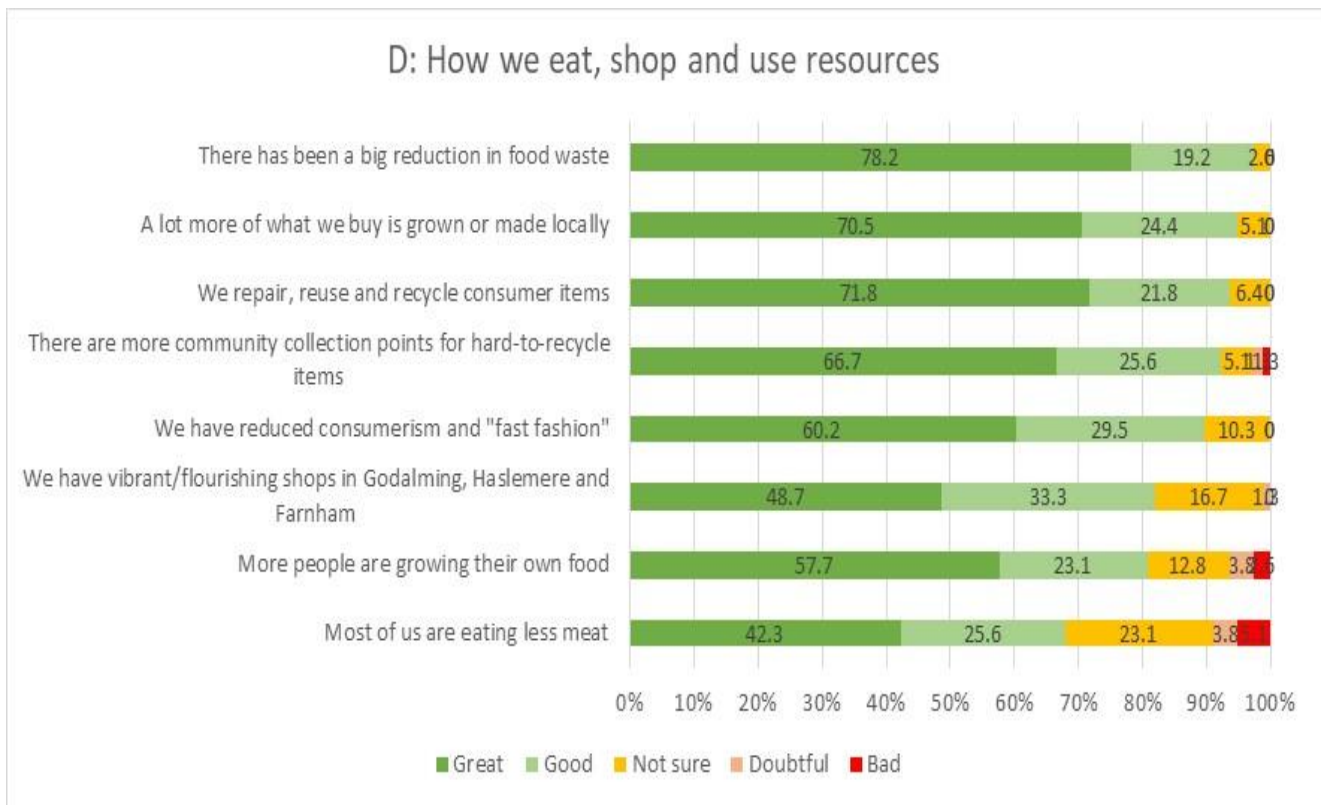
- Although there was strong support for solar green energy, there were more contrasting views on wind turbines.
- More than 84% support installing Solar PV panels on houses with suitable roofs and 79% support having Solar farms in the area. The huge increase in energy costs makes it more economic for individual houses so this is encouraging, but it's not always suitable (or permitted if the property is listed). The economics of Solar farms are still a problem at small scale because the export tariff is too low at the moment, but hopefully this will change.
- Growing biomass on farms/land for conversion to energy is also popular with 67% of respondents, and the idea of setting up a local Community Energy Group is supported by 63%. These visions need to be developed, but the support is there.
- Installing some large wind turbines on the Surrey Hills AONB was more controversial. 28% rated this as a bad or doubtful idea, the highest negative score of any of the ideas in the survey. Almost twice as many (53% great or good) support this idea, however. This is a clear point of difference, with strongly held views on both sides. It would be a big project, and one complicated by current planning regulations in England at the moment anyway.

**Other comments/concerns:**

- Solar PV restrictions on listed properties need to be eased
- More information about how CEG would support local green energy generation
- Consider Thursley going "off-grid" to support Solar farm economics



## 2.4 Section D - How we shop, eat and use resources



Survey results ranked by degree of support for the vision statement

### Main messages:

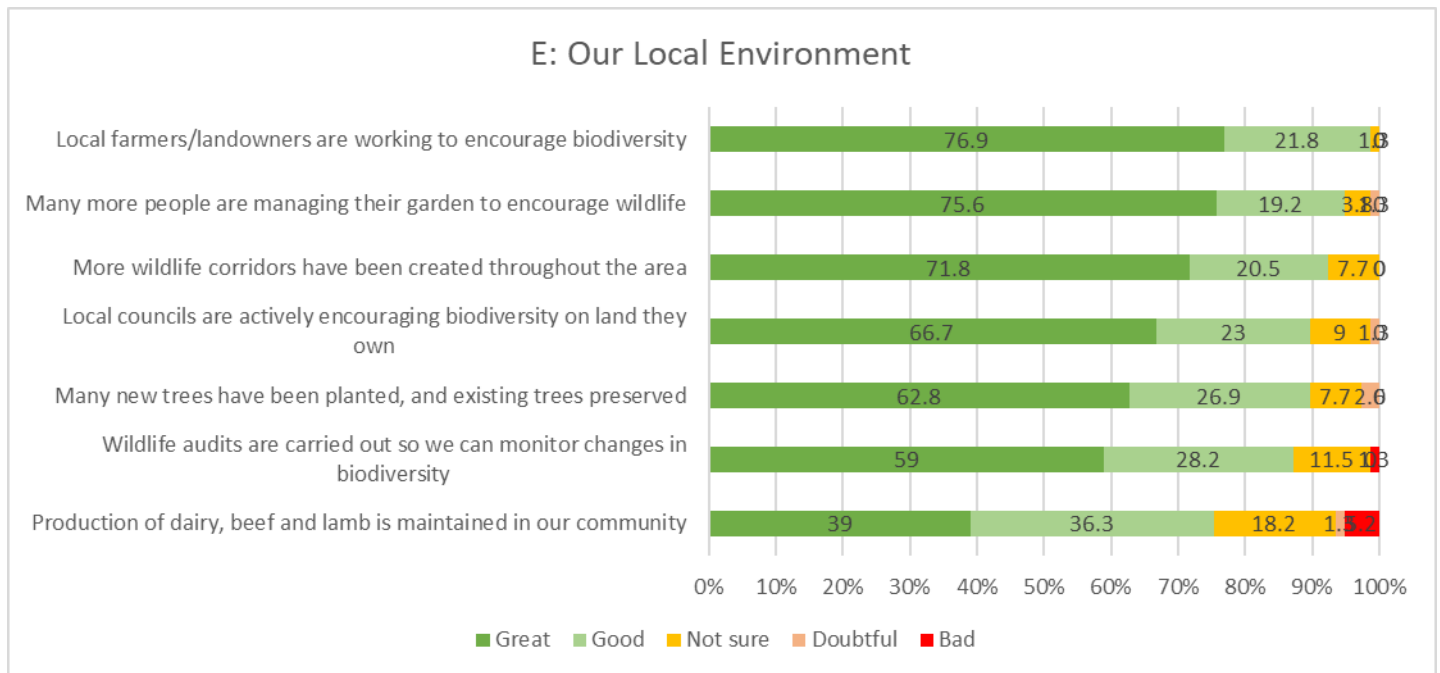
- There was strong support (more than 80% great or good) for the top 7 statements about becoming 'greener' consumers.
- These results show that most people want to see a comprehensive approach to this, with less food waste, more local produce, better recycling, the chance to get things repaired more easily at repair cafés, reduced consumerism and flourishing local high streets. As a community we are already doing a lot to achieve this vision, but it will take time for the status of our high streets to resolve itself. Internet shopping, for both groceries and other items, can be an energy efficient way forward (particularly with electric vans).
- With 81% in favour of people growing more of their own food, this is encouraging in terms of reconnecting with nature and where our food comes from.
- Views on reducing eating meat are still supported, with 67% (great or good) supporting but 10% (bad or doubtful) not convinced of this.

### Other comments/concerns:

- Interest in a local shop for local produce, or a local market on the Rec?
- Interest in Community allotments
- Some concerns about validity of dietary comments
- Some debate about pros/cons of local deliveries of online shopping



## 2.5 Section E - Our local environment



Survey results ranked by degree of support for the vision statement

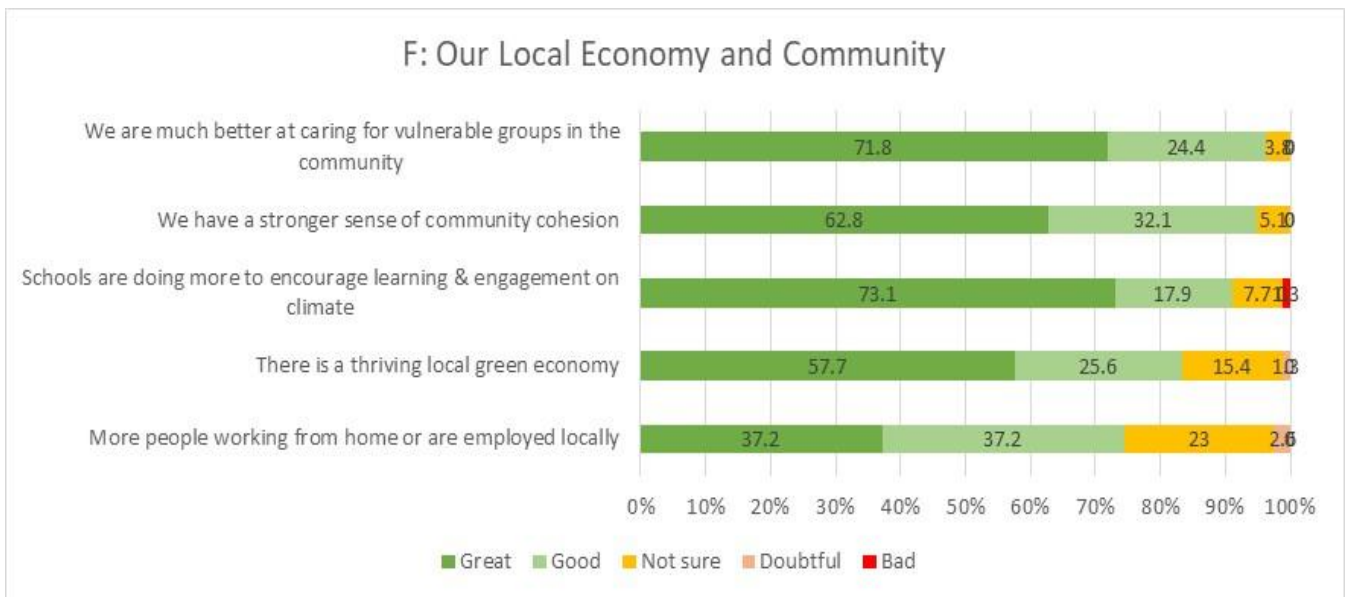
### Main messages:

- We are fortunate to live in an AONB and have Thursley National Nature Reserve in our Parish. It's perhaps not surprising that protecting and enhancing the local environment has widespread support (more than 75% great or good) for all of the statements. This bodes well for the efforts to address the biodiversity crisis we are facing.
- People are keen (more than 89%) to see the environment managed better, with farmers and landowners actively encouraging biodiversity and working to minimise their environmental impact, more wildlife corridors created, many more people managing their gardens to encourage wildlife, and local councils encouraging biodiversity on land they own or manage.
- Tree planting and existing tree preservation came next (89%) with the caveat that we manage the process carefully and plant 'the right tree in the right place'.
- There is also support (87%) for regular wildlife audits to monitor changes in biodiversity.
- People value the farming landscape we live in too, with more than 75% supporting the production of dairy, beef and lamb in our countryside.
- Overall, a challenge to keep the good things we have but improve on the outcomes where we can.

### Other comments/concerns:

- Interest in hearing more from farmers about what they are doing
- Some debate about how to manage "wilding" of the countryside

## 2.6 Section F - Our local economy & community



Survey results ranked by degree of support for the vision statement

### Main messages:

- Our rural community has historically been good at looking out for each other, but maybe the recent experience of the pandemic and the Ukraine war has also meant there's very strong support (more than 95%) for caring for vulnerable groups and building a sense of community cohesion.
- The crucial role of schools in encouraging learning and engagement on climate and environment issues was also strongly supported (91%).
- More than 74% of respondents would welcome a shift to more locally based economy, with a thriving local green economy and more people working from home or employed nearby.

### Other comments/concerns:

- Interest in improving the facilities and access to libraries in Godalming and Haslemere, including a reliable bus service.
- Develop a vision to use the Village Hall extension as part of improving the community
- Seek to broaden the demographics of Thursley (more younger people/families)

## Appendix 1: Full list of questions

### A: How we get around.

How would you like our transport system and modes of travel to be different in 2030?

1. There are much better cycle paths throughout the area which encourages use for leisure and local travel.

The SCC/Waverley plans for Active Travel by creating dedicated cycle paths, including routes to Farnham, Haslemere and Milford have enabled this transition. [Greenhouse Gas Savings = G]

2. There has been big shift to electric cars and vans.

This will have been encouraged by installing plenty of public EV charging points, including in Thursley village, and the cost of EVs reducing as they become the "norm". [Greenhouse Gas Savings = GGG]

3. A lift share scheme has been set up so people can sign up online to share a ride.

This would be different from the current Help in Thursley scheme, which caters for occasional trips to doctors, dentists or the hospital. A lift share scheme would cover more regular trips like people doing a regular commute to work or a weekly shopping trip. [Greenhouse Gas Savings = GG]

4. People are using Waverley Hoppa or improved local bus services much more.

We currently don't really have regular bus services in our rural parish, with only Waverley Hoppa dial-a-ride as an option. This would require a radical change in demand for bus services, and that buses are more frequent, and prices are kept affordable. [Greenhouse Gas Savings = GG]

5. There are many fewer privately owned cars.

People have made personal choices to use alternative transport options, like those suggested above or by using taxis, so don't need so many cars. According to the 2011 census, 50% of Waverley households own 2 or more vehicles which is higher than the national average, so we could perhaps have less cars. [Greenhouse Gas Savings = G]

6. Traffic calming measures encourage people to walk and cycle more.

This might include having 20 MPH speed limits in more areas where people live, work or play, a 40 MPH speed limit on rural roads, wider footpaths, and schemes to discourage vehicles from using rural roads as short cuts. [Greenhouse Gas Savings = GG]

7. Most people have cut back considerably on flying.

People are holidaying closer to home and being far more selective in when they use planes for business and pleasure. [Greenhouse Gas Savings = GGG]

## **B: Our Homes**

What will have done to make our homes more environmentally sustainable?

10. Almost all houses are energy efficient, with an EPC rating of C or better.

Unless you have a modern house, or have recently undertaken renovation, it's unlikely your property meets this standard. This implies a big home 'retrofit' programme is needed to improve insulation and all round energy efficiency. Some older properties are hard to insulate, but nearly all can be improved. There is a "Superhomes" initiative in other areas which would help with surveys and guidance. If you think this would be useful, please add it to the comments below [Greenhouse Gas Savings = GG]

11. Most houses use and are heated by green electricity.

This means choosing green electricity and switching away from oil or LPG central heating and installing greener options like air source or ground source heat pumps. [Greenhouse Gas Savings = GGG]

12. All new housing is built to zero carbon standards and all extensions meet additional sustainability standards.

This is slightly more expensive but will save money over the long term. [Greenhouse Gas Savings = GG]

13. We are much better at conserving water at home.

This means installing water butts and other rainwater harvesting systems and being much more careful about how we use water. Lower water consumption saves energy too. [Greenhouse Gas Savings = G]

## **C. Where our energy comes from**

Where should we be getting our energy from in 2030? We could start by adding Solar PV to our homes and farms. Thursley Parish could also be largely self-sufficient in its electricity needs if we installed a Solar Farm or Wind Turbines. There are proposals about how to make the power cheaper to the local communities where it is generated. Do you think this is a good idea?

16. Most houses have Solar PV panels fitted.

This means houses with an unobstructed and unshaded roof that points East, South or West have Solar PV installed. Some properties might not be suitable for historic conservation or structural reasons. When prices come down, incorporating battery storage systems will help with economic viability and mean electricity stored in the day can be used at night. [Greenhouse Gas Savings = GGG]

17. There are Solar Farms in the Parish.

A reasonably sized Solar Farm could generate enough electricity to power all the homes and businesses in Thursley Parish. Local renewables generation could be priced lower under Govt plans. [Greenhouse Gas Savings = GGG]

18. There are some large Wind Turbines in the Surrey Hills AONB.

Onshore Wind Turbines are controversial but do have a high degree of support. What would you think of Wind Turbines in our AONB landscape? [Greenhouse Gas Savings = GGG]

19. Some farms or landowners are growing biomass for conversion to energy.

Historically, parts of Thursley Parish used coppiced woodland to support the iron industry. With increased woodland coverage by 2030, trees could be used as biomass fuel. Also, it's possible to grow maize and the other nutrients to supply an anaerobic digester. The methane produced could run a generator to supply electricity 24/7. [Greenhouse Gas Savings = GGG]

20. There is a local Community Energy Group that allows people to invest in local energy schemes.

Setting up a local Community Energy Group or working with an existing organisation like Community Energy South, would provide a way for people to invest money in solar projects, energy conservation, other schemes, and recycle some of the profits back to the local community. This would need volunteers to act as Trustees, and possibly some paid staff to manage it. [Greenhouse Gas Savings = G]

#### **D. How we eat, shop and use resources**

A large part of our environmental footprint is determined by this. How would you like to see things change by 2030?

23. There has been a big reduction of food waste.

A greater awareness of the problem of food waste and would result in people shopping more carefully and using leftovers. Food shops would be working hard to minimise what they throw away and make it available to charities like Fareshare. [Greenhouse Gas Savings = GG]

24. A lot more of what we buy is grown or made locally.

We are sourcing more of the food we buy from Surrey Hills artisan producers, Farmers Markets, or from locally produced meat and dairy products. [Greenhouse Gas Savings = GG]

25. More people are growing their own food.

As well as people using their gardens, this might require some land being set aside for allotments or a Community Farm. [Greenhouse Gas Savings = GG]

26. Most of us are eating less meat.

It would be a matter of personal choice, but many would be eating less, and perhaps better quality meat, and more of some the plant-based alternatives. [Greenhouse Gas Savings = GG]

27. We repair, reuse and recycle consumer items rather than throwing them away.

Rather than throwing away items that could be repaired, or be of use to others, we find ways to repair and reuse them. This could be by using Repair Cafés like the

ones in Guildford and Farnham, or by using the Thursley Borrow, Swap and Freecycle Facebook site. [Greenhouse Gas Savings = GG]

28. There are more community collection points for hard-to-recycle items.

This could be based on the Terracycle recycling scheme we already have in Thursley that collects some hard-to-recycle items, but extended to a wider range of plastics and in more places. [Greenhouse Gas Savings = GG]

29. We have vibrant and flourishing shops in Godalming, Haslemere and Farnham with most essentials available locally.

The future of our local high street is under threat. Do you want to buy locally or are you happy to buy online? [Greenhouse Gas Savings = GG]

30. We have reduced consumerism and "fast fashion".

We have become aware of the impact of our life-style on the unsustainable use of the world's resources and are making different choices. [Greenhouse Gas Savings = GG]

## **E: Our Local Environment**

What would you want our local environment to be like in 2030?

33. Many new trees have been planted in the area and existing trees preserved.

This assumes we manage the process carefully and plant 'the right tree in the right place'. [Greenhouse Gas Savings = GG]

34. The production of dairy, beef and lamb is maintained in our community.

The farms in our area are amongst the very best in the world measured by the carbon footprint of their dairy, beef and lamb production. Perhaps it would be better to keep our farms as they are instead of planting more trees, and that other farms that have a higher carbon footprint reduce theirs? [Greenhouse Gas Savings = G]

35. More 'wildlife corridors' have been created throughout the area.

This involves growing more hedges, leaving some areas 'wild', and connecting up habitats, so wildlife can move around. [Biodiversity impact = BB]

36. Local farmers and landowners are working to encourage biodiversity on their land and minimise their environmental impact.

This might include measures such as more targeted application of fertiliser, more careful use of pesticides, and adopting practices that improve soil health, enhance carbon sequestration, and minimise emissions. [Biodiversity impact = BB]

37. Local councils are actively encouraging biodiversity on land they own or manage.

This could involve our Parish and Borough Councils encouraging wildflowers on verges and in public spaces and taking steps to become a 'pesticide free' community. [Biodiversity impact = BB]

38. Many more people are managing their garden to encourage wildlife.  
This could include creating wildflower areas, adding plants and feeders for insects and birds, and taking steps to become a 'pesticide free' community. [Biodiversity impact = BB]
39. Wildlife audits are carried out regularly so we can monitor changes in biodiversity.  
These could be carried out by Surrey Wildlife Trust. It would help us recognise and appreciate what we have and identify trends and potential threats. [Biodiversity impact = BB]

## **F: Our Local Economy and Community**

What other changes would you like to see by 2030?

42. More people are working from home or are employed locally.  
This would cut down substantially on commuting. [Greenhouse Gas Savings = GGG]
43. There is a thriving local green economy.  
This could be through the creation of 'green jobs' in sectors such as home energy improvements, Solar PV/EV charge point installation, woodland management, or perhaps Solar Farm operations. [Greenhouse Gas Savings = GG]
44. Schools are doing more to encourage learning & engagement on climate and the environment.  
This could be through stronger emphasis in school curricula, active encouragement of groups like school Eco Councils, and parental support. [Greenhouse Gas Savings = G]
45. We have a stronger sense of community cohesion.  
More people are getting involved in community activities, and volunteering to help organise things. [Greenhouse Gas Savings = G]
46. We are much better at caring for vulnerable groups within the community.  
This means learning the lessons from the Covid crisis and being more aware of who needs a helping hand. [Greenhouse Gas Savings = G]



## **Appendix 2: Responses**

See attached file of responses, including comments.