



**OFFICER REPORT TO LOCAL COMMITTEE  
(WAVERLEY)**

**PROPOSED EXPERIMENTAL AMENDMENTS TO LOADING  
RESTRICTIONS IN FARNHAM**

**17 SEPTEMBER 2010**

**KEY ISSUE**

To approve experimental changes to loading restrictions in Farnham aimed at alleviating traffic congestion.

**SUMMARY**

Central Farnham is an Air Quality Management Area (AQMA) which requires action to achieve national air quality objectives.

Road traffic emissions are the major source of air pollution in central Farnham. A study of deliveries and loading/unloading in the centre of the town has been carried out in order to investigate whether changes to loading restrictions could relieve traffic congestion and associated air pollution caused by delivery activities during the day.

This report updates the Committee on the delivery study and it is asked to consider changing the current loading/unloading restrictions in East Street and part of Downing Street from 08:00 – 09:30 and 16:30 to 18:00 to 08:00 – 18:00. It is proposed that the effectiveness of these changes are monitored and reviewed after six months before a decision is made to permanently change the Traffic Regulation Order.

Members are also asked to endorse the establishment of a Freight Quality Partnership for Farnham.

Members' attention is also drawn to traffic surveys being carried out around the town and the forthcoming update of the Farnham Traffic Model.

## OFFICER RECOMMENDATIONS

### The Local Committee (Waverley) is asked to agree:

1. To advertise the introduction of an experimental Traffic Regulation Order (TRO) under section 9 of The Road Traffic Regulation Act 1984 (as amended) which has the effect of suspending the existing loading restrictions on The Borough and Downing Street (between Upper Church Lane / Ivy Lane and The Borough) and to introduce new loading restrictions on those lengths of roads between 8am and 6pm Monday to Saturday.
2. To consider any objections received and report these back to the committee before any decision is made to make the experiment permanent.
3. To the establishment of a freight Quality Partnership for Farnham

## 1 INTRODUCTION AND BACKGROUND

- 1.1 Waverley Borough Council has declared an Air Quality Management Area (AQMA) in Farnham along The Borough and surrounding streets. Air quality monitoring has shown that at various times government -set pollutant limits are exceeded.
- 1.2 Traffic emissions in the town centre were identified as a source of air pollution. Traffic congestion, especially that due to delays caused by delivery vehicles parked on the most constrained part of the road network, was seen as the major problem.
- 1.3 A successful bid for £5000 to assess and implement changes to the loading restrictions in central Farnham was made to the Leader's Climate Change Challenge Fund in April 2010.
- 1.4 This report presents details of a study of on-street delivery activities within central Farnham and recommends changes to the current loading restrictions, aimed at easing traffic delays caused through deliveries.
- 1.5 It is recognised that delays caused by deliveries are not the only source of traffic congestion within the town centre and work to update the Farnham Traffic Model to test a number of other traffic management options will soon be carried out. Traffic surveys to inform this work are currently taking place.

**2 DISCUSSION/ANALYSIS**

2.1 A business delivery study was carried out in the town during June and July 2010 to understand current delivery activities. It focussed on the following streets in central Farnham:

- The Borough
- Castle Street
- South Street
- Downing Street
- West Street

2.2 East Street was not considered because of the uncertainty of tenure of shops in this area and the proposed road improvements associated with the redevelopment.

2.3 The observed pattern of retail activity is very quiet until 10am when the town then becomes very busy for the rest of the day with no noticeable off-peak period. Some businesses already organise deliveries for outside of business hours, including night-time deliveries. Many stores are supplied as part of a delivery chain and advise that they have little control over delivery times.

**2.4 SUMMARY OF RESPONSES AND PROPOSED ACTIONS**

**2.5 The Borough**

2.6 Eight businesses were interviewed on the south side and 15 on the north side.

2.7 Current loading restrictions: No Waiting at any time; No Loading 08:00 – 09:30 and 16:30 to 18:00 Monday -Saturday. Proposed change to: No Loading 08:00 – 18:00 Monday -Saturday.

2.8 The section of The Borough leading up to the traffic-signalled junction with South Street is the most constrained section of the town. Multiple loading and unloading activity along The Borough can lead to gridlock at any time during trading hours. Most shops operated an “open door” policy which can lead to unpleasant levels of traffic fumes within their stores.

2.9 Some of the larger outlets along this section either have rear servicing facilities and/or already operate voluntary out of hours servicing. The proposal is aimed at encouraging larger deliveries to be made outside trading hours.

2.10 Some retailers advised that they receive small packages at random times of the day. It is intended that existing off-peak loading arrangements are maintained on other roads convenient to the Borough to allow these goods to be delivered by hand.

**2.11 Downing Street (between Lower Church Lane and The Borough)**

- 2.12 26 businesses were interviewed.
- 2.13 Current loading restrictions: No Waiting at any time; No Loading 08:00 – 09:30 and 16:30 to 18:00 Monday -Saturday.
- 2.14 No proposed change to section between Lower Church Lane and Upper Church Lane.
- 2.15 Proposed change on the section between Upper Church Lane and The Borough to: No Loading 08:00 – 18:00 Monday -Saturday.
- 2.16 The section of Downing Street between Lower Church Lane and Upper Church Lane is generally wide enough for a single file of traffic to pass through should vehicles be parked on both sides of the road. However, the section between Upper Church Lane and The Borough narrows considerably and any large vehicle stopping here can interfere with the free flow of traffic.
- 2.17 The general consensus from those interviewed is that deliveries can normally be carried out without trouble on the wider section of Downing Street but inconsiderate parking by shoppers and delivery vehicles being parked longer than is necessary can cause problems. Some felt that better enforcement is needed although greater leeway to those genuinely making deliveries should be shown.

**2.18 Castle Street**

- 2.19 Eleven Businesses in Castle Street were interviewed.
- 2.20 Current restrictions (The Borough to Park Lane): A combination of No Waiting at any time (no restrictions on loading) and parking bays 08:00 – 18:00 Monday – Saturday 2 hrs no return 1hr and permit holders. No proposals to change.
- 2.21 Castle Street is a very wide street mainly served by small retail outlets or restaurants. Most businesses here report no difficulties with loading/unloading so no changes are proposed.

**2.22 South Street (between East Street and Union Road)**

- 2.23 Nine businesses were interviewed.
- 2.24 Current loading restrictions: No Waiting at any time both sides. North East Side: No Loading 08:00 – 18:00 Monday to Saturday. South West Side: No Loading at any time 08:00 – 09:30 and 16:30 to 18:00 Monday -Saturday. No proposed change.

2.25 Most businesses interviewed report no serious congestion caused by deliveries so no change to current restrictions is proposed.

**2.26 West Street (between The Borough and The Hart)**

2.27 20 businesses were interviewed.

2.28 Current restrictions: A combination of No Waiting at any time and No Waiting 08:00 – 18:00 Monday to Friday, No Loading 08:00 – 09:30 and 16:30 to 18:00 Monday -Saturday. No proposed change.

2.29 West Street is wider than most streets in central Farnham and most businesses operate deliveries adequately under the current restrictions.

2.30 Where delivery problems have been reported this is often linked to inconsiderate and illegal parking in restricted areas by shoppers.

**2.31 Traffic Surveys and Modelling**

2.32 Classified traffic surveys around Farnham are currently being carried out to inform an update of the Farnham Traffic Model which will test various traffic management options aimed at reducing congestion.

**2.33 Establishment of the Farnham Freight Quality Partnership (FQP)**

2.34 It is proposed that an inaugural meeting of the Farnham Freight Quality Partnership be called for mid-October 2010.

2.35 Suggested issues to be considered by the partnership include: changes to the loading restrictions and possible improvements to town centre delivery arrangements, lorry routing in and through Farnham, the current traffic surveys, possible traffic management improvements and the implications of major developments such as at East Street.

**3. CONSULTATIONS**

3.1 The business delivery survey involved interviews with 89 businesses. The Freight Quality Partnership will include involvement of: Surrey County Council, Farnham Town Council and Waverley Borough Council, the Farnham business community, the freight industry and local representative groups.

**4. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS**

- 4.1 £5000 has been secured from the Leader's Climate Change Challenge fund to consider changes loading and delivery restrictions within the town in order to ease congestion and associated poor air quality.
- 4.2 Business and retail delivery interviews, carried out with help from Waverley Borough Council, were covered through existing staff costs without drawing on the project allocation.
- 4.3 Costs for the analysis of the business delivery survey, administration of the FQP and progressing the changes to the Traffic Regulation Order can be accommodated within the £5000 budget.

**5. EQUALITIES AND DIVERSITY IMPLICATIONS**

- 5.1 There are no specific equalities and diversity implications for this report.
- 5.2 Improvements to air quality should benefit the health of those who live and work in the Farnham AQMA.

**6 CRIME AND DISORDER IMPLICATIONS**

- 6.1 Failure to comply with parking and loading restrictions can result in the issue of a Penalty Charge Notice.

**7. CONCLUSION AND RECOMMENDATIONS**

- 7.1 The proposed amendments to the Traffic Regulation Order are aimed at addressing the most critical traffic congestion locations associated with deliveries within Farnham Town Centre.
- 7.2 It is recommended that the changes to the TRO are approved for implementation. It is also recommended that the changes are reviewed six months after implementation in terms of their effectiveness and to assess any possible implications of (a) the East Street redevelopment and (b) conclusions from the Farnham traffic modelling work.
- 7.3 It is recommended that members endorse the establishment of a Freight Quality Partnership for Farnham.

**8. REASONS FOR RECOMMENDATIONS**

- 8.1 The proposed changes to the loading restrictions are targeted at what is seen as the worst locations for delivery related delays whilst avoiding changes to other locations where deliveries are being carried out with relatively little disruption.

**9. WHAT HAPPENS NEXT**

- 9.1 Subject to approval of the Committee the changes to the Traffic Regulation Order will be advertised.
- 9.2 Following implementation, the effectiveness of the change to loading restrictions will be monitored for a period of six months.

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**BACKGROUND  
PAPERS:**

- 1. Officer report to Waverley Committee 12 March 2010 – Item 16 Climate Change, Annex 2 Reducing Traffic Emissions
- 2. Officer report to Waverley Committee 18 June 2010 – Item 12 Traffic Pressures in Farnham – an Update – Annex 1 Farnham Freight Initiatives