

Annex 1: Farnham Priority Measures

The following measures were those identified as the “priority measures” during discussion 2 of the Farnham Air Quality Workshop, held on 26 January 2010.

No.	Category	Measure	Issues/Barriers	Cost	AQ impact	Traffic Impact	Time frame	Action(s) Required	Agreed Next Steps
1	A31	Review function of bypass (introduce turn right?) “be less of a bypass”, check traffic signal timings at Hickley’s Corner	Needs support from DfT to progress.	Med (review only)	Med-High	Town centre: high	Long	Farnham traffic model required to: <ul style="list-style-type: none"> • assess options in town centre and for A31 • review signals • assess AQ impacts • assess impacts of East Street development. 	SCC updating the existing Farnham Paramics model - has been added to the modelling team’s programme of work. It will cost approx. £5-10k for data survey – to be provided from staff resources.
3	A31	Hickley’s Corner movement review	A review is relatively easy, but actions are likely to be very expensive.	Low (review only)	n/a	n/a	Short-med		
30	Traffic Management	Complete review of one-way system	A review is relatively easy, but actions are likely to be very expensive.	Low (review only)	n/a	n/a	Short-med		
32	Traffic Management	Traffic control (UTC) adjust ‘green time’. Single system for town traffic lights	Is Farnham big enough for a SCOOT system to make a difference?	Med-High	Med	Med	Med		
23	Planning & Strategy	New/up-to-date traffic assessment?	An assessment is relatively easy, but actions are likely to be very expensive.	Low-med (assessment only)	n/a	n/a	Short-medium		
4	Car Parking	Car park charging methods? – Different charges/timings/ time spent?	Assumes raising cost of parking. Most effective if alternatives are also provided.	Med	Low	Low	Short-med	Undertake a parking review to consider: <ul style="list-style-type: none"> • capacity • on-street charges • off-street charges • location of parking • enforcement • HGVs/loading & deliveries • CPZs • ‘environmental’ parking (e.g. tariffs, electric vehicles etc). 	SCC are establishing an overall Parking Strategy for LTP3.
5	Car Parking	Differential parking charges- more £ in town centre + disabled + cycle parking		As above					
7	Car Parking	Amending CPZ and introduce on street charging	Will cars just park in other car parks?	Med	Low	Low	Short-med		
8	Car Parking	Pay and display in Castle St. and better enforcement		As above					
9	Car Parking	More parking provision	Is capacity an issue?	V. High	Low	Low	Long		
10	Car Parking	Managing movement into car parks and out of town variable traffic signs	Try to remove circulation as cars wait for a space in favoured car park.	Med	Low-med	Low-med	Short		
11	Car Parking	VMS (Variable Message Sign) signs		As above					
15	Freight	Extra parking enforcement - HGVs (Heavy Goods Vehicle)	Shops still need deliveries.	Med (but potential revenue)	Low	Med	Short-med		
19	Freight	Civil enforcement	Should be civil enforced currently.	n/a	n/a	n/a	n/a		
								WBC to consider simple, directional signage to car parks.	

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2	By Pass	Farnham Bypass Wrecclesham Bypass	Needs support from GOSE and DfT to progress.	V. High	High	High	Long	<ul style="list-style-type: none"> Identify route & costs/benefits Consider re-entry to planning system/long term commitment. 	SCC will continue to lobby DfT to get the bypasses & Hickley's Corner included in the major schemes list.
20	No idling zone	No idling zone/s and better signage in hot spots	Enforcement.	Low-med (revenue)	Med	Zero	Short-med	Further air quality monitoring.	WBC to undertake further air quality monitoring.
21	No idling zone	No idling zone	As Above						
22	No idling zone	Real time info at level-crossing to encourage switch off engines							
12	Education	Better education / awareness of travel behaviour / impact on A.Q + congestion	How to get info into driver's hands? Could use local media.	Low-med	Low	Low	Short-med.	<ul style="list-style-type: none"> Links to SCC travel awareness projects Use "Transition Towns" to enhance message. 	WBC to consider education programmes as part of their programmes.
13	Education	Youth-led initiatives to change behaviour/s		As above					
16	Freight	Delivery/ freight partnership	Buy in from operators and enforcement.	Med (possible bid?)	Low	Low-med	Med	<ul style="list-style-type: none"> Bid to DfT (out of hours deliveries) to be progressed Use mechanism set up for bid to continue work with other funding mechanisms if bid fails. Set up Freight Quality Partnership for Farnham. 	SCC to set up Freight Quality Partnership in 2010 using £5k grant for a business delivery survey.
17	Freight	Manage movement HGVs in /around		As Above					
18	Freight	HGV bans	Shops still need deliveries, enforcement.	Med	Low-med	Low	Med		
33	Traffic Management	Diversions signs on entrances to encourage use of Blackwater Valley Route and review existing signs	Why aren't people using this already?	Med	Low-med	Low-med	Short-med		
24	Planning & Strategy	Can funding from proposed eco town improve / mitigate in Farnham. Eco-town may provide demand for additional bus or P&R route.	n/a	n/a	n/a	n/a	n/a	Eco-town is an HCC project. Coordinate with HCC.	Officer-level meeting with HCC has been held. Member-level meeting set up for beginning November 2010.
25	Planning & Strategy	Assess A.Q impact as part of planning application	Needs an action/resolution (i.e. what if impact = bad?)	Low	n/a	n/a	Med	<ul style="list-style-type: none"> Possibility to produce a guidance note as part of planning process so developers know what to expect Plug in points to be considered in town centre. 	Plug in points not to be progressed - WBC has determined that technology and market conditions not suitable at present for WBC-provided points to be implemented.
6	Car Parking	Plug in points at public car parks for electric vehicles	Does not address uptake of electric vehicles.	Low	Low	Low	Short-med		
26	Planning & Strategy	Keep longer term changes on agenda	n/a	n/a	n/a	n/a	n/a	Propose regular update/liaison meeting as part of local committee agenda.	No action required.

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27	Public Transport	New 'Farnham Parkway' rail station	Impact on train times, needs support from TOC and N. Rail.	V. High	Low	Low	Long	<ul style="list-style-type: none"> Not economically viable Doesn't provide many transport benefits. 	Not feasible – no further action required.
29	Public Transport	Shoppers bus hop on/off service (park and ride)	Frequency is an issue. Will drivers use external car parks?	Commercial: High Community: low-med (revenue)	Low-med	Low-med	Med-long	<ul style="list-style-type: none"> Not viable as a commercial contract Could be considered as part of a community bus network. 	To be determined.
28	Public Transport	Real time bus info in widespread schemes	Needs all operators to be involved. Does it encourage significant modal shift?	Low-med	Low	Low	Med-long	<ul style="list-style-type: none"> Stagecoach buses are part equipped. Routes 18, 19 and 48 need to be added, plus shelters Total cost approx £80-100k. 	Some shelters to be equipped as part of East St development. Further expansions would need funding.
31	Traffic Management	Road signing around and in town centre	Through routes are via town centre (e.g. to railways station) – what are the alternatives?	Med	Med	Med	Med	Road sign audit – link to traffic model.	To be determined.
34	Walking & Cycling	Provide secure bike parking in centre of town	Needs to be close to locations cyclists want to visit.	Low	Low	Low	Short-med	Undertake cycle parking audit: <ul style="list-style-type: none"> Where is parking What is required/desirable capacity Sensible locations for additional parking. 	To be determined.
35	Walking & Cycling	Review S.106 monies to progress cycling/walking schemes	Could s106 money be spent better elsewhere?	n/a	n/a	n/a	N/a		
14	Environmental	More trees and green roofs for air quality mitigation	A Tree only reduces pollutants by a small amount therefore many needed to make a difference.	Low-med	Low	Zero	Med	Develop policies as part of WBC public realm strategy.	WBC to consider as part of public realm improvements.
36	Walking & Cycling	Footways widening / shared surfaces / part time priorities	Pedestrian safety, traffic management.	High	Med	Med	Med	Some improvements as part of Park & Stride, as part pf East St development.	Some improvements as part of Park & Stride, as part pf East St development.
27	Walking & Cycling	Part time pedestrianisation in the Borough (East Street)	Would need South Street to be 2-way plus other traffic management	High	Med	Med	Med	SCC will assess as an option once model is updated.	SCC will assess as an option once model is updated.