

# VILLAGE SURVEY

UPDATE FOR ANNUAL ASSEMBLY

Frensham Parish Council

# WHY WE CARRIED OUT THIS SURVEY

- ✓ **To build an evidence base for local decisions**  
helping the Council prioritise projects, spending and responses on issues affecting the village.
- ✓ **To understand residents better**  
not just what people think about specific issues, but who is being heard and how different parts of the community experience village life.
- ✓ **To improve awareness and engagement**  
both by inviting views and by helping residents better understand the Parish Council's role and activities.

## HOW TO READ THIS SUMMARY

- This is **an initial summary**  
More detailed findings to follow
- Findings are based on both **digital** and **paper responses**
- We **focus mainly on trends** and recurring themes
- **Individual comments do not define the result** - but can still highlight useful, actionable issues

# RESPONDENTS

## 149 RESPONSES

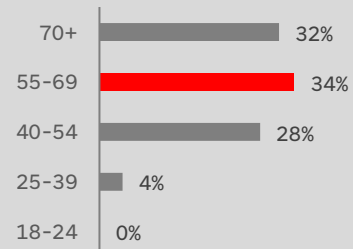


116 digital

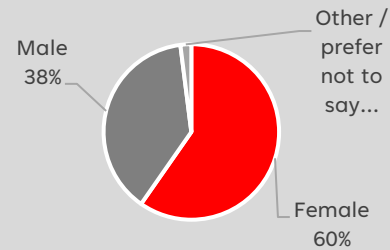


33 paper

## AGE PROFILE

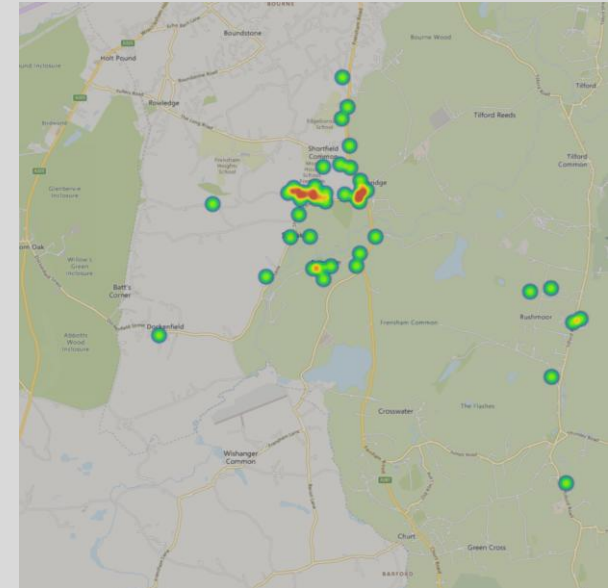


## GENDER

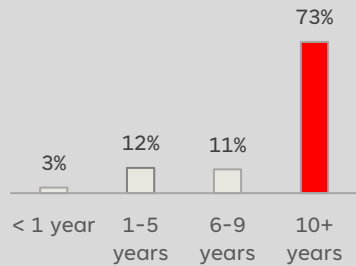


## DISTRIBUTION

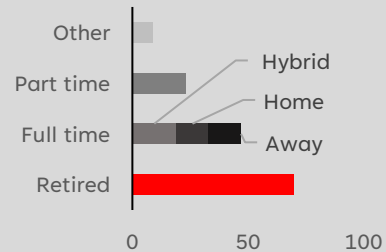
Concentration around Shortfield Common and Millbridge



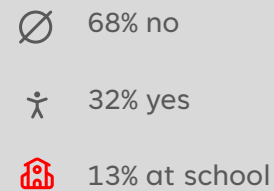
## LENGTH OF RESIDENCE



## WORK STATUS

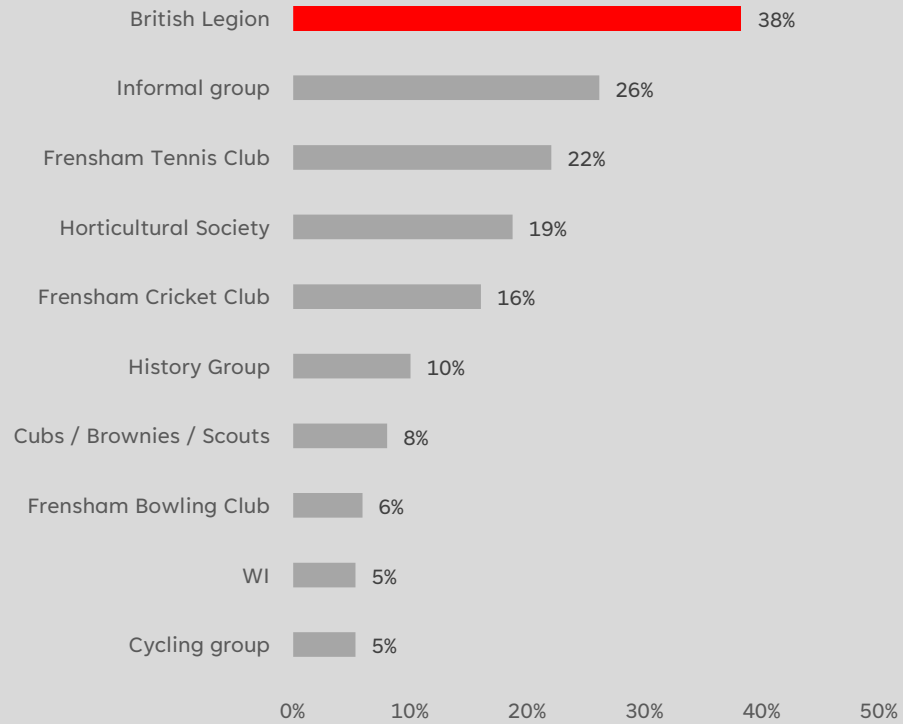


## CHILDREN



# USE OF CLUBS AND AMENITIES

38% of respondents are members of the British Legion



The **Village Shop** and the **Hollowdene Rec** are the most used venues

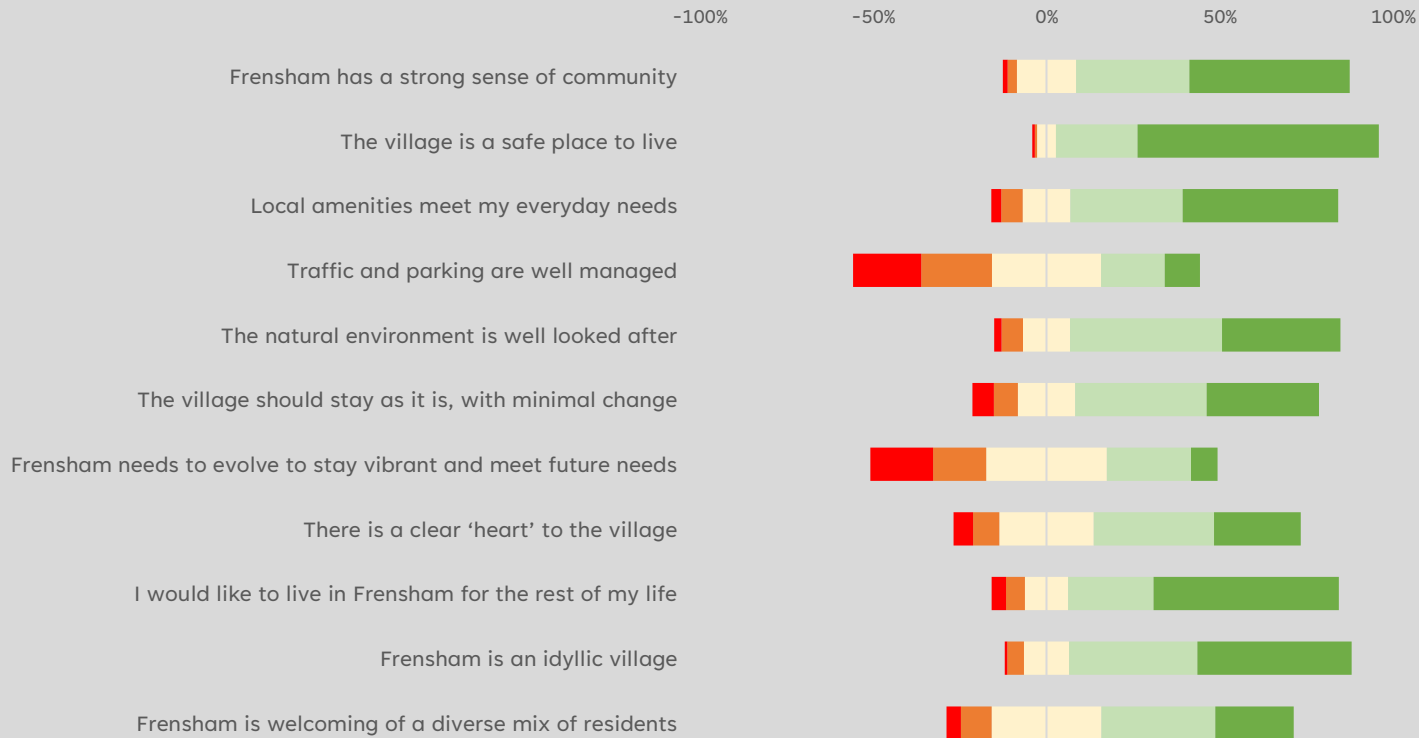
Over half of respondents use the top 6 amenities at least monthly

Squires is a key commercial asset, as is the Holly Bush

Amenity	Weekly	Monthly	Rarely	Never	At least monthly
Village Shop / Post Office	105	30	10	4	90%
Hollowdene Recreation Ground	90	28	13	18	79%
Squires	44	72	28	5	78%
Frensham Little Pond / Common	65	48	27	9	76%
Shortfield Common	66	25	33	25	61%
The Holly Bush	39	48	43	19	58%
Frensham Great Pond / Cafe	30	37	53	29	45%
Hollowdene Car Park	36	29	47	37	44%
British Legion	22	41	30	56	42%
Playground (Hollowdene)	23	25	33	68	32%
Marindin Hall	20	26	56	47	31%
St Mary's Church	12	28	60	49	27%
Farnham Brewery	5	20	44	80	17%
St Mary's Church Hall	12	13	39	85	17%
Playground (Peakfield)	5	8	10	126	9%
Frensham Pond Spa & Hotel	0	2	38	109	1%

# VILLAGE LIFE

Views about Frensham **skew positive** with the exception of **traffic**  
 Respondents didn't think the village needed to change.



## THE **BEST** THINGS ABOUT FRENSHAM...

- Frensham's rural beauty, countryside and open spaces
- A strong sense of community and friendliness
- The mix of village character with useful local amenities

## THE **WORST** THINGS ABOUT FRENSHAM...

- Traffic, speeding and parking
- Practical frustrations around connectivity
- Many say 'nothing'

## POOR SATISFACTION WITH SERVICES



# TAXATION & SPENDING

## POSITION ON PRECEPT

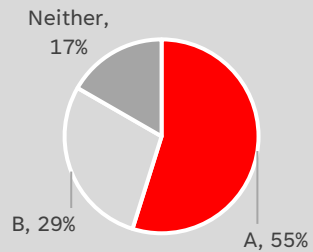
**PRECEPT:** 63% report only limited understanding

**VALUE FOR MONEY:** Clustered around fair/good.

**TAX:** 5% Pay less, 54% Happy as is, 30% Pay more, 7% Much more

**SUBSIDISE CLUBS** Opinion divided.

## PLAYGROUND / CAR PARK CHOICE



### OPT A - Pros

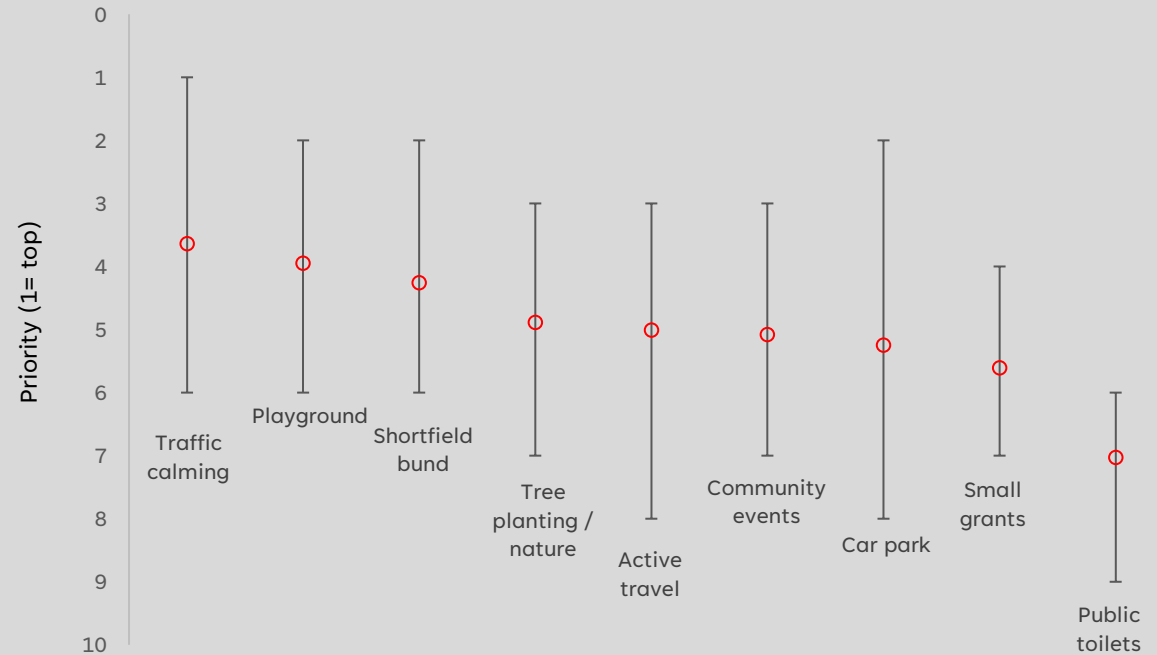
- Keeps playground central
- Feels safer
- Adjacency to shop

### OPT A - Cons

- Less ambitious parking
- Doesn't relieve pressure
- Site physically constrained

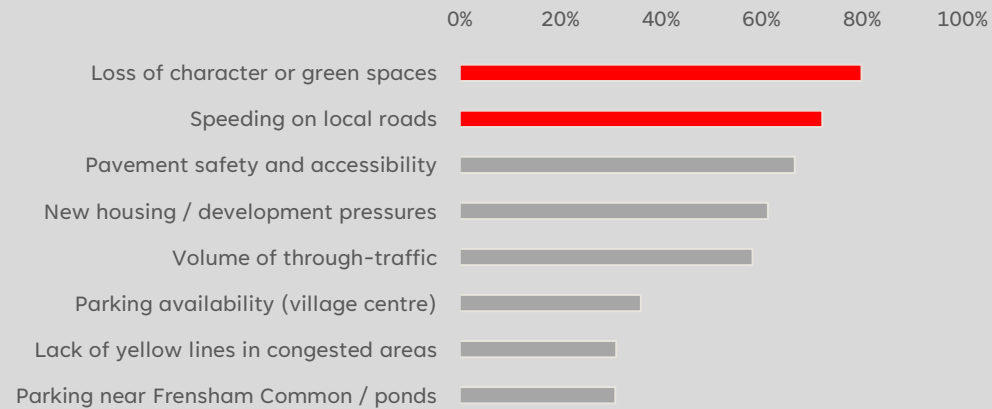
## ANALYSIS OF SPENDING PRIORITIES

Traffic calming is the top priority for the respondents, with the playground replacement a close second.

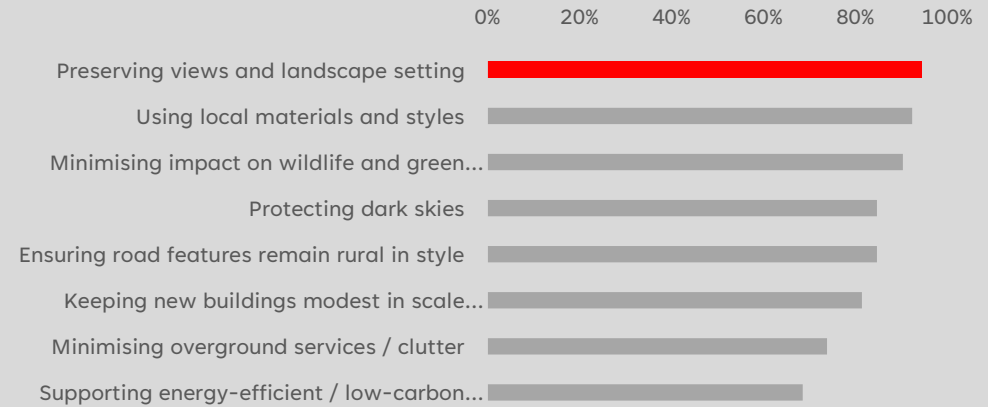


# PLANNING & HIGHWAYS

## CONCERNS - % RATING IMPORTANT



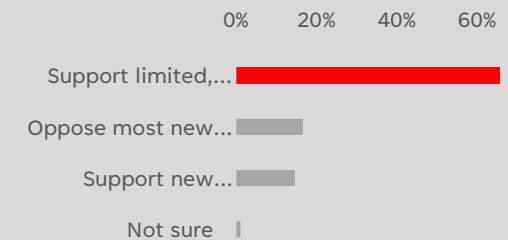
## CONSIDERATIONS - % RATING IMPORTANT



## TROUBLE SPOTS

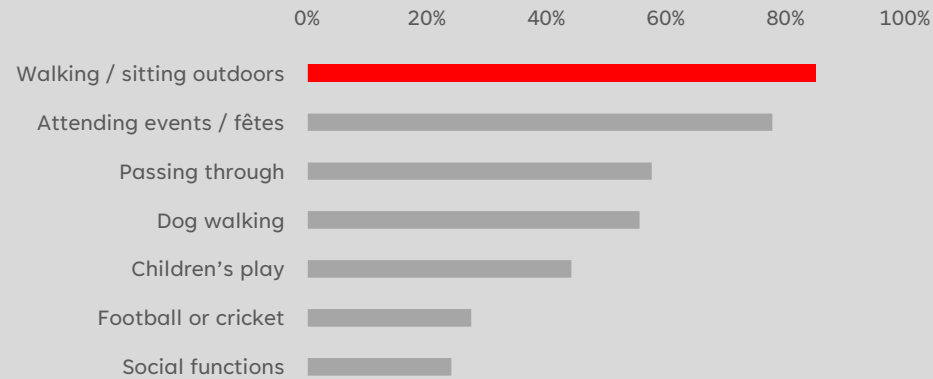
- **Shortfield Common Road** - parking pressure, congestion and pedestrian conflict
- **A287** - concern around speed, pavement safety and difficulty walking safely
- **Hamlash Lane** - mentioned as a specific traffic / speed / safety concern
- **St Mary's / Church area** - repeated concern around traffic and pedestrian safety

## THE EXTENT TO WHICH RESIDENTS SUPPORT DEVELOPMENT



# HOLLOWDENE & OPEN SPACES

## HOW DO PEOPLE USE HOLLOWDENE?



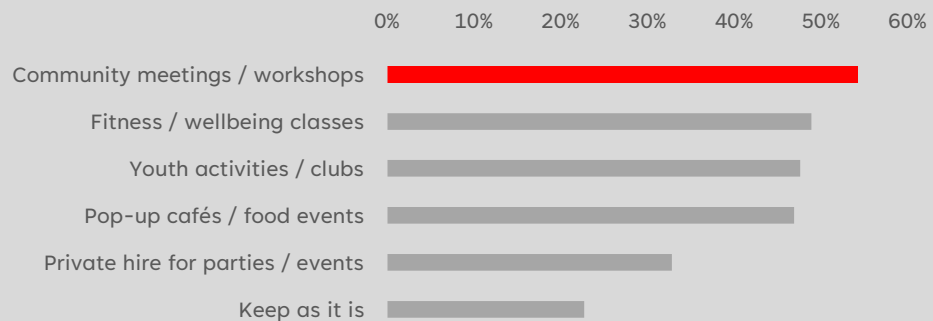
## OPINIONS ON HOLLOWDENE

- 93% say Hollowdene is very or fairly important
- 87% say sports clubs are important to community life
- Preferred charging approach centres on charging larger organisations something, rather than free use for all

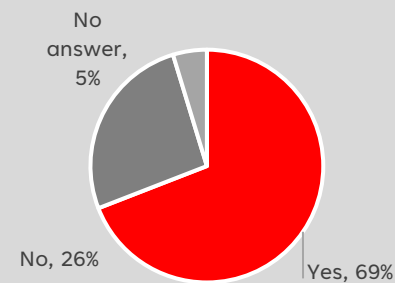
## RIGHTS OF WAY

- Rights of way view leans toward current access being about right
- Strong support for natural, light-touch enhancements
- Repeated warning against clutter, overdesign and erosion of rural character

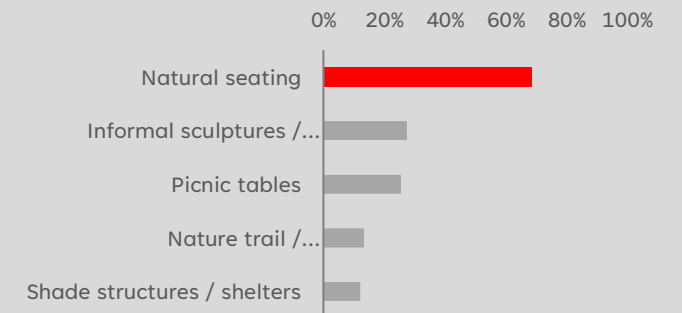
## HOW SHOULD THE PAVILION BE USED?



## PLANT MORE MATURE TREES?

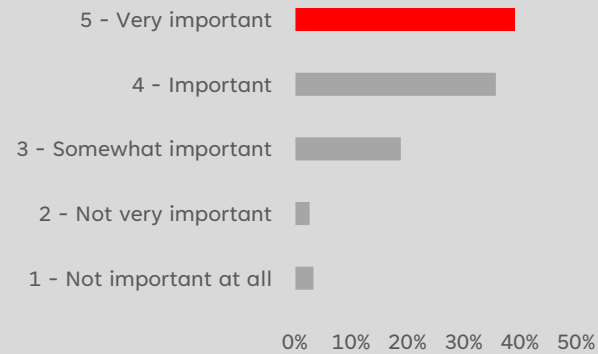


## NEW FEATURES FOR HOLLOWDENE



# SUSTAINABILITY

## IS IT IMPORTANT?



Residents were unconvinced of the need to declare a 'climate emergency' – with 27% opposed while 41% were willing to give it consideration if coupled with a clear plan

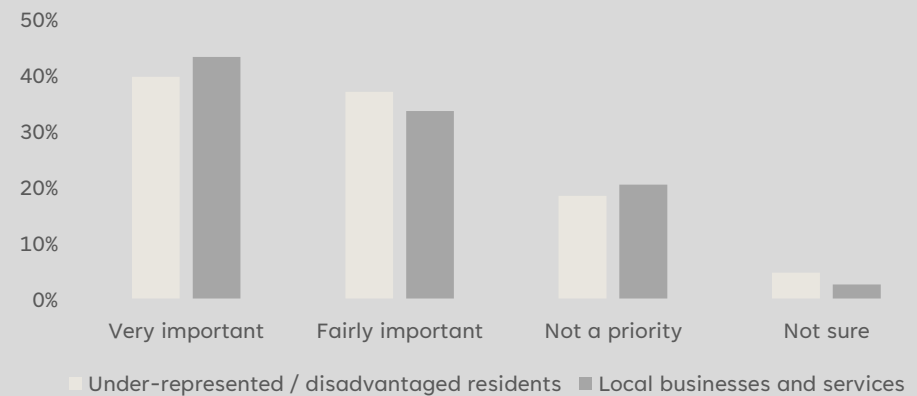
## TOP 3 BIODIVERSITY PRIORITIES

1. Creating wildflower meadows – **76%**
2. Restoring ponds and ditches – **71%**
3. Planting native hedgerows and tree corridors – **68%**

## TOP 3 SUSTAINABILITY PRIORITIES

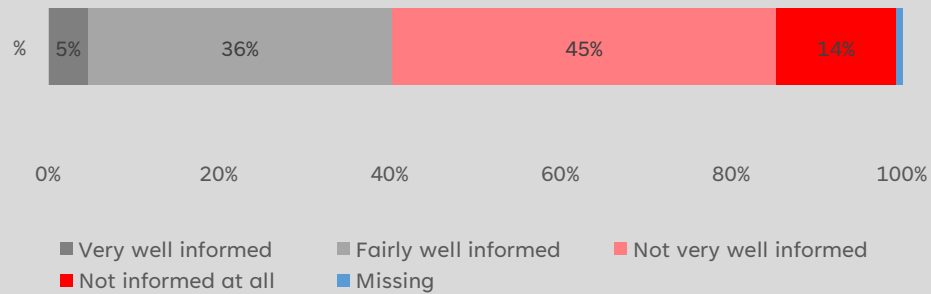
1. Improving biodiversity and nature recovery – **64%**
2. Encouraging walking and cycling over car use – **56%**
3. Supporting local food growing initiatives – **52%**

## WHO SHOULD THE COUNCIL SUPPORT?

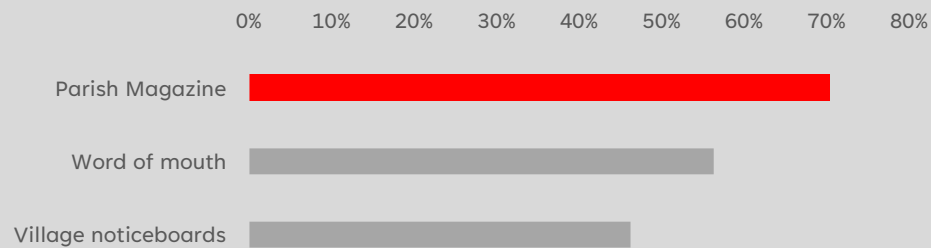


# COMMUNICATIONS

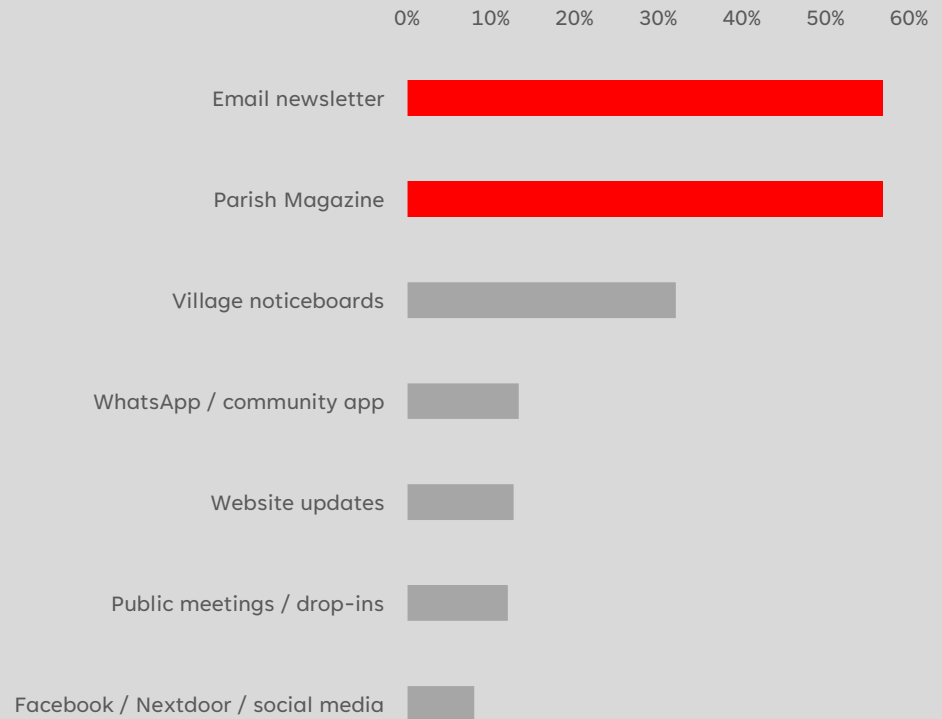
## HOW WELL INFORMED ARE PEOPLE ABOUT THE COUNCIL?



## HOW HAVE THEY BEEN RECEIVING INFORMATION?



## PREFERRED COMMUNICATION FORMATS

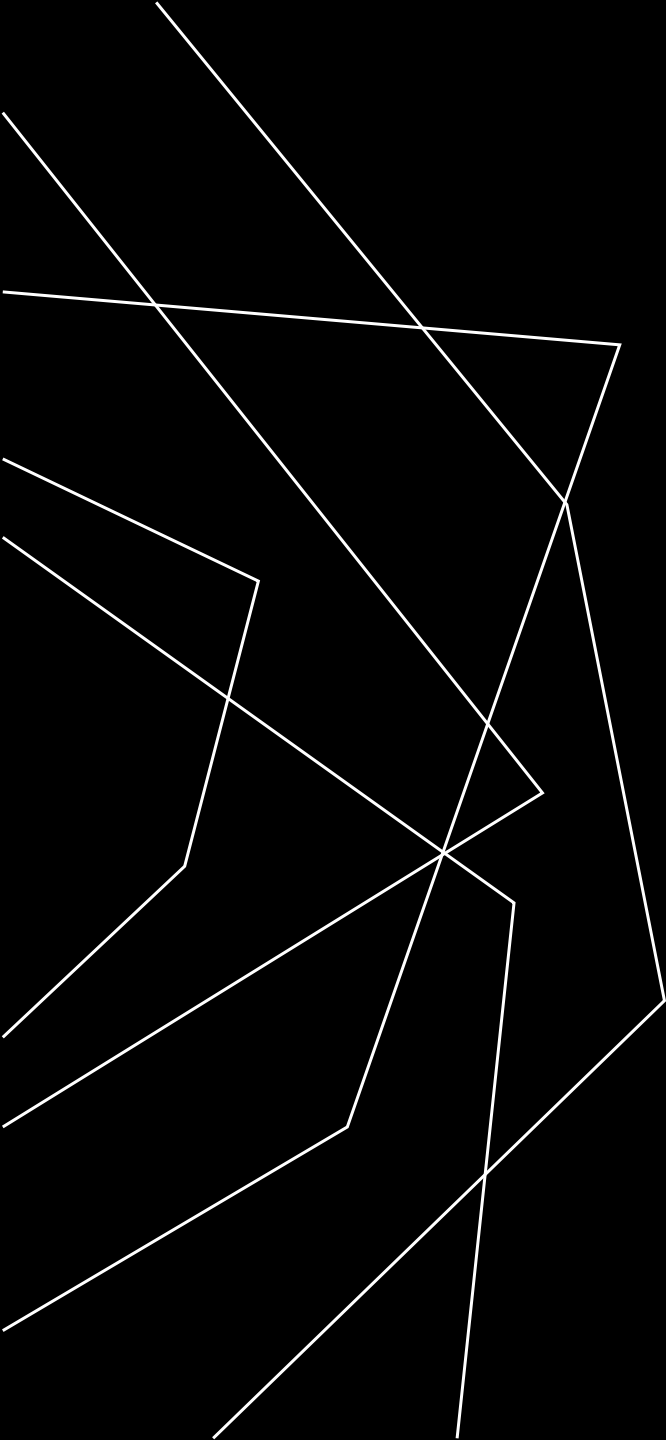


# REFLECTIONS

- The survey gives the Council a **stronger evidence base** than anecdote or isolated complaints.
- Frensham is viewed **very positively overall** - especially for its safety, beauty and sense of community.
- Residents are **not resistant to all change**, but they want change to be **sensitive, practical and rooted in village character**.
- The clearest pressure points are **traffic, speeding, parking and some weaker local services / communications**.
- There is support for investment in community assets and nature - but a consistent message to **avoid overdesign, clutter and unnecessary urbanisation**.
- The picture that emerges is of a village that is **deeply valued, but not without practical frustrations that now need addressing**.

# NEXT STEPS

1. Publish summary and close the loop with residents
2. Use findings to inform live decisions on spending, traffic and projects
3. Strengthen communications - especially email + magazine
4. Translate comments into a practical action list for named issues and locations
5. Build the results into future planning and budgeting



THANK YOU