

Have your say on future planning decisions in Ascot, Sunninghill and Sunningdale

Our local Neighbourhood Plan – tell us what you think...

This is an exciting opportunity for you to have a say about how our area will develop over the next 10-15 years.

We want your views on the evolving Neighbourhood Plan for Ascot, Sunninghill and Sunningdale. All residents and businesses are being asked to have their say about planning in our area – including shaping and guiding how it will look and feel in terms of:

- **choosing what new homes will be delivered, where they will be located and what they will look like**
- **the kind of new retail and business development we should have**
- **issues we care about such as green spaces and the environment**
- **strengthening the community by improving transport infrastructure, community services, and leisure and recreational facilities.**

The Royal Borough recently consulted residents on “Planning for the Future”, which asked for comments on the Borough Local Plan, which is about Borough wide planning policies. This Neighbourhood Plan consultation is specifically about detailed planning in Ascot, Sunninghill and Sunningdale.

The Neighbourhood Plan is being formulated by a Steering Group and Topic Groups of local people, with the backing of the Parish Councils and as provided for by the Localism Act. But it needs your ideas and thoughts to be really effective. Your feedback on this consultation will help shape and direct our local community into the future. **“We can effect change, or be affected by change... the choice is ours”.**

Following a launch consultation last Autumn, we have been working to formulate the priorities you told us about into a Vision that outlines how we would like our area to develop. We hope we’ve got it right but only feedback from you will tell us. You can either:

1. Complete the online questionnaire on our website www.ascotandthesunnings.com
2. Join us on Facebook and follow the link to the survey
3. Complete the questionnaire attached to this leaflet and either post it to us or drop it in to the Parish Council Office in Ascot or Sunningdale

We are also looking for more volunteers to contribute to the further development of the Plan. If you would be willing to help, please email us at ascotandthesunnings@yahoo.com.

For further information about the Neighbourhood Plan, see our website

www.ascotandthesunnings.com



SUNNINGDALE
PARISH COUNCIL



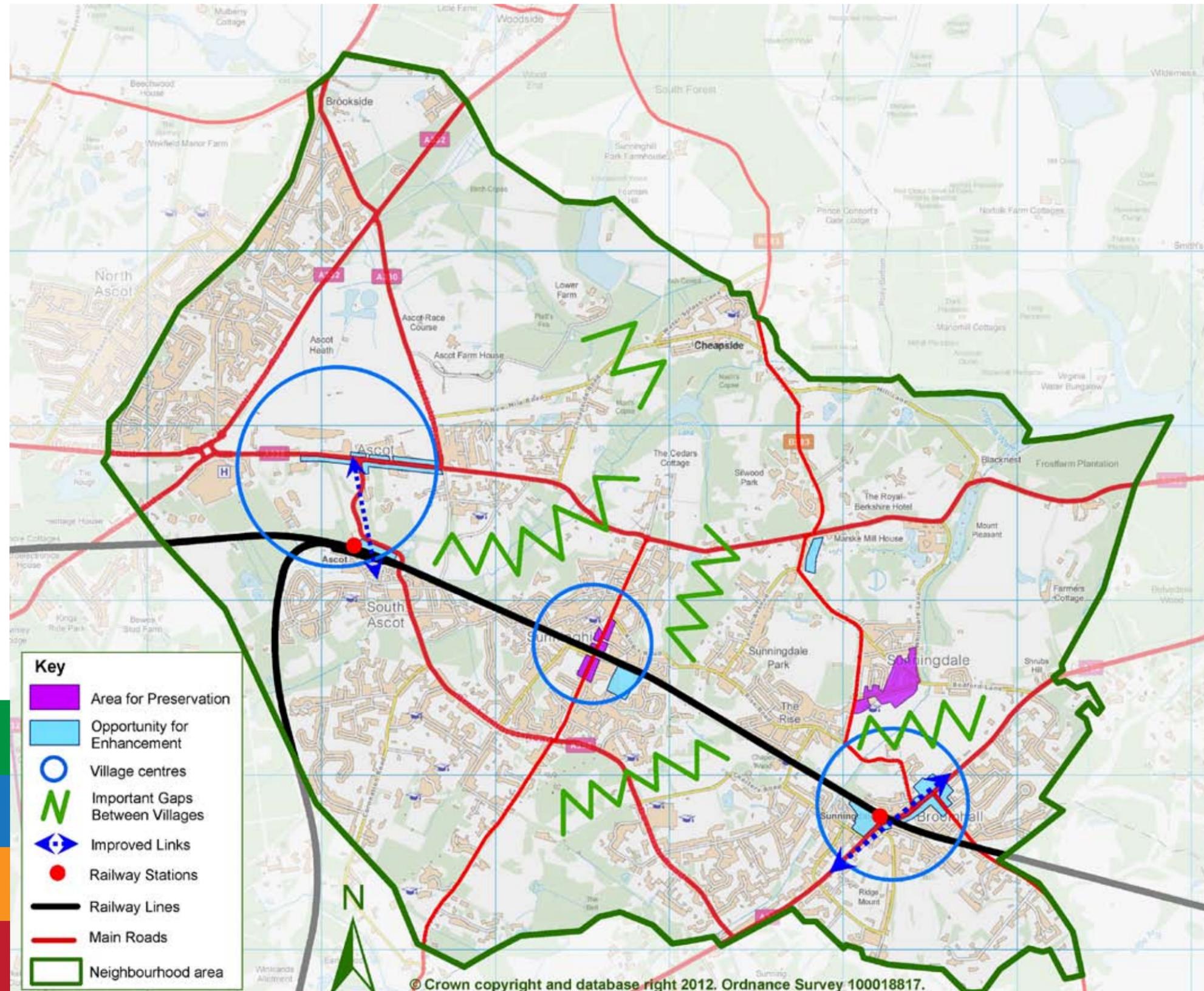
A Vision for the future of Ascot, Sunninghill and Sunningdale

Our neighbourhood is a distinctly green and leafy area with some 18,000 residents, nestling between open and wooded spaces that are mainly public access: Windsor Great Park, Chobham Common, Wentworth and Sunningdale golf courses and the more rugged Swinley Forest.

The area also enjoys the benefit of cultural assets such as Ascot Racecourse, Coworth Park, a theatre and several listed churches. Otherwise, it is a mainly residential area based around the original Victorian villages of Ascot, Sunninghill and Sunningdale and the smaller communities of South Ascot, North Ascot and Cheapside.

Economically, the area is far from self-contained and is dependent for shopping, entertainment, jobs and local labour on the nearby towns of Windsor, Woking, Camberley and Bracknell. Although recognised as a desirable place to live, many feel the area needs significant improvement and more facilities to create vibrant and strong local community identities.

The map and the six vision points below summarise how our area might evolve and develop to meet future needs while remaining an attractive, safe and pleasant community in which to live. Identified on the map are some areas for possible enhancement.



Vision

1. Maintain the distinct character of our three main villages and the separation between them, avoiding the creep of urban sprawl.
2. Preserve the green and leafy appearance of our surroundings for recreation and wellbeing, and to secure wildlife corridors to protect our flora and fauna.
3. Meet new housing demand in a way that is sympathetic to the area, maintaining a mix of housing types to include family homes, affordable housing, single person households and for our ageing population.
4. Move towards a low carbon emissions environment by locating new development close to transport hubs and routes and encouraging more energy-efficient buildings.
5. Create an economic environment that makes it attractive for micro, small and medium-sized businesses and shops to locate and remain in the area, providing sustainable employment opportunities for those who live within and outside it.
6. Ensure our roads and streets provide safe and accessible routes, better balancing the needs of pedestrians, cyclists and drivers.

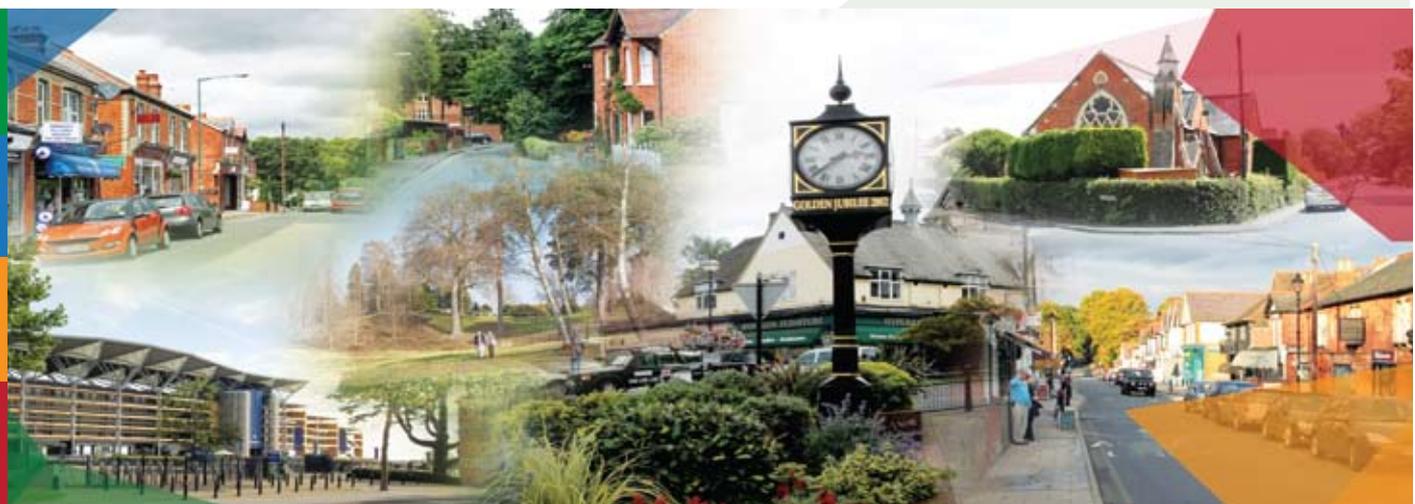
Key priorities to deliver this vision include:

- Improve our village centres through appropriate sensitive development of Ascot High Street and Sunningdale, and the preservation and enhancement of Sunninghill.
- Protect Green Belt land against development subject only to overarching community benefits and public support.
- Encourage the market to deliver the right type of housing in the right locations to ensure a mixed and inclusive neighbourhood that fits with the local character and aspirations of the community.
- Ensure attractive community green spaces in Ascot and Sunninghill similar to the Recreation Ground in Sunningdale.
- Protect and encourage the diversity and specialisation of retail businesses in Ascot, Sunninghill and Sunningdale, and particularly smaller independents, to make it attractive for people to shop locally.
- Provide sufficient, locally accessible, high quality health and care facilities for all ages and sections of the community.
- Improve recreational and community facilities for all residents, especially groups currently under-catered for such as 13-18 year olds and older people.
- Retain the area's appeal to families by ensuring that future development is matched by increased capacity in our schools and nurseries and appropriate transport plans.
- Make our roads and pavements safer and more attractive to pedestrians and cyclists through lower speed limits, more cycle facilities and better paths and pavements.
- Seek to reduce reliance on cars but also ensure we have adequate and efficiently managed on and off street parking facilities.
- Ensure high quality fit for purpose utilities and infrastructure, including fast broadband, for local residents and businesses and to accommodate future growth.

What will happen next?

Once we have your feedback, we will produce an Options Paper, which will outline options for key planning matters in Ascot, Sunninghill and Sunningdale. We aim to release this in Summer 2012 for further discussion and consultation.

Based on this further feedback from local residents, the final Neighbourhood Plan will then be developed and taken to the whole Community for a Referendum in early 2013.



Housing and the Environment



Our neighbourhood is a predominantly residential area of mixed housing set in and around the distinct villages, all of which share a leafy semi-rural environment. Over half the area is designated as Green Belt and we also have the constraint of the Thames Basin Heaths Special Protection Area.

The last few decades have seen the addition of a number of areas of different character, which nonetheless have in common a sense of space, leafy settings and varied design. The distinct physical separation of the villages though has remained and is an important aspect to secure into the future.

Future development is important to the future prosperity of the area but it must respect and enhance the appearance of landmarks, valued buildings and key views as well as our built and natural environments.

INPUT FROM THE COMMUNITY	SUGGESTED APPROACH
<p>A. Need for new housing while retaining distinct village feel</p>	<p>Favour development within existing built areas and around transport hubs (Ascot & Sunningdale stations).</p> <p>Protect key open gaps between villages but take a flexible approach to other specific areas where there is genuine public support for some development.</p> <p>Examine the sites identified by the Royal Borough in its Strategic Housing Land Availability Assessment (SHLAA) to determine where best need for new housing can be met.</p>
<p>B. Maintain separation between villages</p>	<p>Identify key green gaps and areas of Green Belt or open space which contribute to this with a view to ensuring their protection.</p>
<p>C. Minimise impact of development on the natural and built environment</p>	<p>Ensure new developments are in keeping with the local area character and have full regard to national standards for the protection of wildlife, habitat and trees.</p>
<p>D. Provide appropriate mix of housing</p>	<p>Promote a greater mix of housing types and sizes, focusing apartments only in sustainable locations and close to transport hubs, where local character allows.</p>
<p>E. Protect the natural environment</p>	<p>Preserve the Green Belt.</p> <p>Preserve the green and leafy appearance of our surroundings.</p> <p>Create and protect wildlife corridors.</p>
<p>F. Minimise our carbon footprint</p>	<p>Favour new development with high environmental standards.</p>
<p>G. Need for design quality</p>	<p>Encourage development of high architectural quality that respects and enhances its specific location and contributes to a pleasant, safe living environment both inside and outside of the development.</p>

The Economy



Ascot, Sunninghill and Sunningdale is an affluent neighbourhood with low unemployment. The economy consists of over 500 businesses, of which c. 200 are retailers spread equally between the three villages. The majority of businesses employ fewer than five staff. Heatherwood Hospital and the Racecourse are two of the main employers; other large ones include hotel and catering industries, motor companies and a waste management business.

Many of the people who live here don't work here, typically commuting to London, Heathrow airport or the high technology centres between the M4 and M3 corridors. Equally, many who work in the area don't live here, often finding it difficult to afford to, being employed in lower paid jobs such as the hospitality industry.

Ascot and Sunningdale have in recent years seen a proliferation of national and regional chains at the expense of traditional local retailers, resulting in a roughly 40-60 split. Sunninghill has been less impacted with over 90% of businesses still independent.

INPUT FROM THE COMMUNITY	SUGGESTED APPROACH
A. Improve village centres at Ascot, Sunningdale and Sunninghill	Investigate options for appropriate sensitive development of Ascot High Street, the area around Ascot Station, the centre of Sunningdale, and to preserve and enhance Sunninghill.
B. Capitalise on Ascot Racecourse brand to grow more non-racing business. And attract larger events and/or of longer duration to attract additional business	Encourage the Racecourse to develop new leisure initiatives to generate employment and business opportunities. Consider and promote options for a new hotel for race goers and for delegates/visitors to non-racing events.
C. Make better use of land that may become available for re-development	Explore options for mixed use re-development schemes providing both housing and new businesses premises.
D. Redevelopment of Station Parade opposite Sunningdale Station	Consider options for attracting more specialist retail and office businesses to the area when leases terminate, likely before 2020.
E. Ageing population will require greater levels of mental and physical care (within 15 years, many "baby boomers" will be 80 years old)	Identify potential for additional home care and service businesses in the area for services to serve a local ageing, affluent population.
F. Estimated 27 offices and premises are vacant in the area with a current rateable value of £900,000	Refurbishment and development of flexible, affordable serviced offices for micro businesses to provide employment opportunities for the local professional, skilled workforce.
G. Silwood Road is rundown with three retail premises vacant	Explore potential redevelopment including rationalisation of the various sheds, workshops, retail and commercial properties.
H. Undesirable homogenisation of Ascot High Street and other retail areas	For new developments, encourage control of tenants through Neighbourhood Development Orders.

Community



Our population profile overall clearly shows an ageing population who will require improved care and facilities in the future. The profile also shows a marked drop-off for 18 to 38 year olds who find it difficult to afford housing in the area.

Our area is popular with families in part because of its excellent schools. These however are reaching their maximum capacity and may not be able to accommodate future growth in pupil numbers.

We are lucky in having easy access to outdoor pursuits such as walking and golf, a leisure centre at Charters (but no swimming pool) and a number of good playgrounds for younger children. Facilities for 13-18 year olds however are sadly lacking.

The revitalised Recreation Ground at Sunningdale is a great example of a well used community green area but similar spaces are lacking in the other villages.

INPUT FROM THE COMMUNITY	SUGGESTED APPROACH
<p>A. Access to open space for leisure pursuits most important. Current facilities for village greens and allotments inadequate</p> <p>Protect village feel and individuality</p>	<p>Identify best locations/spaces in Ascot and Sunninghill to adopt and develop as community green space.</p> <p>Develop related facilities associated with these that encourage their use as vibrant village hubs (play areas, meeting halls, mobile facilities)</p> <p>Identify potential areas for more allotments.</p>
<p>B. Improvement of community facilities, especially at Charters and Ascot and leisure facilities for 13-18 year olds</p>	<p>Explore how and where best to provide a community swimming pool and other facilities for the benefit of all residents in the area.</p> <p>Establish leisure facilities such as a skatepark in the area and youth clubs in each community for 13-18 year olds.</p>
<p>C. Adult education in need of improvement</p>	<p>Identify suitable locations and provider organisations (eg. U3A) to offer a wide range of interesting adult educational and recreational programmes in each community.</p>
<p>D. Concern regarding the future of Heatherwood Hospital and strong desire to retain hospital services within the area</p>	<p>Engage with all stakeholders and interest groups to contribute to and influence debate with a view to retaining hospital facilities at Heatherwood (but recognising that this decision is ultimately outside remit of NP team.)</p>
<p>E. Ageing population will create pressure on available health and care resources</p> <p>Doctors' surgeries valued as most important health service</p>	<p>Ensure enough accessible doctors' surgeries, care homes and sheltered housing available to meet future development plans and increasing needs of an ageing population.</p>
<p>F. Lack of flexibility over school places at all levels, especially as population grows</p>	<p>Ensure growth in new housing is matched by the provision of one new primary school in the area (with an appropriate transport plan) and additional local authority nursery places within each community.</p>
<p>G. Concern over travel issues associated with schools in the area</p>	<p>Make any future development or extensions of schools contingent on adequate school transport plans.</p>

Transport and Infrastructure



Transport around the area is dependent on the private car, even for short journeys. The roads are busy especially at certain times and concerns have been raised about the speed of traffic. The network of narrow Victorian and Edwardian roads results in localised traffic congestion and parking problems.

Limited cycling facilities and historically narrow pavements also discourage walking and cycling.

Stations at both Sunningdale and Ascot are on the main Waterloo to Reading line, which is widely used by commuters, shoppers, schoolchildren and people on recreational journeys.

Bus services within the area and to nearby towns are infrequent, indirect and limited in their hours of operation, reducing their appeal as a meaningful alternative mode of transport.

INPUT FROM THE COMMUNITY	SUGGESTED APPROACH
<p>A. Parking is a serious problem, particularly in village centres and close to railway stations</p>	<p>Manage car parks and on street parking more effectively to benefit local shoppers, shop owners and rail passengers.</p> <p>Investigate options for additional parking facilities where appropriate.</p> <p>Investigate whether any under-used privately owned or commercial space could be made available for public parking at certain times or through such as www.parkatmyhouse.com</p>
<p>B. Traffic congestion is a problem, examples being the Church Lane/A329 roundabout and the crossroads of Devenish and Bagshot Roads. Also, school hour traffic a major problem</p>	<p>Consider junction improvements and/or one-way schemes to reduce congestion.</p> <p>Encourage shift to other modes of transport (walking, cycling, public transport and car sharing) for many journeys, particularly for school runs and commuting.</p> <p>Improve school transport plans, especially for any new schools or extensions to existing ones.</p>
<p>C. Greater use of buses and trains would help reduce traffic congestion. There is demand for more bus links with other towns</p>	<p>Engage with service providers and their customers to investigate improvement of services.</p>
<p>D. Roads and pavements should be made safer and more attractive for pedestrians and cyclists</p>	<p>Consider lower speed limits throughout the neighbourhood. Create more traffic-free routes for pedestrians, rights of way through developments, more road crossings.</p> <p>Make new developments contingent on rights of way with pedestrian and cycle paths.</p> <p>Establish cycle ways through and between our villages and increase facilities for cycle storage/anchorages.</p> <p>Widen narrow pavements, especially on routes used by children walking to school.</p>
<p>E. Other aspects of infrastructure are important both to the comfort of residents and to attract businesses to the area</p>	<p>Ensure additional and improved infrastructure is provided in line with new development. This should include charging points for electric cars, fast broadband for homes and businesses and improved drainage where needed.</p>

Consultation Questionnaire for the Ascot, Sunninghill and Sunningdale Neighbourhood Plan

Have your say on the future of our area. Please complete this questionnaire and tell us what's important to you and what you don't want. All questionnaires need to be returned by **15th May 2012**.

It would help with the analysis of the results if you could complete this questionnaire online on our website www.ascotandthesunnings.com but, if you prefer, you can complete it on this form.

Then either post it or drop it in to one of the parish offices:

Sunninghill & Ascot Parish Council, The Courtyard (Ascot Racecourse), High Street, Ascot, SL5 7JF.

Sunningdale Parish Council, The Pavilion, Broomhall Lane, Sunningdale, SL5 0QS.

I am responding as a:

An individual

A business / organisation

Please provide your full postcode

Q1: If you consider the content of this consultation paper overall, on a scale of 1 to 5, please indicate how strongly you support what it is saying.

[5 = Strongly support and 1 = Don't support at all]

5

4

3

2

1

Q2(A): Looking at the vision statements specifically (those associated with the map), on a scale of 1 to 5, please indicate how much in favour you are of them.

[5 = Very much in favour and 1 = Definitely not in favour]

5

4

3

2

1

Q2(B): What would you add or take away in this vision for the future of Ascot, Sunninghill and Sunningdale?

Q3(A): Looking at the key priorities suggested for delivering this Vision, on a scale of 1 to 5, please indicate how much in favour you are of them

[5 = Very much in favour and 1 = Definitely not in favour]

5

4

3

2

1

Q3(B): What would you add or take away in this list of priorities for the future of Ascot, Sunninghill and Sunningdale?

For each of the four sections on Housing and the Environment, The Economy, Community, and Transport and Infrastructure:

The Inputs we had from the local community have been listed in the tables under each topic section and alongside are some suggested approaches for the ways forward. For each Input, please indicate the priority you would give it, on a scale of:

H=High M=Medium L=Low

Q4: HOUSING AND THE ENVIRONMENT:

A B C D E F G

Q5: THE ECONOMY:

A B C D E F G H

Q6: COMMUNITY:

A B C D E F G

Q7: TRANSPORT AND INFRASTRUCTURE:

A B C D E

Q8: Are there any other issues that you specifically would like to raise?

Thank you for taking the time to complete this consultation questionnaire. Please also complete the following information:

I live (or, if a business, located) in:

Ascot Sunninghill Sunningdale South Ascot North Ascot Cheapside

Gender:

Male Female

Age Group:

15 or under 16-24 25-44 45-64 65-74 75+

If you are willing to get involved in the on-going development of our local Neighbourhood Plan, please fill in your contact details below:

Name

Tel Number

Email address

