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# Claygate Placemaking Vision and Action Plan consultation statement

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**March 2026**



**Elmbridge**  
Borough Council

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## 2. Introduction and background

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- 2.1 Place-making is an approach that informs and facilitates the delivery of Council and community-led projects and initiatives. It is a collaborative process that empowers communities to shape and improve their neighbourhoods in partnership with the Council and other key stakeholders such as our infrastructure providers including Surrey County Council (SCC). This commitment was initiated through the Council's Vision<sup>1</sup>.
- 2.2 The Claygate Vision and Action Plan is part of the placemaking initiative developed by EBC in collaboration with the Claygate Parish Council (CPC), residents and businesses. The objectives of the Claygate Vision reflect the values, needs, and aspirations of the residents and stakeholders in the area.
- 2.3 Following initial engagement work undertaken by Claygate Village Association (CVA), the draft Claygate Vision and Action Plan were developed by EBC working in partnership with CPC as part of the EBC's wider place-making ambitions set out in the Council's Vision.
- 2.4 The draft vision and action plan were published for public consultation in April 2025. The response to the consultation indicates that most respondents agreed with the contents of the draft vision and action plan.
- 2.5 This report outlines how the council conducted the engagement; summarises the feedback received and explains how this feedback amended the draft Claygate Vision and Action Plan.

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<sup>1</sup> [Elmbridge Borough Council, Vision 2030](#)

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### 3. Draft Claygate Vision and Action Plan consultation

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2.6 The Council undertook a four-week consultation with the residents, businesses and communities of Claygate from Thursday 3 April to Thursday 1 May 2025, on the draft Claygate Vision and Action Plan. The purpose of the engagement was to gather opinions, concerns and aspirations about Claygate from the people who live, work and visit there.

2.7 The draft Claygate Vision followed the initial survey work undertaken by Claygate Village Association (CVA), which sought the views of residents about the future of Claygate, as part of the Claygate: The Way Forward campaign. Following the initial work led by CVA, the Association passed on the results and recommendations from the survey to EBC and CPC to develop further.

3.1 The Council used various methods to engage the community on the lead up to and during the consultation:

- A Commonplace consultation hub was made available on the Council's website where the draft vision, action plan and a survey were published<sup>2</sup>. Furthermore, an email from the platform was sent out to those who had completed other consultations and wanted to be kept informed of any new consultations.
- Dedicated webpages were published on the Council's website to provide information and updates on the consultation and development of the draft vision and action plan<sup>3</sup>.
- The consultation was promoted on a range of social media platforms before and during the consultation period, including Facebook, Nextdoor, Instagram, LinkedIn and WhatsApp.
- Posters with a QR code enabling people to scan and go to the consultation on their mobile phones were displayed on noticeboards.
- An in-person drop-in session was held on 23 April 2025 from 4 to 7pm at the Claygate Village Hall.
- A flyer for residents to take away from the drop-in event as a reminder to complete the consultation was also available.

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<sup>2</sup> [Draft Claygate Vision and Action Plan Commonplace consultation hub](#)

<sup>3</sup> [Draft Claygate Vision and Action Plan webpages](#)

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## 4. Consultation survey

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- 4.1 The consultation received 75 individual responses, which were submitted via the survey available on the Commonplace consultation hub. The overwhelming majority of respondents agreed with the draft vision and action plan.
- 4.2 The following section summarises the comments received for each of the questions on the survey. The survey asked for a reason where a respondent didn't agree with the Vision and/or objectives, and these reasons have been detailed below.

### Q1. Do you agree with the draft Vision for Claygate?

Agreed	Objected
61 (81%)	14 (19%)

### Q2. If not, why?

- The vision and action plan lack specific deliverables that would lead to positive change in the village.
- It lacks strategic vision, what do we want Claygate to look like in 10 years.
- More should be done to promote genuine inclusivity.
- The environment should be the priority.
- It should be doing more to reduce car use and encourage use of active and sustainable modes of transport.
- It fails to cover key issues of importance to residents such as introduction of (20mph) speed limits.
- The opposition to any kind of new development or retail space will kill the village.
- The focus on 'independent shops and small businesses' is deliberately worded to preclude the possibility of an M&S store at the Torrington Lodge car park site.

### Q3. Is there anything you think is missing from the draft Vision?

- The vision is not strategic and lacks ideas to tackle the real problems: young people are priced out; the village lacks basic facilities and runs on the basis that people are retired/in wealthy families.
- Designing in green measures at every stage.
- Protecting green spaces for leisure, not just for people to "congregate" or pursue sport.
- Excludes the possibility of allowing competition for the local shops.

- An explanation as to why the M&S proposal was rejected.
- A stronger focus on road safety, traffic and speed reduction.
- A balance between all stakeholders' interests but a recognition that many people rely on their cars.
- Whether building should be permitted on the Green Belt.

**Q4. Do you agree with the objectives under 'Thriving Claygate'?**

Agreed	Objected
61 (81%)	14 (19%)

**Q5. If not, why?**

- Not convinced that it would allow for an M&S which would enable a thriving Claygate.
- Discouraging through traffic needs to be a priority, alongside speed restrictions for road safety.
- Not enough focus on improving transport links to Claygate with the rest of Elmbridge.
- It misses fundamentals about supporting a younger generation to live in Claygate: affordable/social housing, more affordable/accessible shops.
- Should establish a multi-purpose community hub but not at the expense of the taxpayer or CIL monies.

**Q6. Do you agree with the objectives under 'sustainable living'?**

Agreed	Objected
64 (85%)	11 (15%)

**Q7. If not, why?**

- There is no mention of green spaces for general leisure.
- The needs of those who are reliant on their cars to get to the shops, access local services and stay connected should not be overlooked.

**Q8. Do you agree with the objectives under Our Village Community?**

Agreed	Objected
63 (84%)	12 (16%)

**Q9. If not, why?**

- Transport to secondary schools should be looked at.
- Missing an awareness that a lot will be improved by greener living.
- Not convinced that a gym is needed in Claygate.

- Given that Claygate already has a Community Centre, two village halls, and a youth club, purchasing and refurbish The Winning Horse as a community hub seems unnecessary and should be developed for housing.

**Q10. Do you support the key actions and milestone set out in the Action Plan?**

Agreed	Objected
53 (71%)	22 (29%)

**Q11. If not, why?**

- A priority on encouraging parking and car use and no mention of active travel.
- An over reliance on promoting things online and social media, thereby excluding many older residents.
- Some doubts about the potential for further development of outdoor space by cafes/restaurants.
- No concrete plans to tackle road safety and traffic.
- Do not agree with the purchase of the Winning Horse when there are already several community centres in the village.
- Too narrow and not well defined enough.
- Would like to see an M&S in Torrington Lodge car park.
- Lacking defined time commitments.
- Too much is vague/unachievable or out of the Council's field of responsibility.

**Q12. Do you have any Additional comments?**

- Please put the environment first.
- An NHS dentist please.
- A public library (with museum/gallery) please.
- Green Belt - could consider higher density housing in village centre to avoid developing on green belt.
- Please avoid the temptation to impose 20 mph speed limits on any stretch of well-used road: even on the worst roads, a 30-mph limit is adequate safety-wise.
- The plan to buy The Winning Horse to create multi-purpose community hub for all ages is an excellent idea which will help level up the provision of facilities within the village.
- Affordable housing is important for the renewal of the village. Nimbyism should be avoided, the Raleigh drive site is perfect for housing, as is the BT site and Torrington Lodge.
- Protection of the green belt is missing.
- There should be actions to improve public transport to the village e.g. bus route to Epsom, Cobham and Weybridge.
- Support for an M&S on Torrington Lodge.

- Consultation is needed on developing underused areas in the village e.g. the car parks but thought needs to be given to the whole community not just a few people with the loudest voices.

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## 5. How have we addressed the raised issues

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- 5.1 The responses received as part of the consultation have been considered when updating the draft Claygate Vision and the Action Plan.

### Claygate Vision

- 5.2 Within the first part of the Vision, 'Thriving Claygate', some residents highlighted the need for travel links across the village that do not use cars as the main means of transport. As such, provision of active travel links to encourage reduced use of a car was added.
- 5.3 The second part of the Vision in the consultation version is concerned with 'Sustainable Living'. The Sustainable Living part of the Vision has been moved to come first, followed by 'Thriving Claygate' and 'Our Village Community'.
- 5.4 It was suggested that to enable young residents to remain living in the area, a greater provision of affordable housing was needed. At the same time, it was felt that older residents may also wish to stay in the village, however that there is a lack of smaller homes for them to downsize to. A greater variety of housing tenure and sizes is possible through enabling larger developments, as the smaller sites are usually constrained due to viability. As such, the delivery of affordable and smaller dwellings to meet the needs of Claygate community through larger schemes was added.
- 5.5 The final part of the document is concerned with 'Our Village Community' matters. Residents highlighted the need for better information about what is happening in the village. It was suggested that a collective Claygate website was created to include an information hub for the whole community. However, it was also highlighted that those unable to access the internet may experience difficulties in accessing this information. It is therefore suggested that appropriate access is made through campaigns, leaflets and/or through promotion by local businesses – café, retail, restaurants and various service providing businesses.

### The Action Plan

- 5.6 The Action Plan sets out a list of short-term deliverables and timescales within which it is envisaged these to be carried out. It also identifies the organisation(s) responsible for their implementation and action details to be carried out. A few respondents highlighted the lack of specific deliverables or their timing.
- 5.7 EBC, as part of Surrey, is currently undergoing a Local Government Reorganisation (LGR) process that may affect responsibilities associated with some of the actions. However, there are several actions that could be achieved

through partnership between the CPC and the community itself. Some short-term aims could be achieved with the assistance of EBC.

- 5.8 Several responses highlighted the need to protect the Green Belt. This is a matter of national planning policy and the Claygate Vision, or the Action Plan cannot secure overall protection or otherwise of the Green Belt. It is possible that only the larger development schemes would be able to provide a housing mix to meet the needs of the young or elderly, provide open publicly accessible green spaces and contribute to the active travel links and safer pedestrian routes in the village. Such sites could be found on the edges of the village, in the Green Belt however, any such sites will be considered as part of the new Local Plan or via the development management process and determination of a planning application.
- 5.9 Delivery of several points outlined in the Vision are possible only through third party partners, such as Surrey County Council as the Highway Authority or would be dependent on a private sector.

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## **6. Conclusions**

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- 6.1 The overwhelming majority of respondents to the consultation on the draft Claygate Vision and Action Plan agreed with their contents.
- 6.2 Some of those who did not support the Vision and/or the Action Plan considered a greater focus should be placed on encouraging active and sustainable modes of transport, whereas others considered the opposite. Furthermore, respondents suggested there needed to be greater emphasis on road safety and the environment; a direction on whether development in the Green Belt should be permitted; a greater focus on delivering new homes in the village, including affordable housing and smaller dwellings, particularly for younger and elderly people respectively; and a more strategic approach to the actions associated with specific deliverables.
- 6.3 In partnership with Claygate Parish Council, Elmbridge Borough Council has taken the feedback received during the consultation and prepared the final versions of both, the Claygate Vision and the Action Plan, for publication.