

Householders in Dacorum are going to be asked questions about their shopping and leisure habits as part of a major piece of work on the future growth of the area.

Over the coming weeks, representatives at NEMS Market Research will be calling residents on behalf of Dacorum Borough Council and three other local authorities to ask them where they like to shop and how they like to spend their leisure time.

The results of the survey will help to inform evidence for the Council's retail and leisure study. The study is one of a number of pieces of research being undertaken to prepare for Dacorum's new Local Plan, which will determine how the Borough grows and develops over the period to 2036.

The survey should take approximately seven and half minutes to complete. Most approaches will be made outside normal working hours in order to make sure working households can take part.

All information gained from the questions will remain confidential. Information from the survey will be handled according to the eight Data Protection principles of good information handling practice, as required by the Data Protection Register.

We would welcome people taking part in the survey and greatly appreciate all responses however anyone who may be contacted is under no obligation to take part.

The survey has been commissioned by Nexus Planning, which is undertaking the retail and leisure study on behalf of Dacorum Borough, Hertsmere Borough, Three Rivers District and Watford Borough Councils.

If you would like to know more about the study, please email [john.chapman@dacorum.gov.uk](mailto:john.chapman@dacorum.gov.uk) or ring John Chapman on 01442 228259 (Tuesdays-Thursdays).

If you would like to know more about the new Local Plan process, go to [www.dacorum.gov.uk/home/planning-development/planning-strategic-planning/new-single-local-plan](http://www.dacorum.gov.uk/home/planning-development/planning-strategic-planning/new-single-local-plan)