STAINES
MASTER PLAN
future focused, locally shaped

STAINES MASTERPLAN PUBLIC EXHIBITION: CONSULTATION OUTCOMES

(INCLUDES APPENDIX A: FURTHER BREAKDOWN AND ANALYSIS OF RESPONSES)

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Summary of consultation

Total responses to the consultation:

- 167

Responses from Statutory Consultees:

- Statutory consultees responded, which included:
    - Runnymede Borough Council (RBC)
    - Surrey County Council (SCC)
    - Colne Valley Regional Park Trust (CVRPT)
    - Sport England
    - Network Rail
    - Environment Agency (EA)
    - Transport for London (TfL)

Public in-person events

- 2 public in-person events took place:
    - Wednesday 22 July 2026
        - Staines High Street Market
        - 10.30am to 3.30pm (daytime exhibition)
        - 300+ local people dropping by
    - Tuesday 18 August 2026
        - Staines Library
        - 5pm – 7pm (evening drop-in)
        - > 100 local people dropping by

Virtual exhibition

- A virtual exhibition was also available online on the Staines Masterplan engagement hub on Commonplace, which comprised:
    - a PDF of the boards available in a virtual flipbook form, viewable in a web browser and also able to be downloaded;
    - 3 types of surveys for stakeholders to fill in- main survey, shorter version for people with less time, shorter version for young people;
    - stakeholders also directed to email in, or mail, their response, if easier.

Response snapshot

- On average, via the main survey, over **72%** of respondents rated their support for an idea/ the Masterplan overall a **4 (support) or 5 (strongly support)**.
- The most important objective identified across surveys was **'improving the quality of our places and spaces'**
- The part of proposals which were supported the most was **'more open green space'**
- The key idea people felt would have most potential to improve the town was **'railway station improvements'**

Overall sentiment:

- Stakeholders generally support the idea of improvements to public spaces, riverside environment, walking routes and cultural offer;
- They show less support for proposals that are associated with more housing and high-rise buildings, potential loss of car parking, increased population without infrastructure and traffic congestion.

Summary of issues by number of respondents

Rank	Issue	Frequency of mentions	% of respondents
1	Green space, trees, greening and landscaping	30-40	~30-40%
2	Need for infrastructure, including GPs, schools, dentists and hospitals	25-35	~20-30%
2	High-rise buildings and too many flats	25-35	~20-30%
2	Riverside improvements	25-35	~20-30%
5	Walking and cycling connectivity and public realm improvements	20-30	~15-25%
5	Parking loss and need for parking	20-30	~15-25%
7	Delivery, confidence in process and implementation	20-25	~15-20%
8	Traffic congestion	15-25	~10-20%
8	New railway bridge	15-25	~10-20%
10	Town character and heritage	15-20	~10-15%
10	Community, culture and youth facilities	15-20	~10-15%

12	Shops, retail and town-centre vitality	10-20	~8-15%
13	Bus station proposals	8-15	~6-12%
14	Flood risk, drainage and sewer capacity	8-12	~5-10%

Planning Context of Key Issues

The **Local Plan** already sets the number of new homes and the broad areas where growth will happen.

The **Infrastructure Delivery Plan** deals with the infrastructure needed to support that growth.

The **Design Code** deals with detailed design quality.

The **Staines Masterplan** has a different role: it brings these pieces together in a place-based vision for Staines town centre. It does not reopen housing numbers, decide infrastructure delivery or replace the Design Code.

Community comments on these issues are still important. This report records them, explains where responsibility sits, and shows where the Masterplan can help by coordinating, reflecting or signposting the issues raised.

Key Issues Raised

Green space and riverside improvements

- Residents strongly supported improvements to the riverside, including connections to the river and making better use of waterfront spaces.
- Desire expressed for the riverfront to become the focus of the town.
- Support for more greenery, additional tree planting suitable for future climate conditions, better connections to Staines Moor and the creation of more wild or natural spaces.
- Good maintenance of existing public spaces was considered just as important as delivering new projects.

Infrastructure

- Concern around whether local infrastructure can support future growth, including GP surgeries, schools, water and sewage systems, policing, fire

services and the road network- perception that development is being proposed without corresponding infrastructure and public services.
- Traffic congestion remains a key issue, with suggestions including a park-and-ride scheme.
- Participants also raised concerns about parking provision, particularly the future of the Two Rivers and multi-storey car parks- perception that the Masterplan underestimates car use and overestimates the ability of public transport to replace it.
- Improvements are desired for public transport, including better links to Woking, Guildford and Heathrow, potential inclusion in London Zone 6, and upgrades to the bus station while maintaining convenient access to Elmsleigh.
- The station was identified as a key gateway requiring regeneration and priorities included improving the public realm around the station, strengthening links to the town centre and ensuring any improvements are future-proofed to accommodate long-term growth and changing travel patterns.

High-rise buildings, housing provision and viability

- Mixed opinion on taller buildings: some respondents accept height if it is well designed but many are concerned about preserving the town's skyline and avoiding inappropriate development.
- Desire expressed for Staines to remain a riverside town and not become a high-rise urban centre.
- Participants requested greater transparency around the concept of the “best place” and how height-related decisions are made.
- Queries around the Masterplan's delivery timetable, funding arrangements and overall viability, with some citing previous unrealised schemes, such as the Oast House proposals, as reasons for scepticism.
- Support for delivering of more affordable housing alongside a greater variety of housing types.
- Some stakeholders expressed opposition to HMOs and highlighted concerns about anti-social behaviour.
- Protecting existing communities, businesses and valued buildings was seen as important when planning future development.

Delivery, implementation and confidence in process

- A significant minority of respondents expressed some degree of scepticism about delivery.
- The dominant concern was not that the vision was wrong, or that the Masterplan’s aspirations aren’t generally supported, but that Staines has seen

previous strategies, proposals and promises that either changed, weakened or never materialised.

- There were some doubts about whether developers would follow the Masterplan or whether key elements such as design quality, green space and height controls could be weakened over time.
- Stakeholders questioned funding, accountability, monitoring and who would ensure delivery and sought assurance that infrastructure would be delivered alongside growth.
- Some respondents raised concerns about future governance and decision-making, especially in the context of West Surrey and Local Government Reorganisation, but the wider issue was confidence that future councils, developers and decision-makers would continue to support and implement the vision.
- Uncertainty was expressed about the Masterplan's influence, with some respondents questioning whether it would carry sufficient weight in planning decisions or could be overridden by developers, leading to calls for stronger planning status and greater influence over future development.

Town Centre Leisure and Culture Offer and Investment

- Many stakeholders emphasised the need to attract more visitors and investment into the town.
- Support expressed for enhancing the town square area, Old Town Hall and former Debenhams site.
- Comparisons were made with Kingston, Twickenham and Richmond as successful examples of thriving riverside town centres.
- Suggestions included strengthening Staines' identity as a market town through independent retailers, permanent market stalls and potentially outlet shopping opportunities.
- Stakeholders wanted a wider range of facilities and activities to support different age groups and interests.
- Suggestions included study spaces, SEN-friendly facilities, cultural venues, theatres, live music and comedy events, an outdoor cinema, playgrounds, riverside restaurants, historical trails, blue plaques and leisure attractions such as bowling, arcades, laser quest and running facilities. More public toilets were also identified as a priority.

Flood and environmental protection

- Flood risk, including groundwater flooding, remained a significant concern, with specific concerns raised about proposals at the Bridge Street car park site.
- Flood risk sought to be addressed much more explicitly before major development proceeds.
- Stakeholders also emphasised the need for sustainable and healthy development, including measures to address overheating, air pollution and climate resilience through increased shade, tree planting and features such as solar canopies.

Top 3 priorities, concerns and contradicting viewpoints

Priorities

- Riverside regeneration
- More green space and trees
- Better public spaces

Concerns

- Lack of infrastructure in place before development
- Parking and traffic congestion
- Increase in high-rise buildings

Contradicting viewpoints

- Amount of residential development: recognition of need for more homes vs some respondents desire no further growth.
- Car parking provision: some support for less car use principles/ dependency, supporting walking and cycling and more use of public transport vs some wanting to protect parking and even provision for more cars with new development, citing more cars parked in residential streets as a result of recent high-rise development and concern that adequate public transport will not be in place for future growth.
- Building height: acknowledgement of the need t for taller buildings being necessary in some place to accommodate future growth, which will bring more footfall and lead to improvements to town centre provision vs some wanting to protect town centre character and skyline, calling for height restrictions.

Further Details of Key Issues and Officer Comments

Key point/ issue	Frequency of mentions	**% of respondents***	**Detailed comments**	**Officer comments in relation to the Masterplan**
Green space / trees / greening, landscaping	30- 40	~30-40%	One of the strongest areas of consensus. Respondents champion a greener Staines, including more trees and natural spaces, stronger links to surrounding green areas, and better maintenance of existing public spaces.	One of the aims of a masterplan is to provide guidance to determine locations for open space and green infrastructure. The Masterplan cannot physically create green spaces on its own, but it can provide the vision, land allocation suggestions, implementation guidance and refer to, and align with, relevant planning policies needed to deliver more and better-connected green spaces over time. Therefore, it is within the scope to emphasise the importance of this theme more throughout the Staines Masterplan.
Need for infrastructure (GPs, schools, dentists, hospitals etc.)	25-35	~20-30%	Most widespread strategic concern. Respondents broadly supported improvements to transport and infrastructure but expressed significant concern that development and population growth are outpacing investment in roads, public services and	The delivery of supporting infrastructure does not fall within the scope of the Masterplan and is covered by the Local Plan. SCC's Healthy Streets for Surrey also covers design principles in relation to road design, integrating public transport and pedestrian and pavement design. Overall, infrastructure services are typically planned and funded by separate bodies such as SCC (schools, some highways), NHS England and Integrated Care Boards (GPs and healthcare), Fire and Rescue Services, police authorities, utility companies and central government. However, the Masterplan can set visioning and aspirations for infrastructure.

			utilities, with a strong desire for realistic infrastructure planning alongside regeneration.	
High-rise buildings / too many flats	25-35	~20-30%	Mixed views: concern around the skyline and high-rise precedents but support for new homes and desire for good design. Respondents generally supported regeneration and new housing but wanted development to respect Staines' riverside character and existing communities, with concerns about building heights, greater transparency and deliverability, and a preference for a wider mix of affordable housing rather than high-density schemes that could harm the town's identity.	The location and quantum of development in the Borough falls within the remit of the Local Plan and is not in scope to be addressed in the Masterplan. The Local Plan allocates specific sites for development, some of which are in Staines town centre. A masterplan can help by setting some expectations for building heights, promoting a mix of housing types, creating visioning for protecting the character of existing neighbourhoods and identifying locations where taller buildings may be best places. However, the Masterplan alone cannot prevent high-rise development or guarantee a reduction in flat-led schemes, as these decisions are ultimately governed by planning policy (setting where sites are and how many homes on a specific site) and the determination of individual planning applications when these come forward. The Masterplan does however aim to ensure that future development in Staines town centre (allocated sites) is coordinated and aligned with the Local Plan and other relevant policy and guidance to ensure this future development is well-integrated

Riverside improvements	25-35	~20-30%	Mostly positive comments and another large area of consensus. Respondents viewed the riverside as Staines' defining asset and strongly supported enhancing access, green space, leisure opportunities and environmental quality along the waterfront, while preserving its character and making it a central focus of the town's future identity and regeneration.	While the Masterplan cannot guarantee that all future development will be prevented, it can establish a clear vision that prioritises the riverside as a valuable environmental, recreational and community asset for residents, workers and visitors. The Masterplan can also encourage a stronger vision for the riverside, such as with leisure, cultural, historical and other and touristic attractions. It can also promote environmental and ecological improvements/ improved functions. It can also create stronger encouragement for improved connections and accessibility between the town and river.
Walking and cycling connectivity, public realm improvements	20-30	~15-25%	New bridge and pedestrian routes are often supported. Respondents were generally supportive of measures to improve walking and cycling connectivity and enhance the public realm, with a strong desire for safer, more attractive and better-connected routes linking key destinations, while creating a greener, more accessible and welcoming town centre environment.	The Masterplan can play a significant role in improving walking and cycling connectivity and enhancing the public realm. It can identify new pedestrian and cycle routes, opportunities to improve connections between key destinations, particularly transport hubs and entrances or 'gateways' to the town centre and main high street/ shopping areas. It can also create a vision for safer and more accessible streets and promote investment in public spaces, landscaping and other town centre improvements. While the delivery will depend on funding and implementation from development coming forward, these are areas where the Masterplan can provide a clear vision and strong direction for future change.

				SCC's Healthy Streets for Surrey also covers design principles, such as integrating pedestrian and pavement design. SCC's Local Transport Plan also aims to create more 'Liveable Neighbourhoods', which includes 'creating space for community facilities like parks, gardens, play spaces and seating; creating attractive local environments and welcoming neighbourhoods that people want to live in; reducing the dominance of cars and goods vehicles resulting in improved safety, air quality and noise pollution to encourage more walking, cycling and social interactions.' The Masterplan will therefore refer to, and align with, these principles.
Parking loss / need for parking	20-30	~15-25%	This was identified particularly at the Two Rivers, station and town-centre parking. Respondents were concerned about the potential loss of parking and believed adequate parking remains essential for residents, visitors and businesses, with a perception that future plans may underestimate car dependency and the role	The Staines Masterplan can deal with parking to an extent where it can identify strategically important public car parks, recognise where parking supports the town centre economy, recommend the retention of key parking facilities or levels of car parking provision and discourage redevelopment of essential parking sites unless suitable alternatives are provided. However, it cannot guarantee the retention of specific car parks or directly control future parking provision, which remains subject to planning policy, land ownership and individual development proposals.

			parking plays in supporting the town centre.	
Delivery, confidence in process, implementation	20-25	~15- 20%	Respondents were sceptical about whether the Masterplan would be delivered in practice, citing previous unrealised schemes and concerns about funding, accountability, developer compliance and long-term commitment from future decision-makers (West Surrey). Respondents also have concerns over whether the Masterplan would carry sufficient weight in planning decisions and sought stronger mechanisms to ensure that infrastructure, design quality and other key objectives are implemented alongside growth.	The Masterplan can help build confidence through clearer delivery, monitoring and accountability measures, but it cannot by itself guarantee that future councils, developers or infrastructure providers will deliver everything that is proposed, nor can it create funding. However, it can help address many of respondents' concerns by: • Clearly identifying delivery partners, responsibilities and governance arrangements; • Setting out a delivery plan, phasing and indicative timescales; • Explaining how projects could be funded and prioritised; • Establishing monitoring and review mechanisms; • Aligning with the Local Plan, Design Code and other planning documents; • Seeking formal council endorsement to strengthen its influence on future decisions; • Demonstrating how infrastructure, design quality and green space objectives should be secured alongside development; • Defining a long-term vision that can guide future decision-makers, including through local government reorganisation.

Traffic congestion	15-25	~10-20%	Respondents have strong desire for improvements, particularly regarding reducing existing pressure on the road network and ensuring growth does not worsen congestion, especially across Staines Bridge.	Surrey County Council's Local Transport Plan and the Spelthorne Local Plan cover transport policies, schemes and other transport matters. SCC'S Healthy Streets for Surrey also covers accessibility and traffic design principles. The Masterplan will ensure that future development in a place (i.e. Staines town centre) is comprehensive, coordinated, aligned with Local Plan and other relevant policy and guidance. In this way, road infrastructure considerations are being incorporated throughout the Masterplan's development to ensure a cohesive vision for the town centre, with due considerations given to identify where improvements and investment may be of most benefit in the town centre. As with the preparation of the Local Plan, colleagues in the Highways team at Surrey County Council, as the local highway authority, have been consulted and involved in discussions regarding the transport implications of future growth and development as part of the Masterplan project. Their expertise is helping to ensure that transport and movement considerations are fully reflected in the emerging proposals for Staines town centre. The Masterplan is intended to provide a long-term vision for the town centre but it is not, in itself, a detailed highway design document. It is important to note that significant future development will not be permitted to

				proceed without appropriate consideration of its transport impacts. Developers may be required to contribute towards transport improvements and mitigation measures where necessary. These could include junction improvements, walking and cycling enhancements, public transport measures and other interventions designed to manage travel demand and improve movement around the town. Surrey County Council will continue to play a central role in assessing highway capacity and determining what measures are needed to ensure that the transport network can operate safely and effectively as the town evolves.
New railway bridge	15-25	~10-20%	Generally supported. Respondents would particularly value where it could improve walking and cycling connections, reduce barriers created by the railway and strengthen links between the station, town centre and surrounding neighbourhoods.	Some of the aims of the Masterplan include determining the quality of connections, street hierarchies and access points. While the Masterplan cannot guarantee delivery of a new railway bridge, it can establish a clear vision for this new connection and further emphasise a desire for future implementation. The Masterplan can also identify Network Rail as a key partner in delivering improvements to connectivity, station access and the wider public realm. The Plan can envision a collaborative approach and identify opportunities for improved pedestrian and cycle routes, specifically potential new railway crossings. However, the delivery of rail-related infrastructure would remain subject to Network Rail's priorities, funding and operational requirements.

Town character / heritage	15-20	~10-15%	Usually linked to objections to height. Respondents placed a high value on Staines' character, heritage and riverside identity, and generally wanted future development to respect existing buildings, views and local distinctiveness, with concerns that inappropriate scale or design could erode the town's unique sense of place.	On of the aims of a masterplan is to provide guidance to determine the character of streets and spaces. The Staines Masterplan can help define and protect the character of Staines by identifying the qualities that contribute to the town's identity, including its riverside setting, historic assets, important views and areas with different scales. It can establish some expectations for building heights and design quality, helping to ensure that new development responds positively to its context. While the Masterplan cannot prohibit tall buildings, it can provide a strong framework for assessing proposals and addressing concerns that excessive height may harm the character and heritage of the town. The Masterplan can also refer to, and align with, relevant policies and documents, such as relevant heritage documents. It can also align with the Design Code, which looks at the character of Staines town centre. The Local Plan already contains policy to safeguard and enhance leisure spaces and the Conservation Area, which the Masterplan will also align with. The Masterplan can further emphasise the importance of Staines' heritage and considerations of the townscape for future development.
Community, culture and youth facilities	15-20	~10-15%	Generally supported. Respondents particularly wanted to see Staines become a more vibrant and	The Masterplan can help identify and address the need for community, cultural and youth facilities by suggesting suitable space and encouraging investment and the creation of inclusive places where people can meet, learn, participate and socialise. It can strengthen

			distinctive destination, with stronger attractions, cultural and leisure activities, and improved public spaces that would draw more visitors, support investment and cater for people of all ages and interests.	community identity and wellbeing by encouraging facilities and activities for a range of age groups. While the Masterplan cannot directly deliver these services, it can establish a clear framework and priorities for future investment and partnership working. As some of the aims of a masterplan are to determine the mix of uses of places and the quality of public spaces in Staines town centre, the Masterplan can further emphasise the importance of this in the vision for future improvements.
Shops, retail and town-centre vitality	10-20	~8-15%	Improvements are greatly desired. Respondents want a more vibrant and successful town centre, with a stronger mix of shops and retail offer, independent businesses, markets, leisure and hospitality uses that would increase footfall, attract visitors, further encourage investment and strengthen Staines' identity as a distinctive riverside destination.	The Masterplan can support town centre vitality by promoting a more diverse retail, leisure and cultural offer, encouraging and suggesting improvements to, and the quality of, public spaces and encouraging increased activity throughout the day and evening. While it cannot determine which businesses choose to locate in Staines, it can create the conditions for investment, help attract visitors and support a more vibrant and resilient town centre.
Bus station proposals	8-15	~6-12%	Mixed views: a closer bus/ station hub is seen as a logical idea but also the proximity of the Elmsleigh	As some of the aims of a masterplan are to determine the quality of connections, as well as access points to the town centre, the Masterplan can consider connection improvements, such as changes to the bus

			shopping centre is valued as it is more accessible. Respondents overall were stressing the importance of maintaining convenient and accessible access to key town centre destinations.	station. If relocation is proposed, the Masterplan could identify measures such as improved and more attractive pedestrian routes between the station and shopping areas, better lighting, seating, safety considerations, wayfinding, accessibility. The Masterplan can suggest retention of current benefits of the bus station being conveniently located at the entrance to the shopping area. The Masterplan can also encourage engagement with TfL and other transport stakeholders to explore opportunities for improved connectivity and consider and align with TfL bus station design principles.
Flood risk, drainage and sewer capacity	8-12	~5-10%	Frequently raised by highly engaged respondents and concerns expressed, particularly that existing infrastructure is already under pressure and that future development should only proceed alongside robust flood mitigation measures and upgrades to supporting infrastructure.	Flood risk and groundwater constraints are primarily addressed through Local Plan policies (when these risks are a constraint to development) and national policy requirements, including the NPPF's flood risk tests. The need for engineering evidence is already highlighted, and flood risk and groundwater impact is already referenced in the Spelthorne Design Code. Risk of groundwater flooding is a constraint to development and does not fall within the scope of the Masterplan. However, the Masterplan can identify these concerns as key considerations for the future of Staines. It can further encourage sustainable drainage, the use of green infrastructure, developer-funded mitigation measures and strengthen engagement with infrastructure

				providers. However, it cannot directly deliver sewer or drainage upgrades or flood defence projects, which remain the responsibility of statutory bodies and utility providers. The Masterplan can ensure that visioning for future growth is planned with a clear understanding of infrastructure constraints and flood risk and considered as far as possible within scope.

Feedback by demographics

Demographic type	Feedback summary
Age	
25-34	This age group tend to be more in favour of high rise and new development, support improved public transport and pedestrianisation over car usage, have a desire to retain/improve green spaces and greenery and desire better utilisation of the riverfront. They are generally positive about the Masterplan.
35-44	This age group tend to be more in favour of improvements to public transport and active travel and retaining/improving green spaces and greenery. They are somewhat in favour of new housing, although some are against (more specifically against high-rise). They also focus responses more on design/architecture and character of development and are in favour of riverfront improvements, as well as cultural spaces and areas for young people.
45-54	This age group are in favour of more cultural spaces and areas for young people and families, improvements to the riverfront and green spaces/greenery and also to public transport and active travel, although they express some concerns on parking. They are more against high-rise, although they are still in favour of new development and infrastructure improvements.
55-64	This age group are mostly concerned about car parking and the road network, infrastructure improvements and high-rise, although they show support for some new development, some public transport and active travel improvements. They also care about improvements to the town centre and

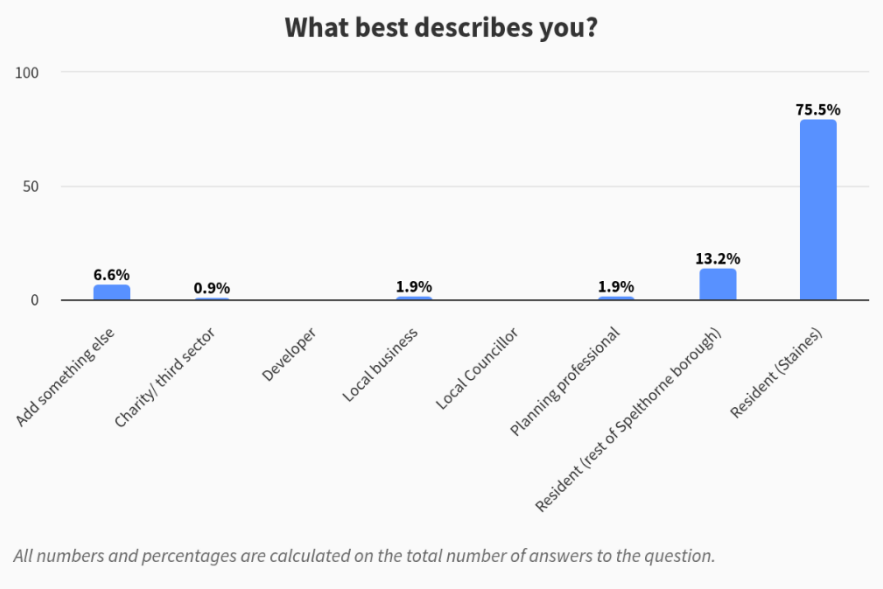
	more shops, as well as the riverfront, although they have some concerns on flooding.
65-74	This age group express the majority of concerns over car-parking and road network, the need for infrastructure improvements (especially hospitals/GPs) and high-rise, although they somewhat support if there is appropriate mitigation of issues. They show more support for retaining/improving greenery/green spaces, riverfront improvements and have some support for active travel. They have more mixed views on new housing development.
75-84	This age group are mostly against high-rise development and have concerns over parking and road improvements. They are in favour of riverfront improvements and improving/retaining greenery and green spaces. They somewhat support more public transport use/ improvements but have concerns over the maintenance of improvements.
<u>Employment type</u>	
Full-time employment	The point raised most by this group was support for improvements to transport infrastructure and connectivity and riverfront regeneration. They also had concerns for opposition to high-rise development but wanted more green space and environmental improvements. They had mixed views on housing growth, with greater support for lower-rise family housing and brownfield development, than for large-scale apartment schemes, with parking and car access being important.
Retired	The point raised by this group the most was the need for investment in infrastructure and better connectivity. They also had concerns around high-rise developments, parking and traffic. They supported riverfront regeneration, more greenery, creating a more vibrant and attractive town centre and further heritage and character protection.

Gender	
Female	This group commented more on improving infrastructure and connectivity. They were also somewhat concerned about high-rise development but showed more support for riverfront regeneration, more green space and environmental enhancements. They showed more concern than men over perceived loss of parking spaces and showed more support for cultural, community and leisure facilities. In terms of housing development, responses were mainly concerned about the type, scale and design of housing: • They had a preference for family housing over flats; • Strong concerns around high-rise development; • Mixed views on additional housing growth but had more support when housing helps regenerate the land and makes use of existing developed land, including brownfield and conversion opportunities; • Held belief that infrastructure must support housing growth.
Male	This group were mostly concerned about the need to improve transport and wider infrastructure and improve the railway station and station access. They showed support for the proposed railway pedestrian bridge, better pedestrian and cycling connections, road infrastructure and traffic management improvements and improved accessibility including disabled access. In terms of housing development, responses were mixed: • Concerns about building height were more common than concerns about housing itself. • Many respondents opposed high-rise development, called for height restrictions, or suggested taller buildings should only be in the town centre or away from existing residential areas.

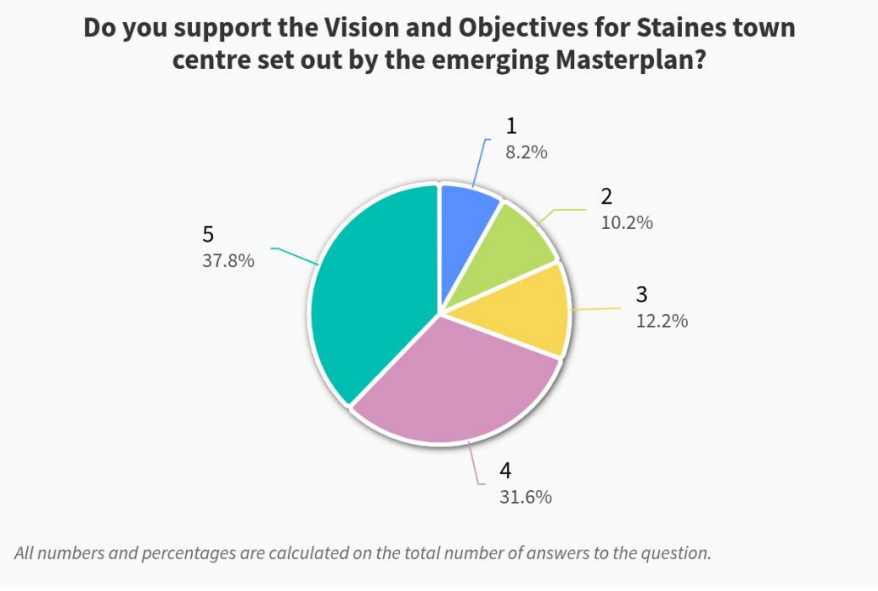
	• Some supported additional housing, particularly when it would support town centre vitality, increase density in appropriate locations and make use of brownfield land. • Some had concerns that existing infrastructure couldn't meet the demands associated with new developments. • Some called for more high-quality design, varied building heights and protection of local character.

APPENDIX A: FURTHER BREAKDOWN AND ANALYSIS OF RESPONSES

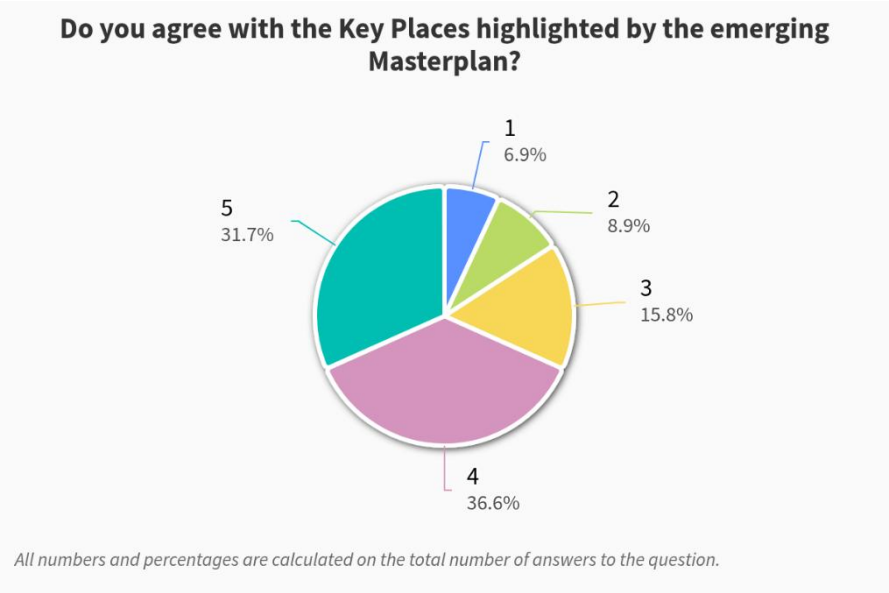
Responses to the Main Survey



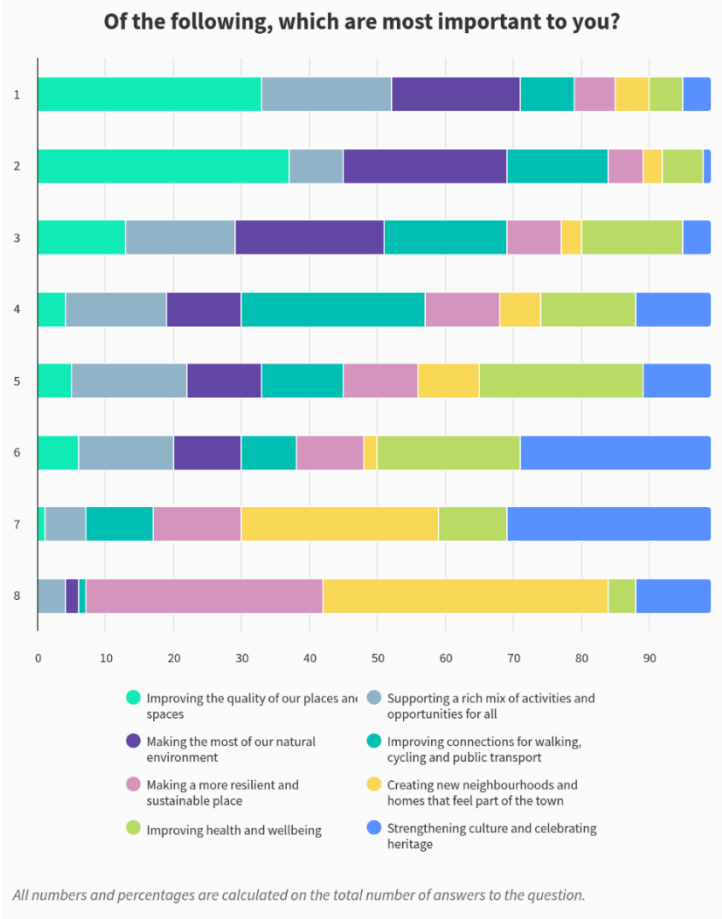
A significant portion of respondents 81% (80) describe themselves as residents of Staines, showing the majority of respondents live in the area and represent local views.



The most common rating was '5' or 'strongly support' (over 1/3), showing strong overall support for the existing vision and objectives.



The most common rating was '4' (over 1/3 of responses), showing overall support for the key places highlighted by the exhibition, including Staines Cross, Thames Riverfront, the Oast House, River Colne Park, Gateways and New Neighbourhoods.



The most important objective was 'improving the quality of our places and spaces' (33.3%), followed by 'supporting a rich mix of activities and opportunities for all' (19.2%) and 'making the most of our natural environment' (19.2%).

The results suggest that people are most concerned with the quality, appearance, and functionality of local places and public spaces. While economic, social, and environmental objectives are also very important, respondents placed the greatest emphasis on creating attractive, well-designed, and enjoyable places to live, work, and spend time.

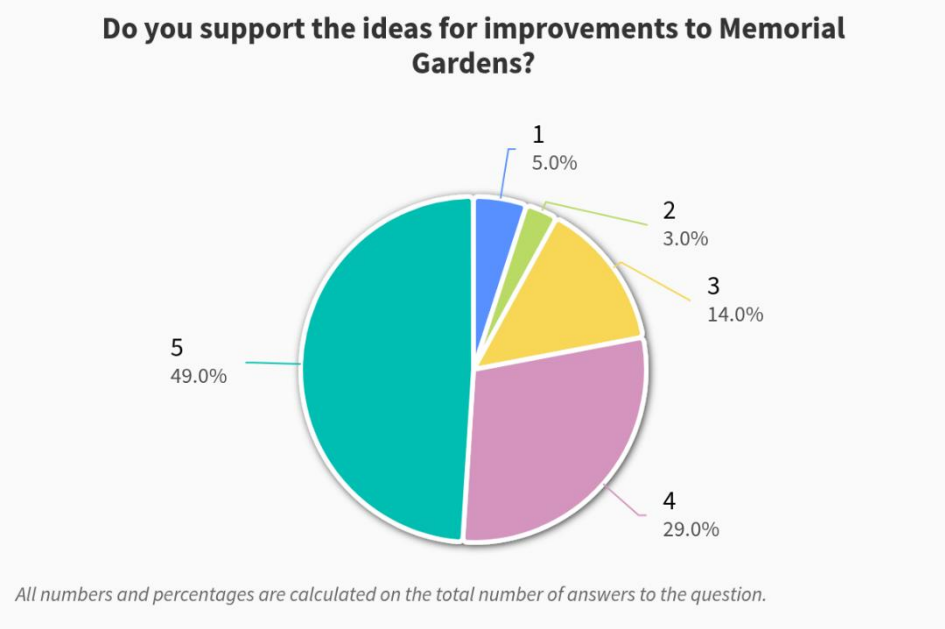
Do you have any further comments or feedback on the overall Vision and Objectives for the town centre?

The feedback received comprised a mix of support and significant concerns. Many respondents are enthused about the potential for revitalising the riverside and improving connectivity, citing spots like the Oast House and the underutilised riverfront. However, there are worries about inadequate visitor parking and the impact of increased housing on infrastructure, with comments noting risks of congestion and insufficient public services. The need for better traffic management and a cohesive plan that addresses various community needs are also prominent themes.

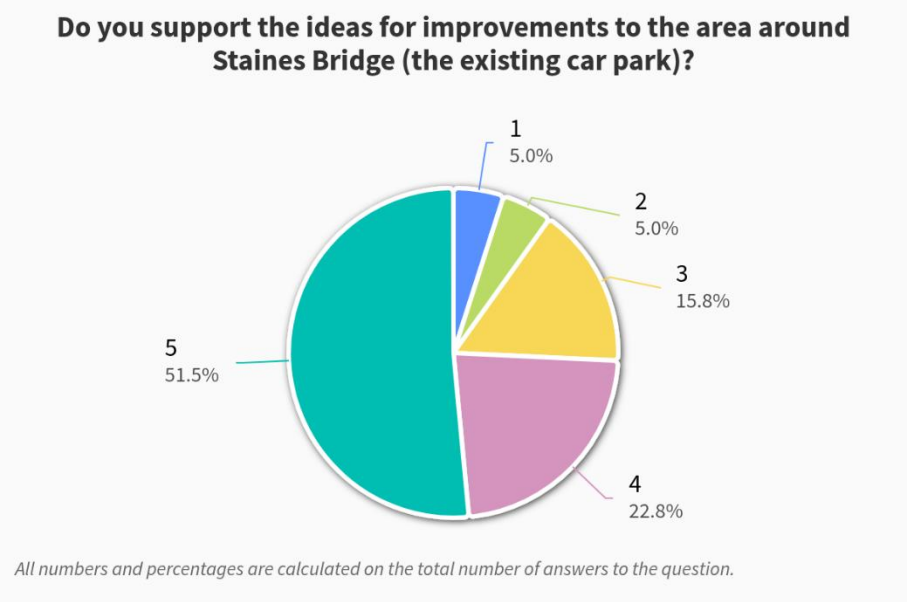
Overall, while the vision holds promise, it raises critical concerns that need addressing to ensure community wellbeing.

Specific suggestions:

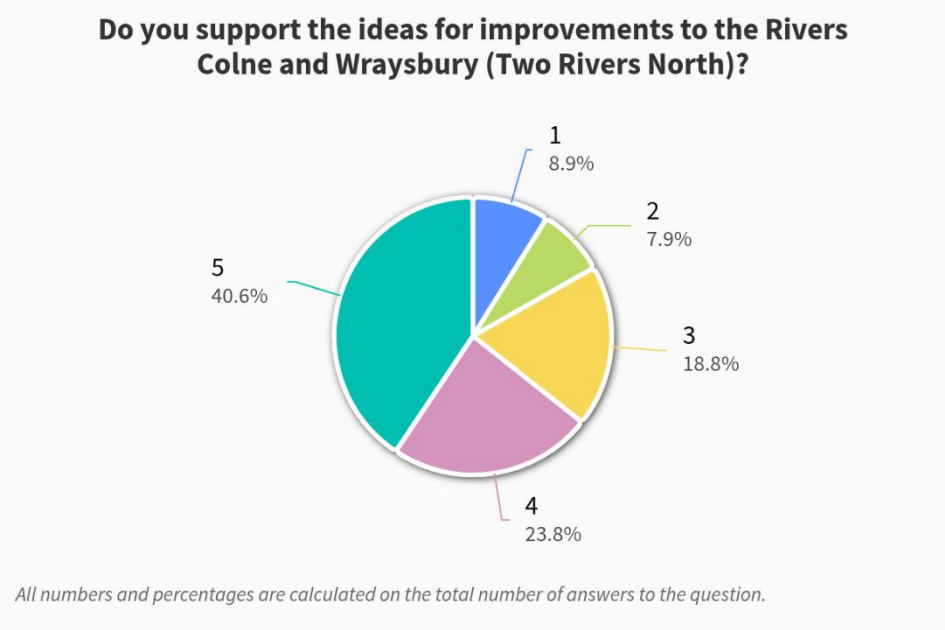
- Increase visitor parking to accommodate town centre traffic and revamp the transport and traffic management system
- Integrate more greenery into the high street improvements
- Maintain high standards of cleanliness and maintenance in public spaces
- Address public service needs linked to new housing developments



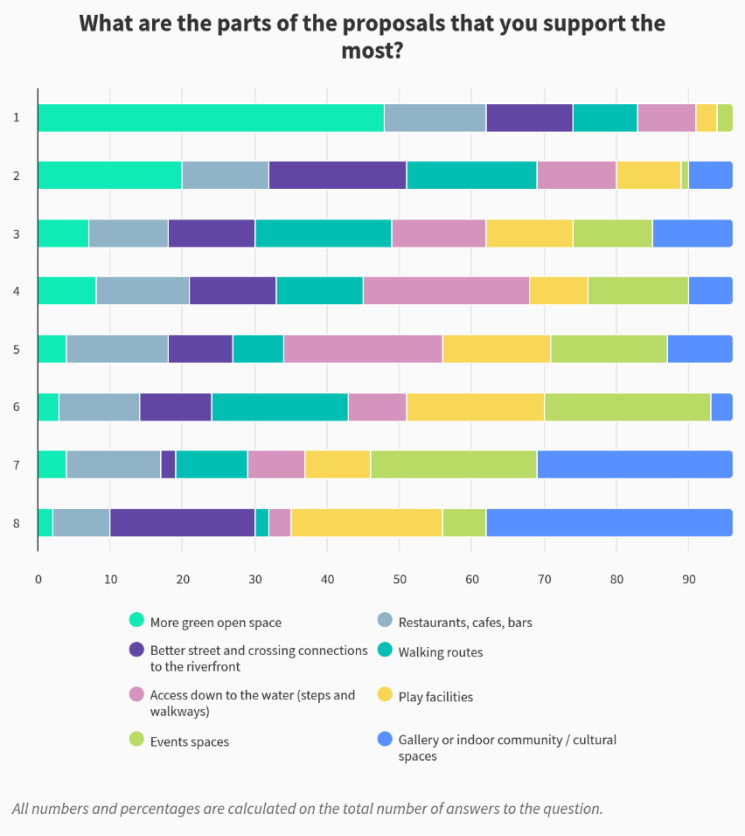
The most common rating was '5' or 'strongly support' (almost half) showing strong overall support for the improving Memorial Gardens.



The most common rating was '5' or 'strongly support' (over half) showing strong overall support for the improving the area around Staines Bridge.



The most common rating was '5' or 'strongly support' (40.6%) showing strong overall support for the improving the two rivers area.



The most supported part of the proposals was 'more green space' (exactly 50%), followed by 'restaurants, cafes, bars' (14%) and 'better street and crossing connections to the riverfront' (12.5%)

Respondents therefore place a much higher value on improving the public realm and access to open green space, while still valuing commercial and leisure development.

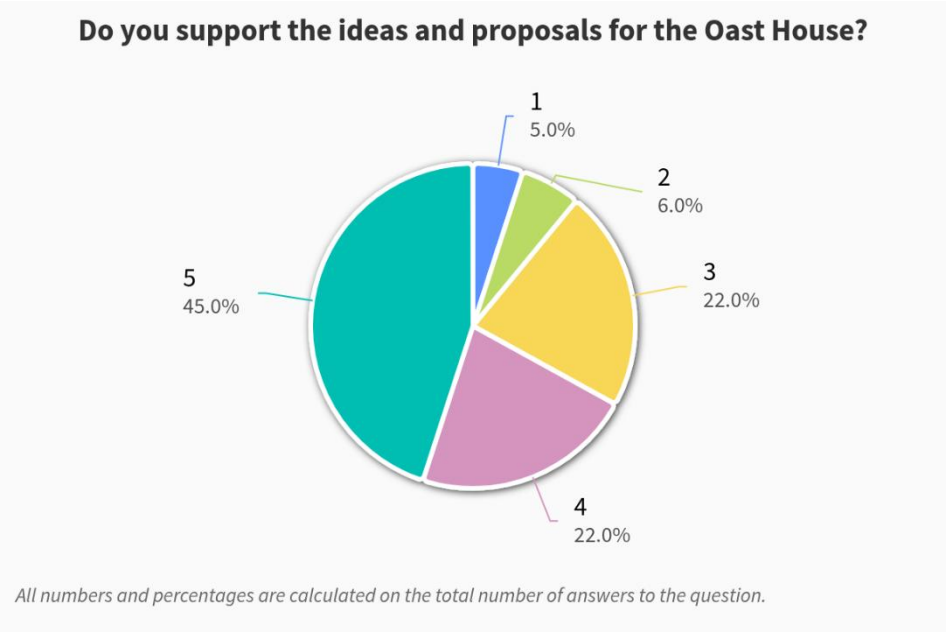
Do you have any further comments or feedback on the proposals for the rivers and spaces around them?

The feedback on the proposals for the rivers and surrounding areas is mixed. Supporters appreciate the enhancement of spaces like the Colne and Wraysbury rivers, echoing the standard of towns like Richmond. However, many voiced concerns regarding overdevelopment, loss of greenery, and the negative impact on local shops and traffic. Specific worries include inappropriate developments like high-rise buildings on Staines Bridge car park, loss of car parking spaces, and the need for adequate public amenities. There's a strong call for environmentally considerate designs that preserve existing trees and cultural heritage. Overall, the community desires improvements but is wary of sacrificing green spaces and local business vitality.

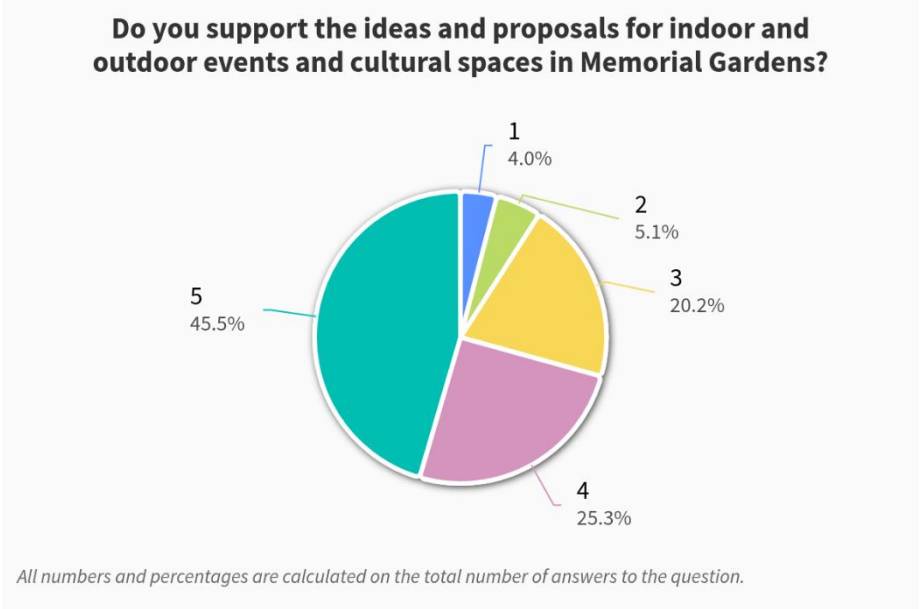
Specific suggestions:

- Retain and add as many trees as possible
- Ensure environmental considerations are prioritised in all plans
- Limit building heights near the river
- Avoid making Memorial Gardens sites for sporting facilities and keep it as a green space but include community facilities, like an arts/cultural centre at Memorial car park

- Include more public toilets in green spaces and at riverside locations and ensure a maintenance plan is in place for new facilities to prevent disrepair
- Create better access to Staines Moor with quality green space



The most common rating was '5' or 'strongly support' (almost half) showing strong overall support for ideas at the Oast House.



The most common rating was '5' or 'strongly support' (almost half) showing strong overall support for more leisure and cultural proposals at Memorial Gardens.

Are there other cultural or community uses and facilities you would like to see in Staines town centre? If so, where could they be best located?

Respondents express a desire for various cultural and community facilities. Suggestions include a small theatre or arts centre near Memorial Gardens for better visibility and foot traffic. Many advocate for more vibrant public spaces, and areas for older children and teenagers, as current options seem limited. The Oast House and Town Hall are noted as potential venues for community use, though concerns remain about access and parking. There is also a call for retaining the library hub and museum to preserve cultural heritage. Overall, the town centre's development should focus on enhancing community spaces and cultural events to reflect local identity.

Specific suggestions:

- Small theatre/venue and an arts and cultural centre in Memorial gardens car park
- Better parks and playgrounds for older children in Staines
- Spaces for live music, comedy, theatre etc
- Retain the library hub and museum
- Having designated spaces for performances and public shows/ screenings

Do you have any further comments or feedback on the proposals for cultural and community uses in Staines town centre?

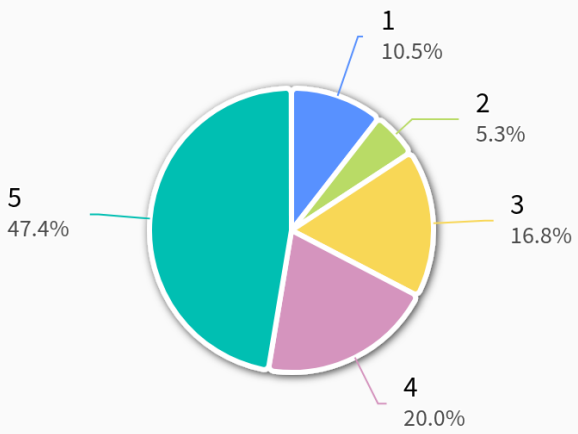
Feedback on the proposals for Staines town centre indicates a mix of support and concern. Many commenters appreciate the potential for increased cultural and community activities, such as an outdoor cinema and community gardens in Memorial Gardens. However, there are worries about safety, the adequacy of facilities like parks and health centres, and the pressure on parking. Concerns were also raised about preserving existing community spaces rather than over-developing. Some feel the proposals lack clarity and practical detail. Overall, there is a clear desire for improvements that balance community needs with practical considerations.

Specific suggestions:

- Reinstate education facilities at the Oast House
- Update current facilities and focus on heritage e.g. create a history walk around Staines
- Consider enhancing Memorial Gardens with community-managed projects

- Ensure public transport and parking accessibility and safety concerns are considered for community events

Do you support the principles for protecting the character of the most valued parts of Staines town centre by placing taller buildings in the best locations?



All numbers and percentages are calculated on the total number of answers to the question.

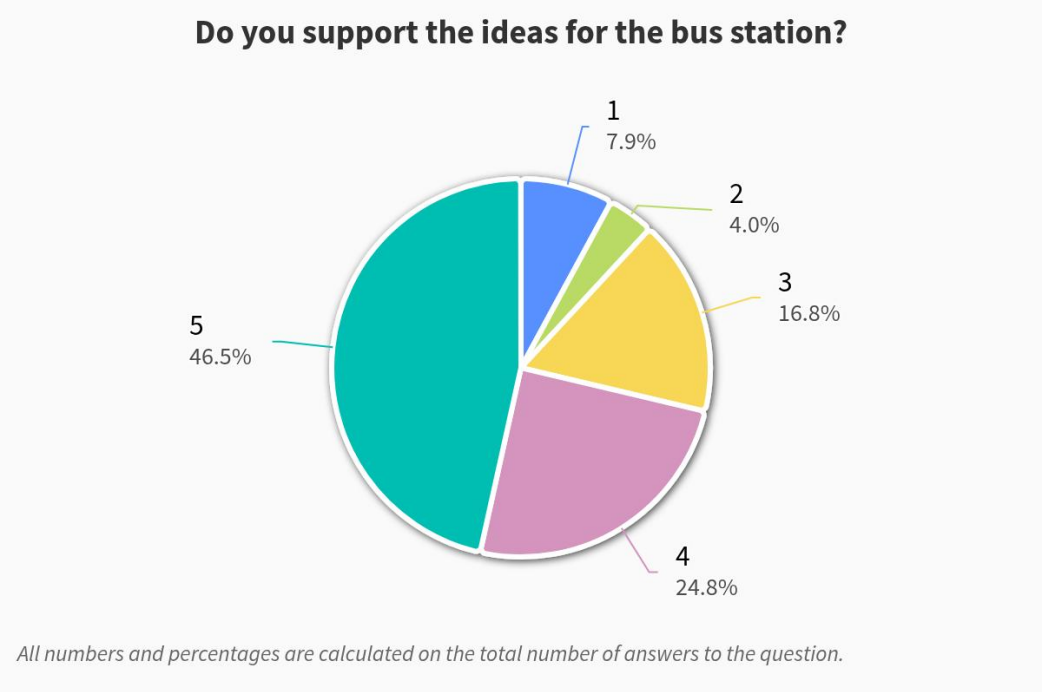
The most common rating was '5' or 'strongly support' (almost half) showing strong overall support for protecting Staines' character with high-rise in the right places.

Do you have any further comments or feedback on the principles for heights and integrating new neighbourhoods into the existing Staines town centre?

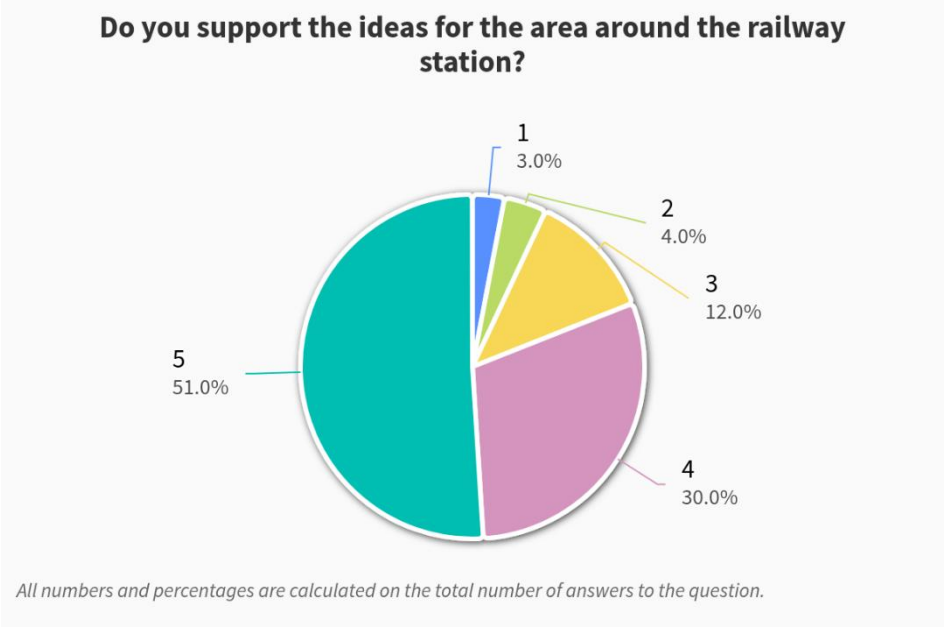
The majority of comments express strong concerns about the amount tall buildings in Staines, with many citing the existing recent tall buildings as a negative influence. Respondents fear that new developments will disrupt the town's character and create issues with light, space, and infrastructure. While some support the integration of new neighbourhoods, they emphasise the need for low-rise buildings, with a preference for designs that blend with the town's heritage. Comments highlight the importance of maintaining the riverside charm and ensuring adequate services like healthcare and parking before increasing density. Overall, the community desires to preserve Staines' character while integrating new developments with care.

Specific suggestions:

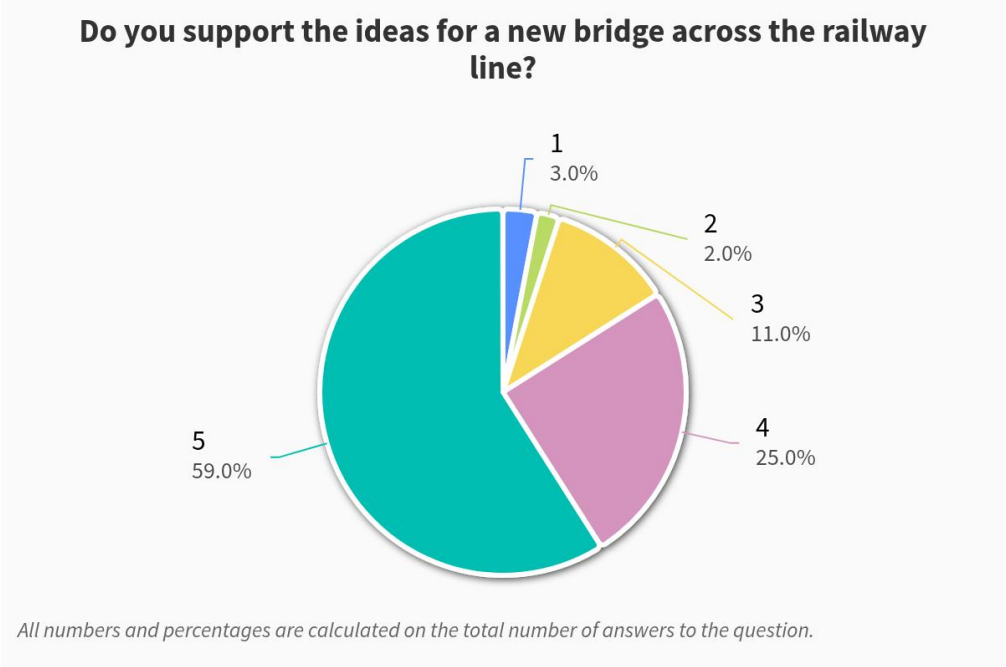
- Height should be limited to preserve the town-feel and tall buildings and blocks of flats should be avoided where possible to maintain a suburban feel
- Ensure green spaces are included in new developments
- Address the need for improved infrastructure, schools and health facilities etc with population growth from increased development



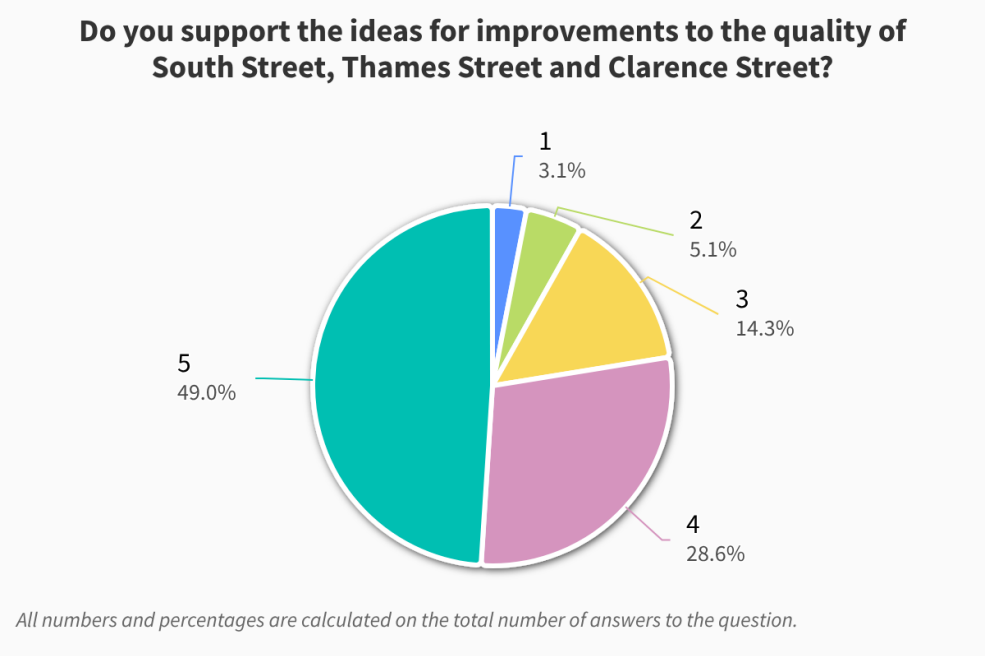
The most common rating was '5' or 'strongly support' (almost half) showing strong overall support for ideas for the bus station.



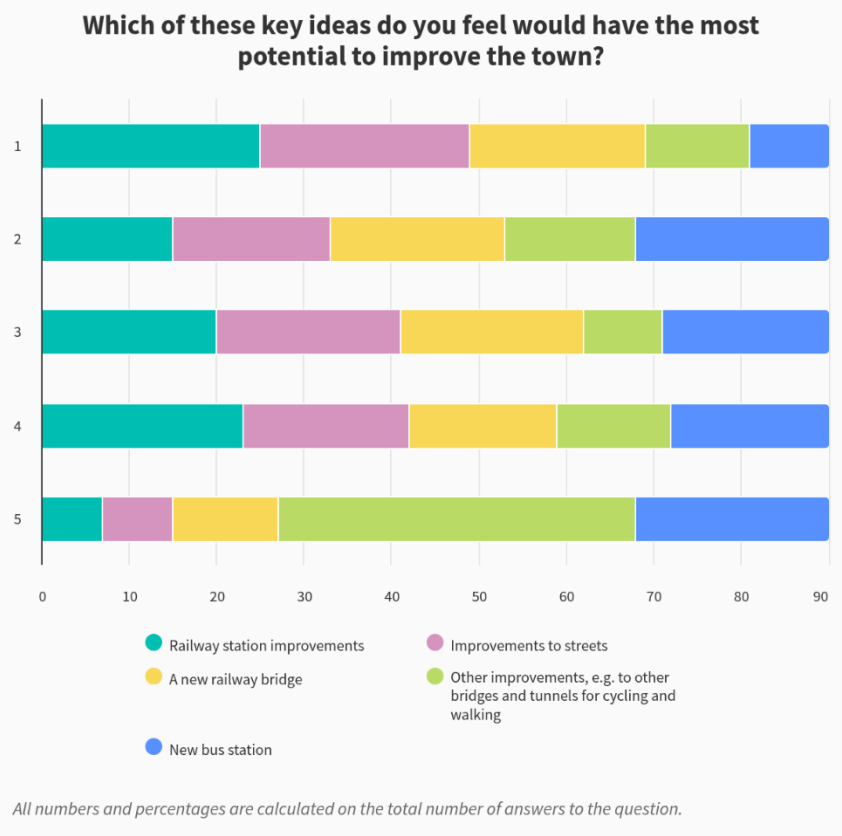
The most common rating was '5' or 'strongly support' (over half) showing strong overall support for the ideas around Staines train station.



The most common rating was '5' or 'strongly support' (over half) showing strong overall support for the ideas of a new bridge across the railway line. This idea received the strongest support (most amount of people rating this a 5, as well as a combined 4 and 5 at 84%) compared to all other ideas.



The most common rating was '5' or 'strongly support' (almost half) showing strong overall support for improving the quality of main streets in the town centre.



The most supported key ideas that respondents felt would have the most potential to improve the town was 'railway station improvements' (27.8%), very closely followed by 'improvements to streets' (26.7%) and 'a new railway bridge' (22.2%)

Respondents place greater importance on improving existing transport infrastructure, including the train station and connections to it, and streetscape quality, rather than building a new bus station.

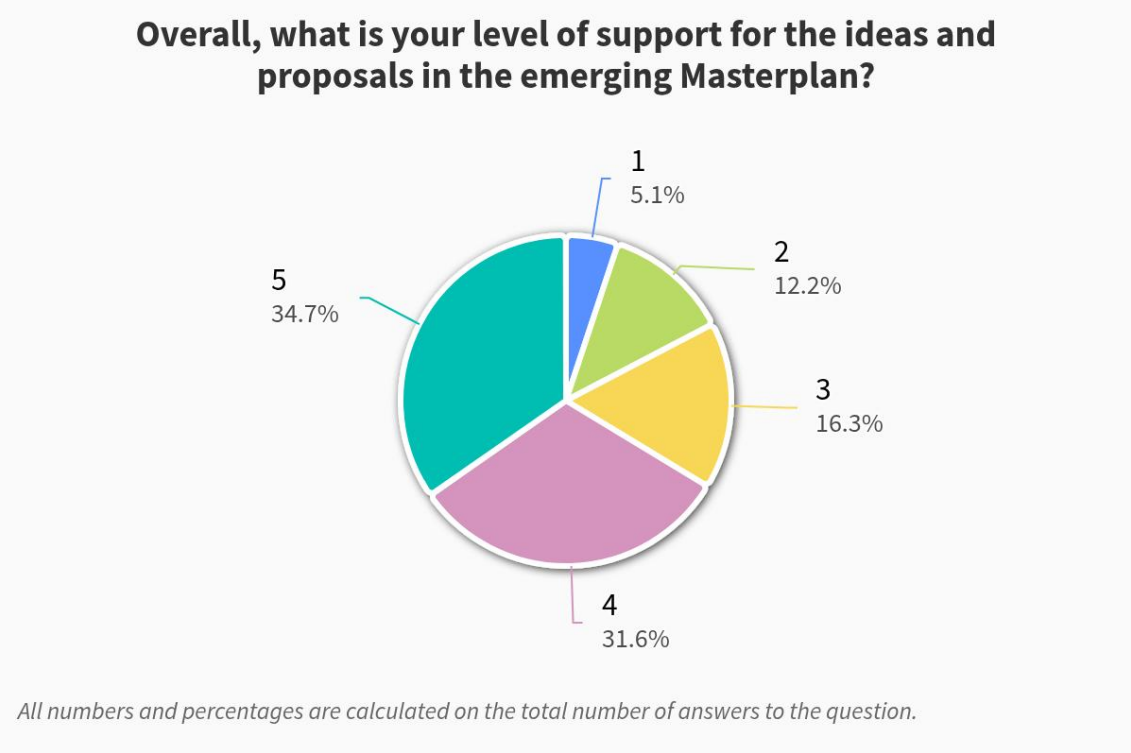
Do you have any further comments or feedback on the proposals for the bus station, railway station, new bridge or street improvements?

Feedback regarding proposals for the bus and railway stations in Staines is mixed. Many express concerns about the lack of car parking at Staines railway station, with people worried about losing spaces in the town centre. Supporters appreciate the idea of a new railway bridge to connect the east of Staines with the town centre but fear that moving the bus station could complicate access. Others stress the need for improvements to safety, accessibility and quality, advocating for high-quality designs. Overall, the balance of opinions highlights both excitement for future developments and substantial concerns about accessibility and parking.

Specific suggestions:

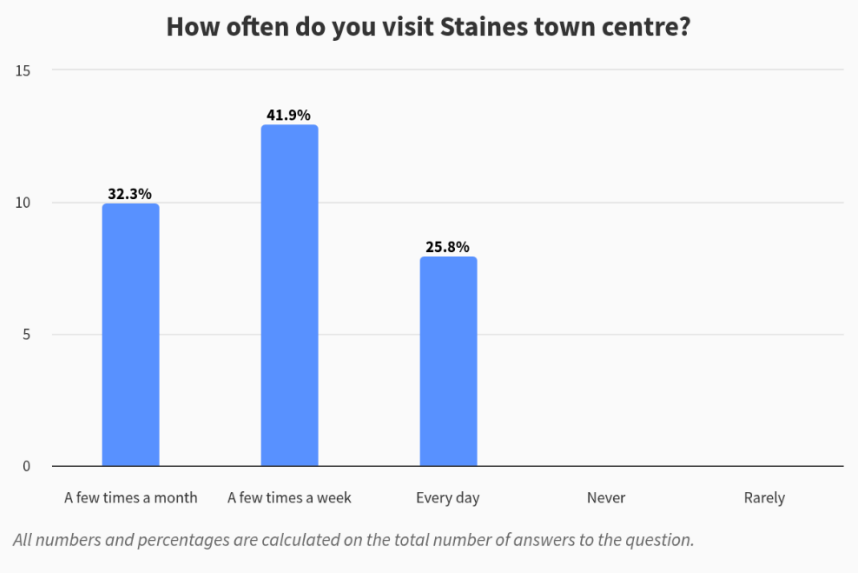
- Ensure adequate car parking is provided for Staines railway station
- Retain the level of access the bus station has to the town centre
- Increase safety and security measures around the stations
- Improve connections between the bus and train stations, with a suggestion to integrate a direct bus service to the railway station

- Ensure that new designs for the stations are of high quality and modern

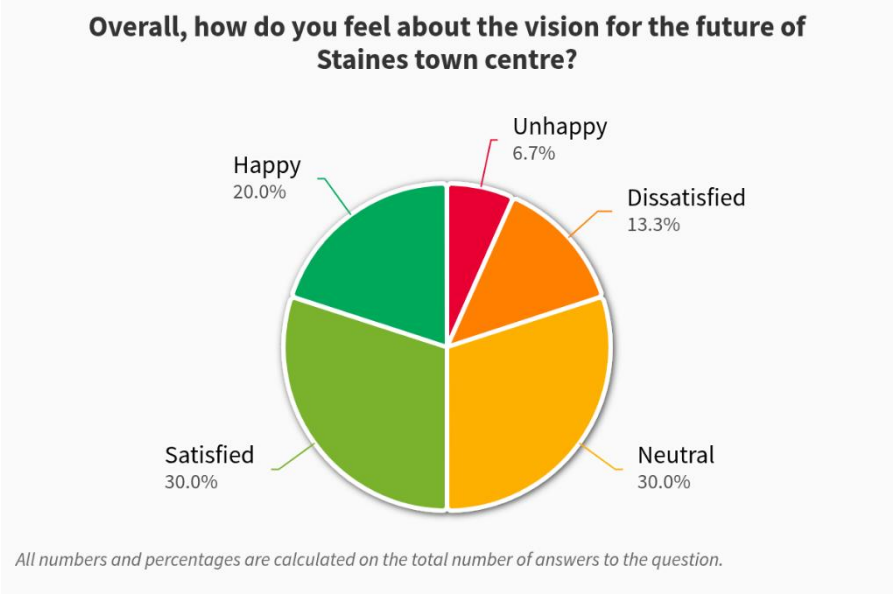


The most common rating was '5' or 'strongly support' (over 1/3), closely followed by a 4 showing strong overall support for ideas in the emerging Masterplan. However, there is still room for improvement, with 17.3% of respondents suggesting they don't support, or have less support for, the proposals overall.

Responses to the Short Version of the Survey

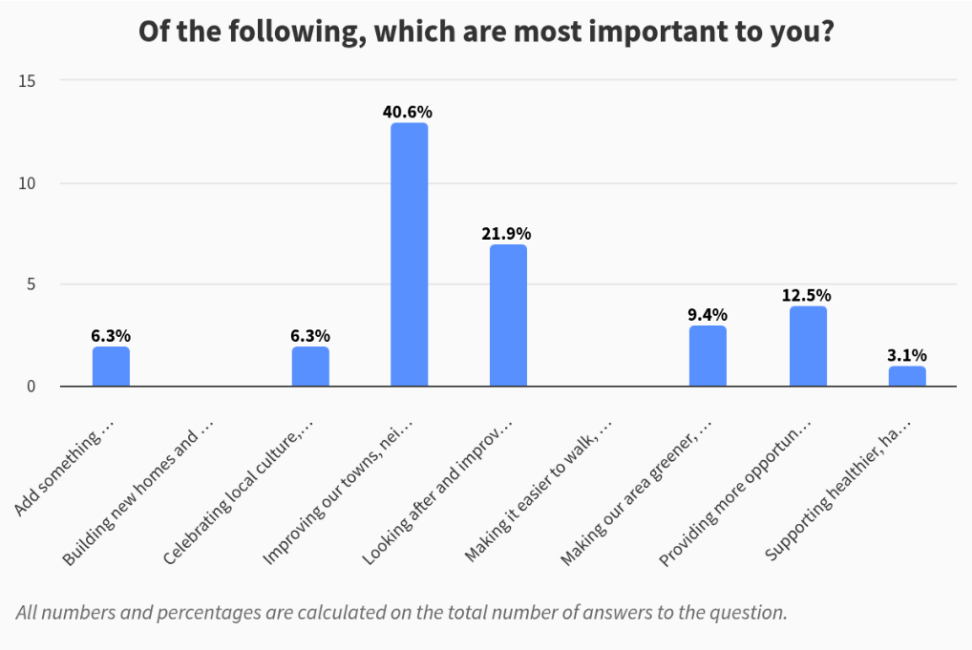


The largest group of respondents (41.9%) visit Staines town centre a few times a week and another quarter visit every day. This suggests that the consultation respondents are regular users of the town centre rather than occasional visitors and are therefore likely to be those who can benefit the most from town centre improvements.

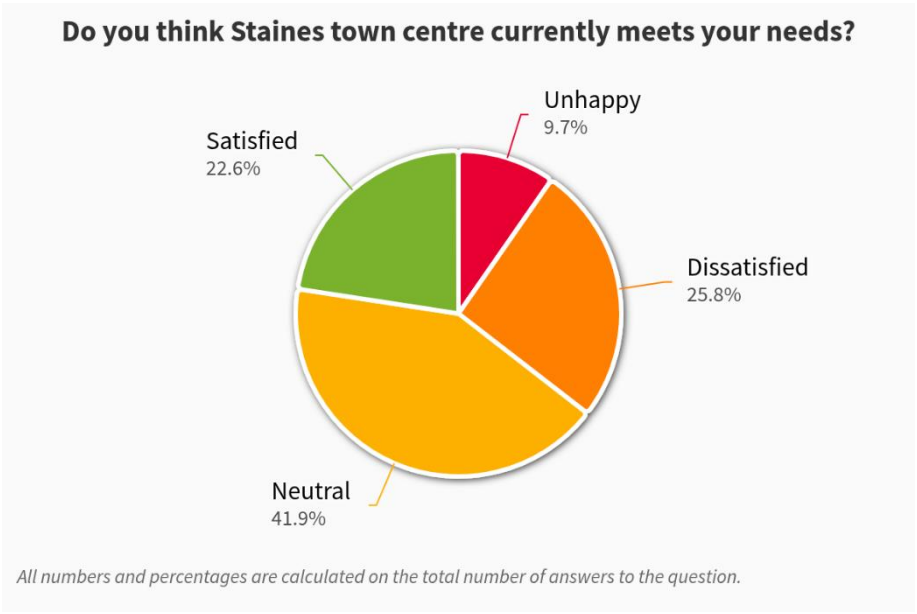


Overall, 50% of respondents were either 'happy' or 'satisfied', meaning they were more than twice as likely to hold a positive view than a negative one.

There was also a significant neutral group, with 3% neutral, meaning nearly a third neither supported nor opposed the vision strongly. This suggests that there is room for improvement for visioning proposals.



Nearly 41% chose 'Improving our towns, neighbourhoods and public spaces to make them better places to live, work and spend time', followed by almost 22% prioritising 'looking after and improving nature, green spaces and the wider environment'. 'Building new homes and neighbourhoods where people feel connected, included and a sense of belonging' and 'Making it easier to walk, cycle, use public transport and get around without a car' were not identified at all as most important. This shows that respondents were far more concerned with improving and maintaining what already exists, especially regarding public realm and green spaces, than new residential developments and active travel connections.



Most respondents are not strongly satisfied that Staines town centre currently meets their need, with the most common response being neutral at almost 42%. This shows considerable room and need for improvement in Staines town centre.

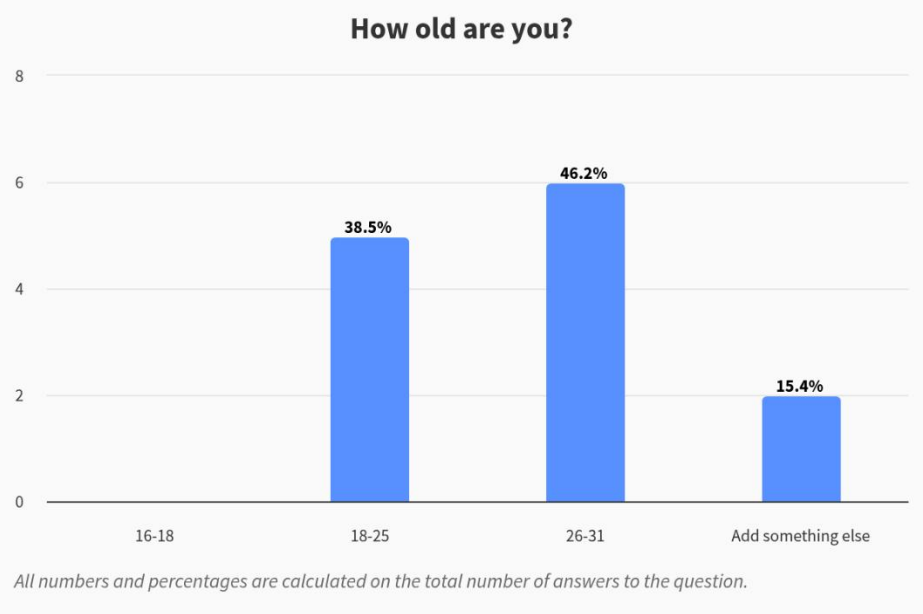
If no, tell us why here. Do you also have any other comments?

Many respondents express concern about the lack of community amenities in Staines, particularly the absence of a vibrant cultural hub. Comments highlight insufficient greenery, a run-down high street with closures of key shops like Debenhams, and feelings of neglect and safety issues, worsened by anti-social behaviour among some young people. There are also concerns around traffic congestion, especially that this would be exacerbated by new developments without adequate infrastructure. Suggestions include increasing independent shops and eateries, creating more green spaces like parks along the riverside and addressing the need for better public transport and community facilities. Overall, the community feels that Staines is in decline, requiring urgent attention to improve its liveability and to attract people.

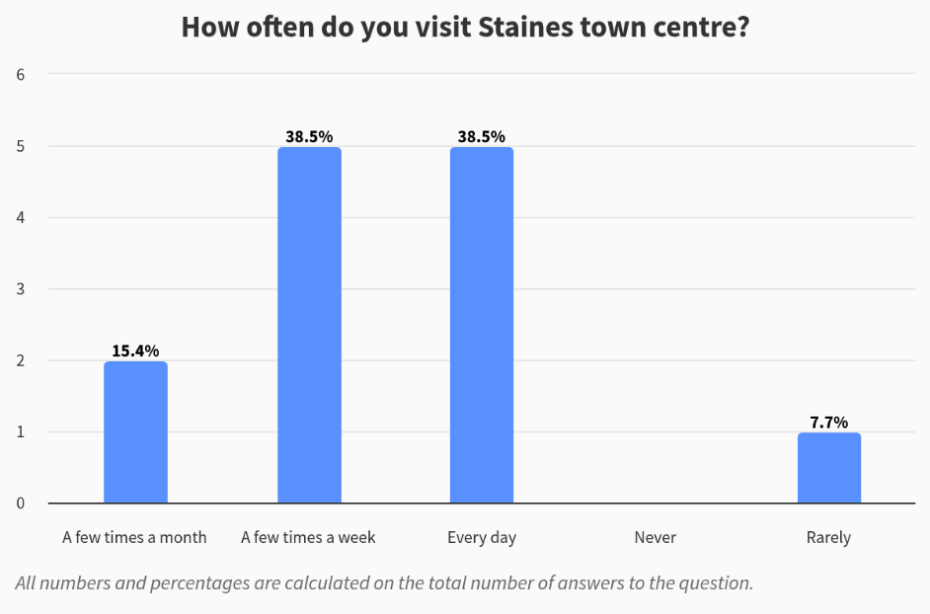
Specific suggestions:

- Ensure current community spaces are retained e.g. the library hub, community centre, museum etc and develop more community spaces and facilities, which may further help to reduce anti-social behaviour
- Increase green spaces
- Reduce car dominance in the town centre, address traffic congestion and improve public transport options
- Encourage a wider variety of independent shops and restaurants

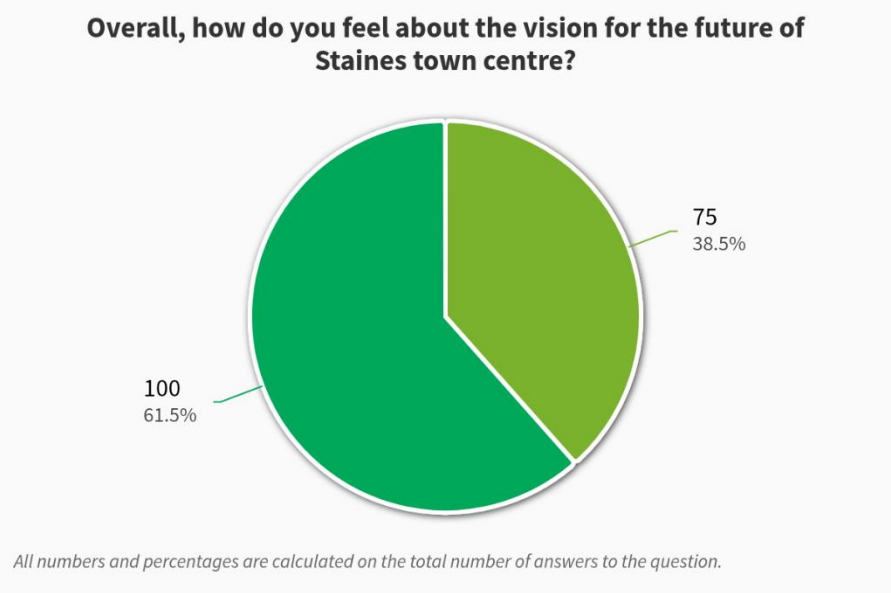
Responses to the Short Version of the Survey for Young People



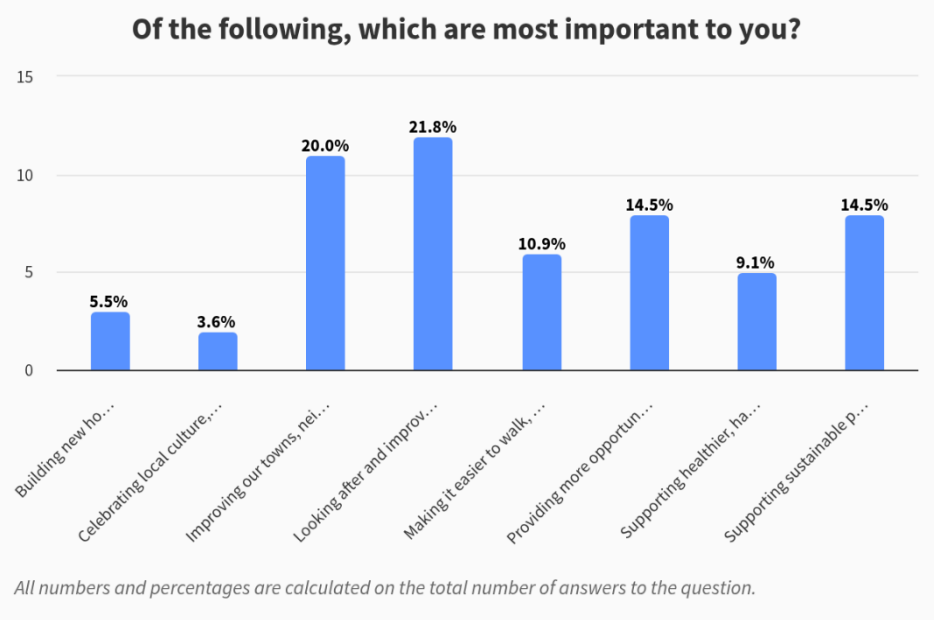
Almost all respondents to this survey were between the ages of 18 and 31, with slightly more being in the older age group 26-31.



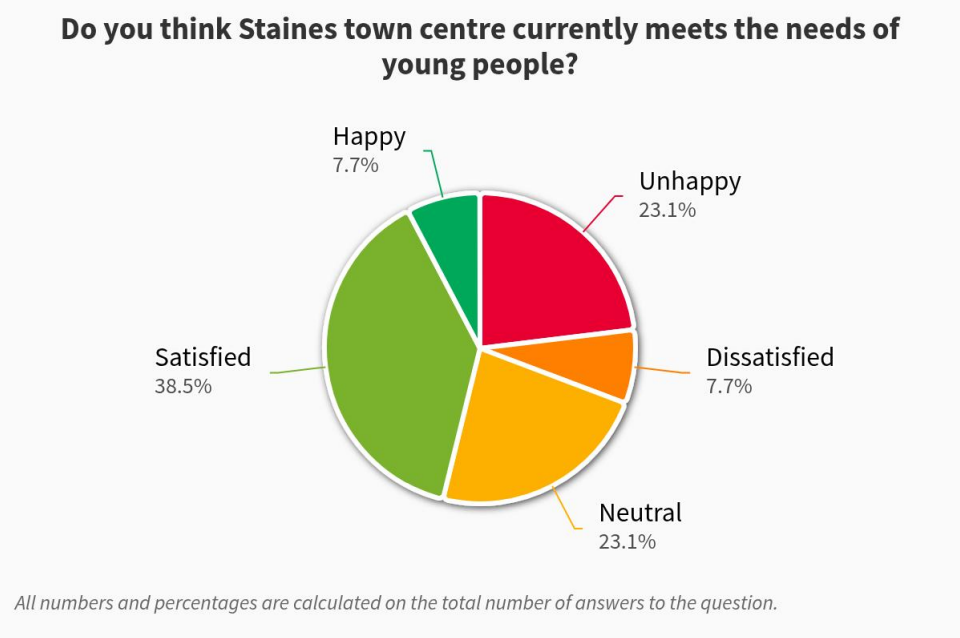
Younger respondents are also frequent users of Staines town centre. Over three-quarters of respondents (77%) visit Staines town centre at least a few times a week, meaning their views are likely based on regular experience of the town.



Younger respondents were unanimously supportive of the vision for the future of Staines town centre, with around 62% expressing a positive view and 38% a mostly positive view, with no neutral or negative responses recorded. This indicates strong backing for the overall direction of the proposals among those who responded.



Younger respondents also rate 'looking after and improving nature, green spaces and the wider environment' and 'improving our towns, neighbourhoods and public spaces to make them better places to live, work and spend time' as the most important. Younger people do also equally place some lesser importance on more creating more sustainable places with more activities and opportunities for residents. 'Celebrating local culture, heritage and the unique character of our area' and also 'building new homes and neighbourhoods where people feel connected, included and a sense of belonging' were of least importance to younger respondents, showing again that improving existing public realm and green spaces is more important than new residential areas and cultural and heritage offer.



Younger respondents felt mixed but were generally positive about Staines town centre meeting their needs, with more respondents believing the town centre meets young people's needs than not. Around 46% of respondents were satisfied or happy, compared with 31% who were dissatisfied or unhappy, while 23% were neutral. This shows some room for improvement to meet needs.

If no, tell us why here. Do you also have any other comments?

Younger respondents' main message is that while the vision for Staines town centre is generally desired, many feel Staines currently lacks enough attractions, cultural venues, independent businesses, social spaces and activities aimed at teenagers and young adults. There was also a desire for improved safety, better-quality retail and food and drink offerings, and more places for other community uses.

Specific suggestions:

- Provide more leisure opportunities for young people e.g. open a bowling alley and arcade
- Attract more independent cafés and coffee shops rather than additional chains and fast-food outlets
- Introduce more youth-focused retail brands
- Create more public study and social spaces where young people can meet, work and spend time
- Develop cultural and community hubs, including arts, events and nightlife venues that are safe and appealing to young adults

Summary of Responses from Statutory Consultees

Runnymede Borough Council (RBC)

Runnymede Borough Council's response is generally supportive and focused on the potential cross-boundary impacts of redevelopment along the River Thames. Their primary concern is seeking reassurance that future development will be carefully managed in relation to its visual impact on the opposite bank of the Thames and proximity to the Egham Hythe Conservation Area. They also welcome the proposed greening of the riverfront and wish to continue engagement as the Masterplan develops.

Specific suggestions:

- Provide clearer guidance on likely building heights, massing and scale for key riverside sites.
- Include stronger references to protecting important views across the Thames.
- Recognise the potential impact on the Egham Hythe Conservation Area and wider riverside townscape.
- Maintain and strengthen the proposed riverfront greening and Memorial Gardens improvements.

Small additions would address cross-boundary impact concerns, while reinforcing the riverfront vision of the Masterplan.

Surrey County Council (SCC)

SCC is broadly supportive of the Staines Masterplan and welcomes its ambitions around green infrastructure, heritage, placemaking, active travel and riverside regeneration. SCC's comments focus on strengthening flood resilience, improved integration of Sustainable Drainage Systems (SuDS), celebrating heritage, ensuring archaeological considerations are addressed early, and planning for the long-term management and activation of public spaces.

Specific suggestions:

- Explicitly reference specific SuDS and blue-green infrastructure measures, including attenuation tree pits, rain gardens, bioretention areas, permeable paving, swales and other source-control SuDS measures
- Include a stronger commitment to reducing surface water runoff.

- Expand heritage references to include industrial, manufacturing, Roman and Saxon history.
- Recognise archaeological assessment requirements at an early stage.
- Include reference to long-term stewardship and link it to Local Plan Policy E1 and consider maintenance and funding, especially for the riverside and public areas.
- Encourage year-round attractions and town centre activity.
- Strengthen integration between flood resilience, public realm design and riverside regeneration.

These recommendations are generally consistent with the existing vision and could be incorporated with relatively minor amendments to significantly strengthen the Masterplan.

Colne Valley Regional Park Trust (CVRP)

Colne Valley Regional Park is supportive of the Staines Masterplan and welcomes its ambition to improve the town centre and riverside. CVRP's main comment is around making more of Staines' unique relationship with the park, surrounding rivers, reservoirs and natural landscapes, which is one of Staines' greatest strengths. Stronger integration would enhance the town's attractiveness, accessibility and identity.

Specific suggestions:

- Explicitly strengthen links to the Colne Valley Regional Park, Staines Moor and nearby reservoirs and promote Staines as a gateway to the Colne Valley Regional Park.
- Ensure improvement of walking and cycling connectivity to surrounding natural assets
- Include wayfinding, signage and information points linking the town centre, railway station and surrounding green spaces.
- Clearly show all key north-south connections across the railway in diagrams and explore a potential route beneath the railway bridge alongside the River Colne connecting to Moormede Recreation Ground.
- Support and strengthen river restoration proposals within Two Rivers North and explore enhancement of the River Colne and Thames confluence through restoration, landscaping and interpretation.

Most of these changes could be incorporated through relatively minor amendments to text, mapping and design principles, while reinforcing Staines' distinctive identity as a riverside town connected to one of the region's most important green spaces.

Sport England

Sport England is strongly supportive of the Staines Masterplan and particularly welcomes proposals that promote physical activity, active travel, improve connections around the town, particularly via a new railway bridge, access to green spaces and riverside recreation. Their comments focus on ensuring that health and wellbeing are embedded throughout the Masterplan by creating environments that encourage movement, sport and active lifestyles.

Specific suggestions:

- Reference Sport England Active Design guidance.
- Promote multi-functional green spaces that encourage recreation and physical activity and ensure public spaces provide opportunities for sport, recreation and active lifestyles.
- Continue prioritising walking and cycling connections.
- Explicitly recognise the health and wellbeing benefits of riverside improvements, including as a space for walking and running, water sports and river-based recreation and other informal physical activity.

These recommendations align closely with the existing vision and can largely be incorporated through additional supporting text rather than major changes to the Masterplan.

Network Rail

Network Rail is broadly supportive of the Staines Masterplan, particularly the proposals for improvements to the railway station, station approaches, bus station, southern station entrance, and a new pedestrian/cycle bridge over the railway. Their comments focus primarily on railway safety, connectivity, station integration and safeguarding future rail infrastructure requirements. The most significant change they are seeking is recognition of the level crossing north of the station as a growing safety issue as new development and improved walking routes increase usage.

Specific suggestions:

- Include the level crossing within connectivity and movement considerations.

- Commit to working with Network Rail on crossing safety, future mitigation and development impacting Network Rail.
- Improve bus-rail integration, including real-time travel information and wayfinding information between the stations.
- Safeguard land for future station expansion.
- Strengthen the role of the station as a key gateway to Staines.
- Support active uses and high-quality public realm around the station, including encouraging cafés, retail and community uses and creating social and meeting spaces near station approaches, specifically the south entrance.
- Consider parking impacts on rail users.
- Maintain support for higher-density development in appropriate locations around the station.

These are largely refinements to existing proposals and align well with the Masterplan's objectives of improving connectivity, public transport and town centre vitality.

Environment Agency (EA)

The Environment Agency broadly supports the Masterplan's vision but recommends stronger integration of flood risk, climate change adaptation and reference to Local Plan policy throughout the document, and highlight specific planning constraints relating to development concepts shown on several flood-sensitive riverside sites

Specific suggestions:

- Embed flood risk and climate resilience throughout the Masterplan
- Protect rivers and watercourses through formal buffer zones.
- Use surface water and groundwater evidence alongside fluvial flood risk.
- Ensure riverside development concepts are clearly caveated as subject to flood risk testing and planning policy compliance.
- Strengthen references to the adopted Local Plan Policy E3 and national policy.

Transport for London (TfL)

TfL's response is generally supportive of the ideas and proposals, including:

- Improved pedestrian crossings on South Street, Thames Street and Clarence Street (A308).
- Additional street tree planting.

- Enhanced cycling infrastructure and additional cycle parking at the proposed southern station entrance
- Better connections to the station, including the proposed walking and cycling bridge, which they identify as potentially strengthening interchange opportunities.

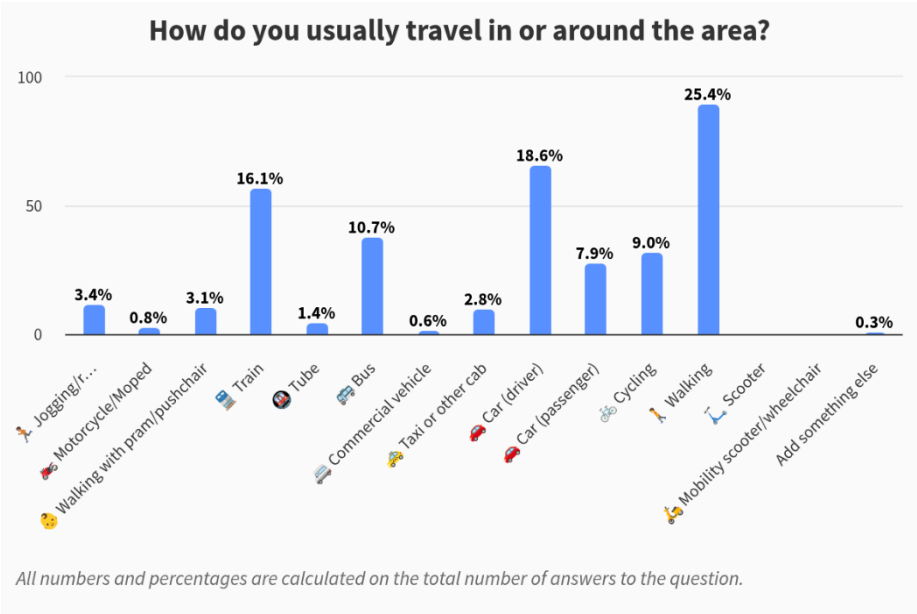
Specific suggestions include:

- Reference LTN 1/20 for cycling infrastructure.
- Ensure TfL-compliant bus station design principles, including:
    - allowing for the lack or minimising the need for reversing movements in the bus station layout;
    - ensuring provision for electric buses, four TfL bays and driver welfare facilities.
- Maintain strong walking, cycling and rail interchange connections throughout the town centre.

These are relatively straightforward amendments that would strengthen the Masterplan and help secure TfL support.

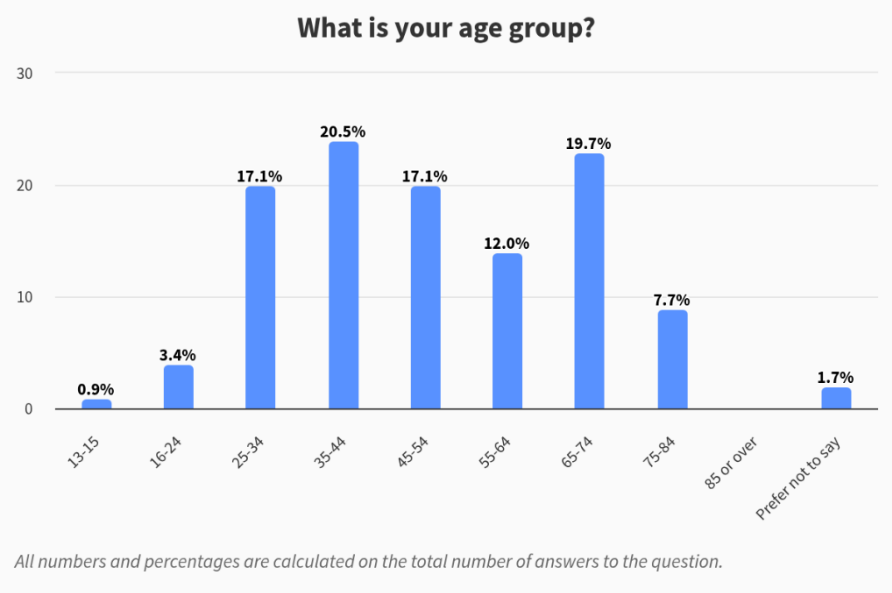
Demographics of Respondents to the Online Surveys

Of 133 respondents who told us their demographic data, these were the following demographics who responded to the exhibition.

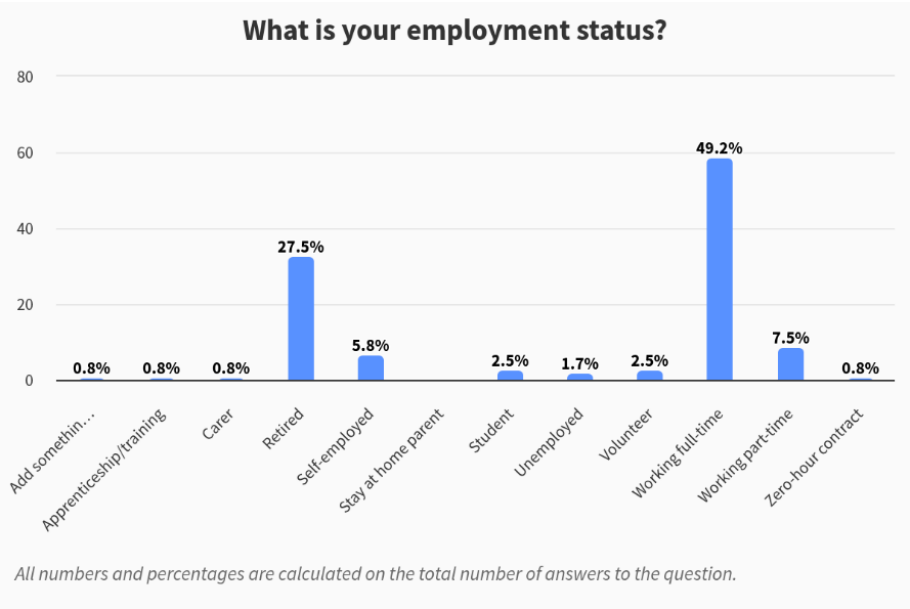


Over a quarter of respondents reported walking in or around the area, which was the most common mode of travel, followed by driving (18.6%) and train travel (16.1%). Car travel overall accounted for 26.5% of responses when including passengers, while active travel modes such as walking, cycling and jogging/running

represented 37.8%. Therefore, improvements to pedestrian, cycling and public transport infrastructure would benefit most respondents but there should be continued provision for cars, given the quarter of car-user respondents.

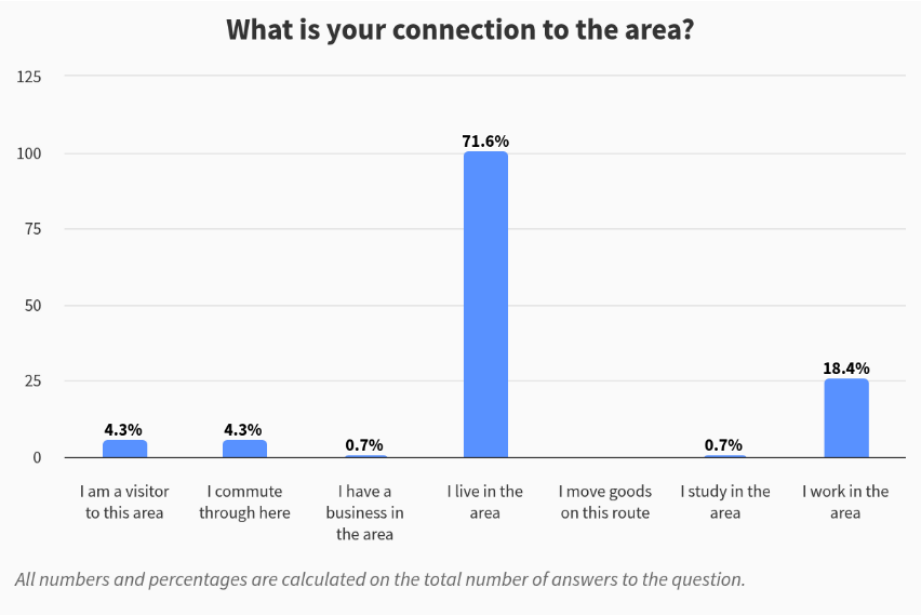


Respondents represented a wide range of age groups, although the survey was dominated by working age or older adults aged 25-74. The largest age group was 35-44 (20.5%), closely followed by 65-74 (19.7%). Younger people were less represented, with only 4.3% of respondents aged between 13 and 24.



Nearly half of all respondents work full-time, with more than a quarter being retired and overall, around 63% of respondents being in employment when combining full-time, part-time and self-employed respondents.

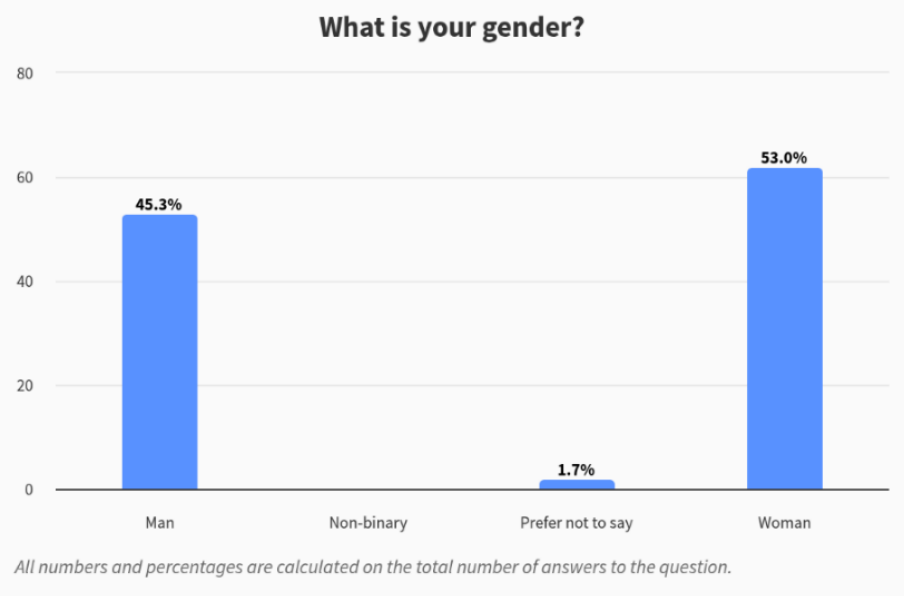
Significantly less respondents were students, apprentices, volunteers or unemployed. Therefore, responses primarily reflect the views of economically active working adults and older residents rather than students or younger age groups.



Nearly three-quarters of respondents (71.6%) live in the area, almost 1/5 (18.4%) work in the area and together, residents and workers account for 90% of all respondents.

Very few responses came from businesses, students, visitors, or people passing through.

The responses therefore primarily reflect the views of people with a strong and ongoing connection to Staines and its town centre and are more likely to reflect local priorities around quality of life, town centre improvements, public spaces, transport, and community facilities rather than the views of occasional visitors or businesses.



Respondents were fairly evenly split by gender, with a slightly higher proportion of women (over half) than men. Responses therefore reflect a broadly balanced mix of perspectives from respondents of all genders.