

Notice of Meeting

Farnham Board



Date & time
Friday, 18
September 2020
at 10.00 am

Place
Remote Meeting via
Zoom.
Streaming on
<https://www.youtube.com/user/WaverleyBorough>

Contact
Tamara Stone, Business Manager
Farnham.boardmeetings@surreycc.gov.uk

The purpose of the Board is to bring partners, residents and businesses together to ensure our deliverables are met and that Farnham maintains its position as a thriving community and town as set out in the adopted Farnham Neighbourhood Plan.

Specifically, the Board will:

1. Consider the Farnham Town Centre, A31 Hickley's Corner and A325 Wrecclesham Infrastructure Schemes, together with any related impacts
2. Determine and agree the specific outcomes and objectives for the Schemes
3. Ensure that the necessary resources from the various partners will be made available in a timely way
4. Set up specific task and finish working groups as required
5. Take evidence and advice from members of the community and representative bodies, as well as professional experts
6. Consider national initiatives and good practice in respect of the proposals to ensure the future prosperity of the town, especially in regard to business, retail, personal wellbeing and climate change
7. Consider and make recommendations on the projects, plans and resources to achieve the agreed outcomes and priorities
8. Seek to secure the capital and revenue investment to deliver agreed projects and plans, including from Government, LEP and other sources
9. Oversee the commissioning, procurement, sponsorship and delivery of agreed projects
10. Take cognisance of other planning and design processes for example the extant Master-planning process, the Waverley Local Plan and the Farnham Neighbourhood Plan.

Member	Representing
Borough Councillor Paul Follows	Waverley Borough Council
Mr Jeremy Hunt MP	South West Surrey
County Councillor Colin Kemp	Surrey County Council
County Councillor Andy MacLeod	Surrey County Council
Town Councillor John Neale	Farnham Town Council
County Councillor Tim Oliver	Surrey County Council
County Councillor Wyatt Ramsdale	Surrey County Council
County Councillor Stephen Spence	Surrey County Council
Borough Councillor John Ward	Waverley Borough Council

AGENDA

- 1 INSTRUCTIONS FOR NON-BOARD MEMBERS PARTICIPATING IN THE FARNHAM BOARD MEETING** (Pages 5 - 6)

Purpose: Review and approval of 'Instructions for Non-Board members'.
- 2 WELCOME AND INTRODUCTIONS**
- 3 MINUTES OF MEETING AND MATTERS ARISING FROM LAST BOARD** (Pages 7 - 10)

Purpose: to agree as a true record
- 4 QUESTIONS AND QUERIES**

Purpose:

 - a) Review of question submitted by public in advance
- 5 VISION** (Pages 11 - 68)

Purpose:

 - a) To approve and sign off draft Vision Paper
 - b) To sign off new format Vision Brochure and questionnaire
- 6 STAKEHOLDER STRATEGY AND COMMUNICATIONS PLAN** (Pages 69 - 76)

Purpose:

 - a) Update on draft plans
 - b) Agree Comms on Page
- 7 PROGRESS UPDATE** (Pages 77 - 80)

Purpose:

 - a) Progress since last meeting (17 July 2020)
 - b) Review against timeline
 - c) Active Travel programme updates
- 8 LOCAL LIAISON FORUM UPDATE**

Purpose:

 - a) Progress since LLF Launch (5 August 2020)
 - b) Progress planned to the next meeting (TBC)
- 9 AOB**

Purpose:

 - a) Note that next Board meeting is on Friday 20 Nov 2020 at 10:00 – all dates sent and in diaries

Joanna Killian
Chief Executive
Published: 4 September 2020

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INSTRUCTIONS FOR NON-BOARD MEMBERS PARTICIPATING IN THE FARNHAM BOARD MEETING

The Core Members of the Board are as follows:

Cllr Tim Oliver	Leader - Surrey County Council (SCC)	Chair
Cllr Colin Kemp	Deputy Leader SCC	
Rt Hon Jeremy Hunt MP	MP for South West Surrey	
Cllr John Ward	Leader Waverley Borough Council	
Cllr Paul Follows	Deputy Leader for Waverley Borough Council	
Cllr John Neale	Leader Farnham Town Council	
Cllr Wyatt Ramsdale	SCC Farnham South	
Cllr Andy MacLeod	SCC Farnham Central	
Cllr Stephen Spence	SCC Farnham North	
Supported by		
Katie Stewart	SCC Executive Director – Environment, Transport and Infrastructure	
Tom Horwood	Chief Executive – Waverley Borough Council	
Chris Tunstall	SCC Infrastructure Planning and Major Projects	
Iain Lynch	Farnham Town Clerk	
Tamara Stone	SCC	Secretariat

The Board is using Zoom to run the Farnham Board meetings whilst meetings must take place remotely.

Public Participation

The details of the next meeting are as follows:

Topic: Farnham Project Board

Time: Sep 18, 2020 10:00 AM London

The meeting will be webcast live and available to view on [Waverley Borough Council's YouTube](#) page for anyone wishing to **observe** the proceedings. The webcast will be available for viewing after the meeting.

Anyone wishing to **ask a question** must register and submit their question in writing (to Farnham.boardmeetings@surreycc.gov.uk) by 5pm on Friday 11 September (4 clear working days in advance of the meeting). For the Board meeting, only questions relating to the agenda will be accepted. A response will be provided to the Board and the questioner by the Board meeting date and all questions with responses will get published as an annex to the meeting minutes. However, a Local Liaison Forum is held regularly for more open questions/public conversation; please see Farnham Town Councils site for details.

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Farnham Board Minutes

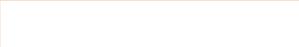
Date & Time:	17 Jul 2020, 09:30 – 11:00
Venue:	Video Conferencing - Teams
Chair:	Cllr Tim Oliver
In attendance:	Cllr Colin Kemp, Cllr Wyatt Ramsdale, Cllr Stephen Spence, Cllr Andy MacLeod, Cllr John Ward, Cllr Paul Follows, Cllr John Neale, Rt Hon Jeremy Hunt MP, Tom Horwood, Zac Ellwood, Chris Tunstall, Paula Gough, Iain Lynch, Ben Funning, Steve Howard, Sach Baig, Tamara Stone (Sec)
Observers	Cllr Sally Dickson, Cllr Carole Cockburn, Cllr Alan Earwaker, Cllr Peter Clark, Cllr Mark Merryweather, Cllr Jerry Hyman, Richard Nelson, Cllr Pat Evans, Cllr Penny Marriott, Cllr Paula Dunsmore,
Apologies	Katie Stewart, Simon Griffin

	Item
1	<p>Introductions</p> <p>The Chair welcomed all board members to the second meeting and welcomed the observers from FTC/WBC. The intention was to hold future meetings in public (though they would not be public meetings) and there would be an opportunity for non-board members to submit questions in advance. The Local Liaison Forum would remain the mechanism for more open public engagement. The idea was to be transparent and engaged with the views of stakeholders, partners and residents in Farnham and the surrounding areas.</p>
2	<p>Minutes of the Meeting from the Last Board (22 May 20)</p> <p>No issues had been raised regarding the minutes from the last meeting, as such they were ratified as a true and accurate record.</p> <p>A query was raised regarding the appropriate sharing of minutes and papers from the Board. If there were items that were sensitive for example of a commercial nature, this would be separated, into a part 2. It would be confirmed for the Board and external observers what could and could not be shared. ACTION CT/PG was to prepare a note confirming the management of public meetings including the Public process, the asking of questions and the mechanism for sharing information.</p>
3	<p>Governance</p> <p>The 3 recommendations on the Governance report as follows was discussed:</p> <p style="margin-left: 40px;">a) Agree the revised Terms of Reference for the Board and the Local Liaison Forum, Annex A and B;</p>



Item	
	<p>b) Note the Chair(s) and Vice Chair for the Local Liaison Forum detailed in paragraph 5; namely Andy MacLeod and John Neale as Co- Chairs and Wyatt Ramsdale as Vice Chair and</p> <p>c) Agree the Draft Terms of Reference for the Programme Board, Annex C.</p> <p>The board was content with the papers as provided, no further queries were raised and as a result, these papers were ratified.</p>
4	<p>Progress Report</p> <p>An overview of progress to date was provided to the board. The main change of note was the receipt of £400K revenue from SCC and the engagement of Atkins to cover 4 bits of work:</p> <ul style="list-style-type: none"> • Zero net carbon review which will produce the Optimised Infrastructure Plan • Hickleys Review • Local Cycling and Walking Infrastructure Review • HGV Review <p>SCC had also contributed to the FTC Camera System which would allow the ability to monitor traffic and traffic counts. In addition, there would be early discussions with Police/Borough Commander about possibly checks that could be done to educate and deter HGV traffic. Considering opportunities and options for speed checks in the town centre/Upper Hale road was progressing with Police contact but it was also noted that Police time was stretched with other responsibilities. That said there were good relations with Police contacts and conversations would continue to hopefully get some speed checks undertaken within the town.</p> <p>Regarding planned progress going forward, talks continued with Crest about Brightwell development, connectivity, mobility and the issues surrounding the section 106.</p> <p>The vision statement was progressing, and a lot of work continued to ensure appropriate consultation with stakeholders.</p> <p>Work progressed regarding the submission of cycling/active travel bids and measures being put in place as part of COVID-19 safety restrictions. Jeremy Hunt MP raised concerns over the temporary cones and restrictions in the centre of Farnham at present. His felt that the board could lose the goodwill of the residents as the current measures looked more like road works. Although planters had also been placed in the town, there was a feeling that the board could miss an opportunity to create a permanent attractive change in Farnham. Critically, this was not just a superficial issue but also a real safety concern for pedestrians as barriers were not fixed. Notwithstanding, it was felt that making the measure a more attractive and fixture would encourage the residents to keep them in place, thus being a quick win with large impacts for the betterment of Farnham. ACTION CT to continue to liaise with the Highways and Transport teams to see what could be done in the short term. In addition, CT would consider options for more permanent measures (with street design innovations – possibly Create Streets) beyond that.</p>
5	<p>Vision Statement Update</p> <p>The draft vision statement had been circulated and comments from stakeholders had been received and considered as part of the updates. The Vision statement would be reviewed alongside the draft Communications plan and would be used to implement the programme, and any funding mechanisms needed to secure support plans. The vision statement would evolve</p>

	Item
	<p>as the programme progressed, and the Optimised Infrastructure plan would detail the 'how to' elements.</p> <p>The following recommendations were submitted as part of the supporting papers:</p> <p>It was recommended that:</p> <ul style="list-style-type: none"> a) The Vision statement updates be noted, and b) The Vision statement be approved c) The timeline of its release to stakeholder groups and public domain to be discussed and an approach agreed with the Board <p>Regarding point c above, it was felt that the sooner the document could be released to the public for comment the better, to ensure that they were included as part of the journey. However, to ensure the governance elements were also completed, the 3 organisations would gain approval, of this early draft, through their governance chains. The public comments would be fed in, possibly utilising the LLF on 5 Aug 20, before final sign off would be sought. In the meantime, the document would be subject to a plain English exercise. ACTION: CT/PG authorised to release the draft Vision statement and for SCC/WBC/FTC to progress the preliminary draft through their respective governance chains. In parallel, it would be released to the public and discussed at the next LLF with comments being fed back for final sign off.</p>
6	<p>Stakeholder Management and Communications</p> <p>Local Liaison Forum: An overview was provided about the LLF. It was felt that much of the feedback from the Public was positive. Discussions were ongoing about the practicalities of how the forum would operate. ACTION: updates would be provided to the Board members at board meetings; not for approval but for information.</p> <p>Cycling Campaign in Farnham: The Cycling forum had done some great work and CT was working with Officers from SCC to try and ensure a Farnham bid as part of the overall Surrey Covid Active Travel Phase 2 bid to be submitted by the 7 August.</p> <p>Stakeholder management and Communications Plan: A draft package of documents had been provided to the board and was a huge piece of work to ensure the Strategy fully supported the wide variety of stakeholders and Partners. It was acknowledged that the development of this package of documents was iterative and further refinement would take time to ensure it fully supported the community's needs. It was also confirmed that a dedicated comms manager would also be funded.</p> <p>Jeremy Hunt MP stated that the board would have to be careful not to over prepare the messaging and ensure that the residents saw substance and felt listened to. The residents wanted to see a sensible and simple coherent plan with real change on the ground happening sooner rather than later. A communications top heavy approach would go down poorly in Farnham; and could lose stakeholder support. The board agreed that whilst a wider strategy and detailed Comms plan was appropriate for Officers working on the Project, the public facing document/messaging should be clear, simple and concise. ACTION: PG/BF would produce a one-page summary communications plan, before the next meeting, and would liaise with the WBC Comms team. In addition, PG/BF would agree a plan to progress by mid-august.</p>
7	<p>Brightwell Development</p>



Item	
	<p>Discussions had been had with WBC and Crest stakeholders about Brightwell's, and these had been positive to date. There were some issues, as expected but discussion re the possible deferment of the S106 and S278 for East Street and the Royal Deer Junction was going well. Sitting on the joint board with Crest Nicholson board would help this engagement further. Cllr Steven Spence requested an opportunity to introduce David Walton to the Chair, Cllr Mel Few, Cllr Colin Kemp and the lead Officer for SCC as he felt that David had great experiences with Cultural regeneration that could benefit this scheme. ACTION: Cllr Spence would progress outside of the meeting.</p> <p>Zac Ellwood noted that although conversations with Crest had indeed been positive, he wanted to ensure the Board were aware that Crest still needed to check their contractual positions with people that have already signed up to the Site. In addition, they would also confirm their overall timescales to see what issues and risks there would be in not doing the work now and that these constraints and dependencies would need to be understood and managed.</p>
8	<p>Feedback from COVID-19 Interventions</p> <p>Further to earlier discussions regarding HGVs going through the centre of Farnham the Chair proposed that a discussion should be had with Google about Sat Nav routes and possibilities to divert away from the town centre. ACTION. CT to incorporate into the commission with Atkins.</p>
9	<p>AOB</p> <p>Quick wins: Cllr Wyatt Ramsdale mentioned that improvement of the Iron Stone sets on Castle Street may be a quick win, and he also offered that he believed the A road status could be playing a part in the reason why Sat Navs take vehicles through the centre of town and that it may be worth reviewing that linkage as part of our investigations/discussions with Google. Chris Tunstall confirmed that discussions regarding the Iron Stone sets were underway and he agreed it would be a quick win. In addition, he would consider the A road status as part of the Atkins commission.</p> <p>The Chair thanked everyone for their efforts especially the progress of the LLF that would be a key contributor going forward.</p> <p>Next meeting date:</p> <p>Friday 18th September 9.30am-11am</p>



Farnham Infrastructure Programme

Farnham Board Meeting

DOC NO 4D476001-SCC-PRG-PAP-000004 REV 1.0

DATE: 18 SEPTEMBER 2020

REPORT OF: MR TIM OLIVER – BOARD CHAIR

LEAD OFFICER: CHRIS TUNSTALL – PROGRAMME DIRECTOR

SUBJECT: FARNHAM INFRASTRUCTURE PROGRAMME
VISION STATEMENT

SUMMARY OF ISSUE:

At the last meeting of the Farnham Board the Farnham Infrastructure Programme Vision Statement was presented for approval for consultation. Since then the Vision has been reviewed to make it user friendly Annex A and a Brochure version developed Annex B. The Vision Brochure will be used for the consultation. An outline Vision Statement Questionnaire has also been developed and is shown in Annex C.

For the Brochure a new cover sheet style has also been developed and will be used in future for all public facing documents.

RECOMMENDATIONS:

It is recommended that:

1. The user-friendly Vision Statement updates in Annex A be noted, and
2. The Vision Brochure Annex B be agreed as the Consultation Document with a consultation period of 6 weeks, and
3. The outline Vision Questionnaire be agreed, and
4. The results of the consultation to be brought back to the next meeting of the Board, and
5. The new cover sheet style for all future public facing documents be noted and agreed.

REASON FOR RECOMMENDATIONS:

To ensure the Farnham Board is made aware of the minor user-friendly changes to the Vision Statement and agrees the Vision Brochure for Consultation.

An outline Vision Questionnaire to go with the Vision Brochure has also been developed which requires approval of the Board before it is finalised.

The consultation process will be for 6 weeks and will be launched on the 21st September 2020. The results of the process will be reported back to the next meeting of the Board.

A cover sheet style has been developed for the Brochure which will be used on all public facing documents to develop a public recognition of the Farnham Infrastructure Programme going forward.

DETAILS:

1. Further work has been undertaken in respect of the Vision Statement to make it more user-friendly Annex A. This has subsequently been professionally copyread and developed into a Brochure style Annex B which will be used as the consultation document. The Vision Brochure will be available in both print and electronic form.
2. As part of this work an outline questionnaire has been prepared for the consultation Annex C which again will be available in both print and electronic form.
3. The revised style of the front sheet for the Brochure has been developed in consultation with partners and is the style that will be used for all future public facing documents.
4. The consultation process will commence on the 21st September 2020 and last for a period of 6 weeks which will enable the results to be reported back to the next Board meeting which will assist in the development of the Optimised Infrastructure Programme OIP.

CONSULTATION:

5. The revised Vision Statement had already been circulated to partners for their comment. Further opportunity was taken in respect of additional comments received but only in respect of making the document more user friendly.

RISK MANAGEMENT AND IMPLICATIONS:

6. The Board has no Statutory powers and as such any decisions requiring approval by the responsible Authorities Constitution will have an individual risk assessment.

FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

7. The cost of the consultation exercise will be met from the funding made available by Surrey CC

SECTION 151 OFFICER COMMENTARY

8. There are no financial implications other than the cost of the consultation exercise. Individual projects as necessary will be subject to further financial review which will need to be undertaken by the appropriate responsible Authority.

LEGAL IMPLICATIONS – MONITORING OFFICER

9. This is not a statutory consultation and will as such only be used to guide the development of the overall programme. Individual projects will, as necessary, be subject to further consultation, in some cases statutory consultation, which will need to be undertaken by the appropriate responsible Authority.

EQUALITIES AND DIVERSITY

10. The consultation brochure will be made available in different formats on request.
11. As project proposals develop individual Equality Impact Assessments EIAs will be undertaken.

OTHER IMPLICATIONS:

12. There are no other implications in respect of this Report.

Contact Officer:

Chris Tunstall

Programme Director

Chris.tunstall@surreycc.gov.uk

07866008912

Consulted:

Surrey County Council

Waverley Borough Council

Farnham Town Council

Annexes:

Annex A – Vision Statement

Annex B – Vision Brochure

Annex C – Vision Questionnaire

Sources/background papers:

None

Farnham Infrastructure Programme Vision Statement

Version N°: 5.2

Reference: 4D476001-SCC-PRG-VIS-000001

Date Created: 02/05/2020

Last Amendment Date: 10/09/2020

Status: Draft

Authored by Sachio Baig – Assistant Programme Manager – Arcadis

Reviewed by Paula Gough – Programme Manager – Arcadis

Approved by Cllr Tim Oliver – Senior Responsible Owner – Surrey County Council

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Reference: 4D476001-SCC-PRG-VIS-000001

Issue/Ver.: 5.2

Date: 11/09/2020

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Table 1 – Version history

Issue	Date	Comments
0.1	02/05/2020	First draft initiated
0.6	06/05/2020	Strategic documents reviewed
0.9	18/05/2020	Updated following comments
0.91	19/05/2020	Documents reviewed updated
1.0	09/07/2020	Updated with comments from Sponsoring Board
2.0	31/07/2020	Updated wording
3.0	11/08/2020	Minor changes made (not formally issued)
4.0	17/08/2020	Updated with further comments from Sponsoring Board; document edited throughout to streamline and simplify
5.0	19/08/2020	Reviewed as part of updating for issue as brochure
5.1	03/09/2020	Minor changes made following feedback from Surrey County Council
5.2	10/09/2020	Further minor changes made to reduce repetition of language

Table 2 – Related documents

The following documents are referenced in this Vision Statement and are available in the Farnham Infrastructure Programme SharePoint site. Most of the documents listed below are also freely available online through the relevant council webpages.

Reference	Document	Document Link
1	Community Vision for Surrey in 2030	Link
2	Surrey County Council Organisational Strategy – Five-Year Plan	Link
3	Surrey Transport Plan	Link
4	Surrey's Climate Change Strategy	Link
5	Local Transport Strategies and Forward Programme	Link
6	Waverley Economic Development Strategy 2018-2032	Link
7	Waverley Local Plan: Parts 1 & 2	Link
8	Waverley Climate Change and Sustainability Strategy	Link
9	Waverley Climate Change and Sustainability Action Plan	Link
10	Farnham Neighbourhood Plan 2013-2032 (readopted Mar 2020, revised 2019)	Link
11	Farnham Design Statement	Link

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12	Farnham Climate Emergency Statement	Link
13	Farnham Movement Study, 1994	Link
14	Farnham Town Council Initiative, 2005	Link
15	Decarbonising Transport: Setting the Challenge	Link

Table 3 – Distribution and approvals

Name	Role	Approval	Approval Date
Tim Oliver	Senior Responsible Owner, Surrey County Council		
Tom Horwood	Senior Responsible Owner, Waverley Borough Council		
Iain Lynch	Senior Responsible Owner, Farnham Town Council		
Chris Tunstall	Programme Director, Surrey County Council		
Paula Gough	Programme Manager, Surrey County Council		

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1. Abbreviations

All abbreviations are explained in full on first use within this document.

Table 4 - Abbreviations

Abbreviation	Description
BIM	Building Information Modelling
COVID-19	Coronavirus Disease 2019
EV	Electric Vehicle
FIP	Farnham Infrastructure Programme
FTC	Farnham Town Council
HGV	Heavy Goods Vehicle
mph	Miles per hour
OIP	Optimised Infrastructure Plan
SCC	Surrey County Council
WBC	Waverley Borough Council

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2. Overview

2.1 Purpose of this document

This Vision Statement communicates the rationale of Surrey County Council (SCC), Waverley Borough Council (WBC) and Farnham Town Council (FTC), in developing the Farnham Infrastructure Programme (FIP). It provides an overview of the proposed approach which involves the creation of an Optimised Infrastructure Plan (OIP) that will define the scope for projects that sit within the programme. This Vision Statement also sets out key outcomes and the associated benefits that will be realised in addition to the high-level approach that will be adopted to achieve each of these.

This Vision Statement presents the better future which the programme is designed to deliver. As such, it will provide a point of focus and reference throughout the life of the programme. This is particularly important due to the long-term nature of the FIP, supporting continuity and consistency through potential team membership changes.

This Vision Statement also articulates common themes from the strategies of partner organisations, which the programme will help deliver. It ensures there is alignment between each organisation's high-level strategies and plans for the future.

2.2 Current state

Farnham is a prosperous market town in Surrey, bordering Hampshire, with a unique historical character. In recent years, Farnham has suffered from increasing congestion, which contributed to several critical issues that the people of Farnham and its local economy face. This pattern is consistent with Surrey at a county level, with some local roads carrying more traffic than the A3 at Hindhead and other A roads carrying more daily traffic than the A281 towards Guildford. It is estimated that road congestion and associated delays across Surrey cost the local economy £550 million each year. The county's roads carry almost twice as much traffic than average for the south-east of England, with Surrey's A roads having up to 66% more traffic than the national average.

In Farnham, a north-south divide is created by the A31, the railway line and River Wey, which all run in parallel through the town. The two crossing points of the A31 within Farnham are heavily congested, impacting the town in terms of connectivity and air quality. The A325 also runs through the centre of the town, which causes additional traffic. The A331 Blackwater Valley Relief Road has helped reduce the volume of through traffic from the north and east. However, satellite navigation systems often continue to direct drivers through the town centre.

There is widespread discontent amongst Farnham residents regarding the volume of through traffic and contributing to the problem is the use of through routes by heavy goods vehicles (HGVs). There is similar discontent with the poor quality of connections serving the town centre and its key hubs, businesses, retailers and the University for the Creative Arts Farnham. The roads around Farnham are

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also not capable of handling the volume of traffic seeking to use them. At busy times, traffic is reduced to a crawling pace on the A31, the A325 through Wrecclesham, and the A325 going north through Hale and the Upper Hale Road. As a result, many drivers avoid these roads, which not only hampers economic growth and development in the wider area but also pushes additional traffic through the town centre.

2.3 The Farnham Infrastructure Programme

In response to the issues above, SCC with WBC and FTC have initiated the FIP. The FIP intends to develop an area-wide OIP that resolves the issues contributing to congestion as well as improving how residents, visitors and businesses move in and around Farnham. The FIP will consider Farnham as a whole and support the development of connectivity that reflects the Farnham Neighbourhood Plan. The FIP partners intend to use the programme to create a future Farnham which is a model of best practice. In particular, the adopted approach will act as a trailblazer on how to put the needs of the communities first. It will find ways to resolve transport issues that residents face.

The transport improvement proposals of the FIP are made through four key projects. The first project will encompass a suite of short and medium-term interventions to address the town's urgent needs. These interventions include developments already underway by SCC, WBC and FTC, as well as changes already in place to support the response to the Coronavirus Disease 2019 (COVID-19) pandemic,. The other three projects consist of infrastructure and behaviour-based interventions designed to address Farnham's needs in the longer term.

Executing the programme will require the development of detailed proposals for each of the projects under its umbrella. All project scopes will be agreed in collaboration with key stakeholders and partners within Farnham and the wider area. Emphasis will be placed on future-proofed solutions that can maximise value and bring about the wider benefits stated in this Vision Statement, whilst resolving the constraints identified above. Such wider benefits include creating employment and making land available for housing development in line with the Farnham Neighbourhood Plan.

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3. Programme vision

3.1 The vision

SCC, WBC and FTC aim to develop a single shared vision for the future infrastructure of Farnham. This will be implemented through the FIP.

The Vision

Deliver a well-integrated, future-focused and high-quality infrastructure solution for Farnham that will enable a connected and vibrant town, where people choose to live, work, study and spend their leisure time in sustainable ways

This vision amalgamates the findings of previous studies as well as that of key public and private organisations. It overlays these findings with how Farnham will need to develop in the future as an exemplary carbon-conscious community in Surrey, maximising the use of low and zero-carbon modes of transport.

Strategy and policymaking by the FIP partners and the Farnham Neighbourhood Plan will necessarily influence the objectives of the programme. A detailed blueprint and action plan will be drafted to support the implementation of this Vision Statement in alignment with the partners' plans.

3.2 Implementing the vision

The partners' aim is to work collaboratively to consider Farnham and its surrounding areas together and create the OIP for the programme. An infrastructure-focused masterplan, the OIP will establish Farnham's foundation for a new sustainable and integrated transport network. It will focus on achieving the key outcomes listed below. Additional considerations may be added at a later date as further information is revealed through the proposed transport modelling and planning exercises.

FIP Outcomes

- Creating reliable, efficient and sustainable transport links from all areas of Farnham to the town and local centres
- Resolving key issues contributing to the environmental impact of noise and air quality particularly around the historic town centre, railway station area, Wrecclesham Road and Upper Hale Road

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- Providing better pavements, cycle paths, parking and public transport to encourage people to use more environmentally friendly modes of transport
- Reviewing parking across the town with the aim of substantially reducing town centre congestion
- Reviewing routes involving one-way traffic and on-street parking to consider possible improvements
- Resolving the congestion around the key junctions at Hickley’s Corner, Coxbridge Roundabout, Shepherd and Flock Roundabout and the Royal Deer Junction
- Considering how other environmentally friendly transport measures can be included, such as electric vehicle (EV) charging points
- Investigating and progressing the benefits of the A325 Wrecclesham Relief Road, which may evolve into the consideration of a western bypass if deemed in line with the programme objectives
- Maximising the links with the wider transport network in the south-east and in proximity to international gateways

Figure 1 shows the proposed boundary currently considered as part of the programme. Figure 2 details the wider area that could benefit from the Hickley’s Corner scheme which will be developed as part of the programme. However, it will have a larger consideration area due to the scale of impact of this large local major scheme.

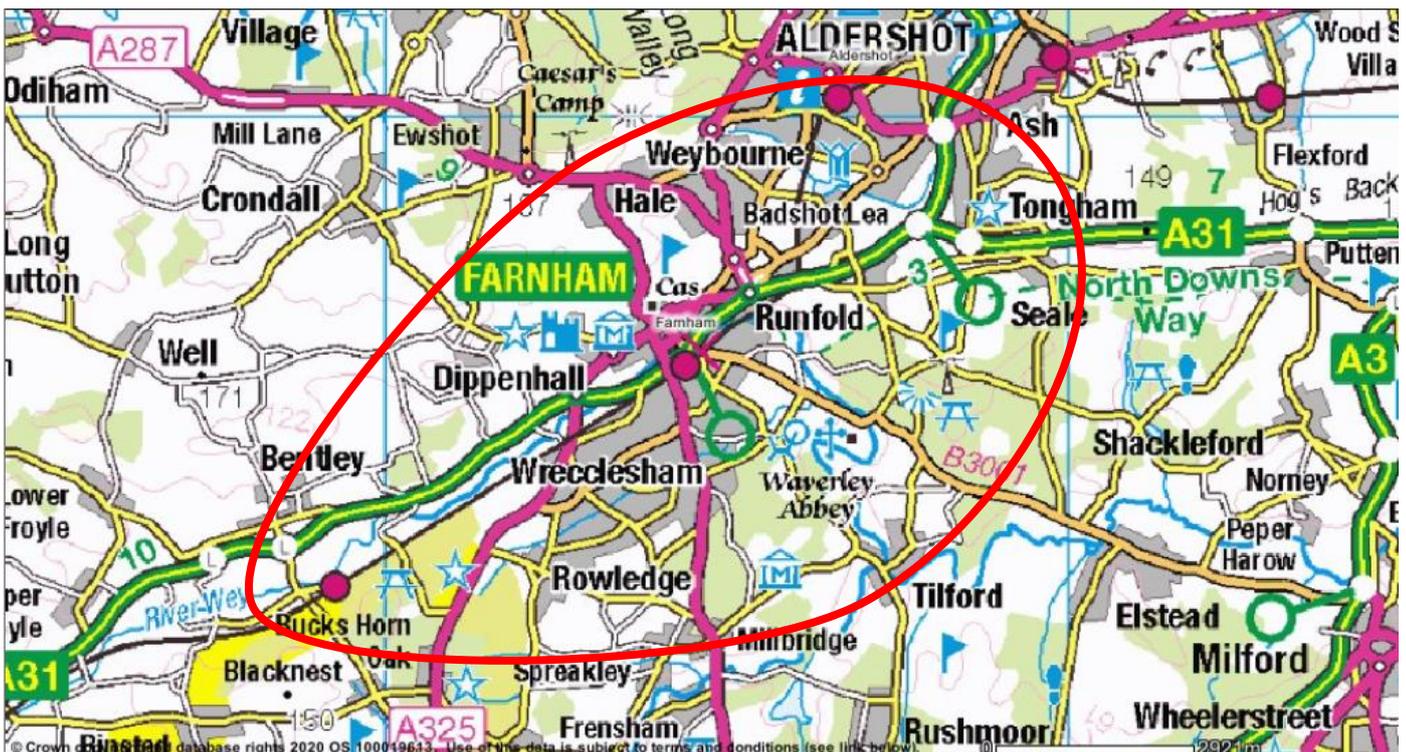


Figure 1 – Approximate proposed area for consideration as part of the Farnham Infrastructure Programme

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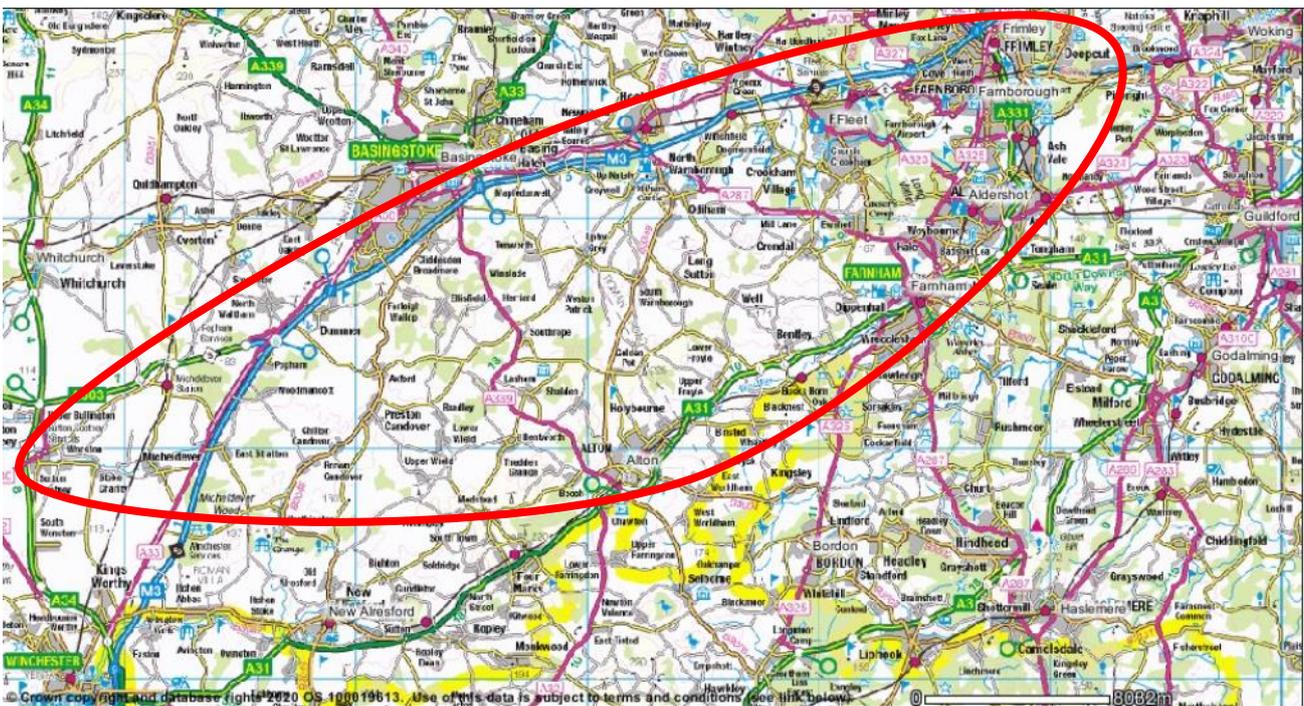


Figure 2 - Extended A31 corridor relevant to Hickley's Corner

All programme partners have declared climate emergencies. The FIP will support them in achieving their targets of net-zero carbon by 2030 (WBC and FTC) and 2050 (SCC). Prioritising public transport, walking and cycling while minimising car use will also improve the town's environment, with due consideration given to traffic displacement and mitigation, as well as maximise the benefits of its connection to areas of outstanding nature and countryside. Such measures will enhance the residents' quality of life and standard of living. By extension, the FIP will also promote a new high-quality transport infrastructure in which retail and business can develop and thrive to boost the local economy and create local employment opportunities.

3.3 Programme approach

The process for turning this Vision Statement into reality will be achieved through the development of the OIP. With this, the OIP will give direction and definition to the FIP and ensure that it will not only address the present challenges of Farnham but also future proof its sustainability. The OIP will define a robust scope as well as various business cases for each of the projects forming the FIP.

Regular two-way communication with residents will be maintained throughout to ensure that the proposed solutions continue to meet the needs of Farnham. The programme will also undertake modelling that will assess the impacts of all proposals during the development of the OIP. This will address potential traffic displacement impacts and any required project-specific modelling.

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There will be consultation on the scope of all projects at various stages before approvals are sought. Further projects may also be introduced into the programme following consultation. This will include reconsideration of a western bypass.

Currently identified projects within the programme are as follows:

Project 1 – Short- and medium-term improvements (quick wins)

This consists of a suite of potential improvements designed to consider:

- Rerouting of HGVs
- Implementation of 20 miles per hour (mph) zones in central areas
- Removing A road category status for the roads that cross the town centre
- Addressing current concerns related to pedestrian safety on narrow pavements (also being temporarily addressed through COVID-19-related adjustments)
- Wider COVID-19-related changes, including walking and cycling
- Other emerging solutions

Project 2 – Farnham town centre transport infrastructure improvements

This consists of the creation of family and pedestrian-friendly zones in the historic centre. This may include full or partial pedestrianisation or the establishment of shared spaces where pedestrians are given priority over cars. This project could also set-up follow-on opportunities for the town to thrive, including the potential for outside cafes and restaurants. As such, Project 2 will consider:

- Providing improved measures to encourage walking and cycling
- Providing improved public transport and connections to key transport hubs, including buses and connectivity to the railway station and across the town
- Addressing congestion and its causes, such as through on-street deliveries particularly during peak hours
- Reducing through traffic, which contributes to poor air quality and noise pollution
- Providing new parking solutions for accessing the town centre
- Reducing congestion and HGV traffic on Upper Hale Road
- Preserving and highlighting the town's historic nature
- Creating a connection linking the historic centre, Brightwells Centre and business parks to support retailers
- Reducing conflicts between pedestrians and traffic on narrow pavements
- Supporting businesses to thrive and support local employment

Project 3 – A31 Hickley's Corner improvements

This consists of measures to relieve congestion in Farnham centred around changes to Hickley's Corner. This project could also deliver improvements to the A31 from Guildford to Winchester and will consider:

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- Improving safety for drivers, while prioritising cyclists and pedestrians
- Reducing congestion, queuing and vehicles using the town centre as an alternative through route
- Enabling right turns on the A31 and reducing town centre traffic
- Contributing to better connectivity to town and surrounding major roads, including the M3
- Resolving community severance by improving connectivity across Farnham
- Reducing the impacts of the level crossing
- Relieving congestion issues at Firgrove Hill Bridge
- Potential adoption of Station Approach Road as a public highway linking the A287 with the A31 at Hickleby's Corner

Project 4 – A325 Wrecclesham Relief Road Project

This consists of improvements to the A325, including Wrecclesham Village and nearby proposed developments. The project will consider

- Road safety issues, including bridge strikes by HGVs and walking and cycling, including children travelling to Weydon School
- Detrimental impacts on Wrecclesham Village including the conservation area, due to considerable volumes of traffic in residential areas
- Increasing volumes of traffic in residential areas, including providing high HGVs alternative routes to avoid the low railway bridge

It should be noted that this project will be even more necessary if Project 3 is successful as more traffic will use the A31 to travel south. More traffic will also be travelling north as a result of the major development in Bordon.

3.4 Methodology for creating the vision

This Vision Statement has been created based upon the consultation with the Farnham Board, which consists of senior council leaders and key stakeholders from all three partner councils. The vision themes have been based on a review of key documents from previous studies as well as documents like the Waverley Local Plan and Farnham Neighbourhood Plan. A full list of reference documents has been provided in Annex A.

It is important to outline that ongoing engagement with all stakeholders will be maintained. Formal resident and community consultation will be undertaken at an early stage and at each programme milestone to ensure that the development of the proposals remains in line with the full context and needs of Farnham and that the town's current issues and aspirations are understood. The programme vision and the scope of the underpinning projects will also be reviewed continually through this process to ensure that the intended benefits are realised.

4. Programme themes and intended outcomes

4.1 Themes emerging from strategic documents reviewed

To ensure alignment, a focused review of key documentation was undertaken using the existing strategic ambitions of SCC, WBC and FTC. All known elements pertinent to the future infrastructure needs of Farnham were considered. In particular, the following documents were reviewed:

- **Decarbonising Transport: Setting the Challenge**
- **Community Vision for Surrey in 2030**
- **Surrey County Council Five-Year Organisational Strategy**
- **Surrey Transport Plan Vision and Objectives**
- **Surrey Climate Change Strategy**
- **Waverley Local Plan**
- **Waverley Draft Local Transport Strategy**
- **Waverley Climate Change Strategy and Action Plan**
- **Farnham Neighbourhood Plan**
- **Farnham Design Statement**
- **Farnham Climate Emergency Statement**

It should be noted that the above list is not exhaustive. A full list of reviewed literature is provided in Appendices A and C.

This review process has highlighted the following provisional themes to:

- Support and enable people to live healthy lives and make healthy choices in line with SCC's Community Vision for Surrey in 2030, focusing on walking, cycling and providing access to the countryside
- Ensure safe and reliable journeys, including ensuring the safety of pedestrians
- Retain the commitment to reducing traffic collisions to zero through improvements to road design and construction
- Enable and prioritise non-motorised transport and provide sustainable modes of transport (walking, cycling and riding buses), reducing emission and reliance upon private vehicles
- Reduce poor air quality and noise pollution
- Encourage children to walk and cycle, including contributing to school initiatives such as bikeability
- Reduce inequalities and create local socio-economic benefits
- Follow the desired partnership approach, which allows the community to grasp and actively contribute to opportunities to support local economic growth

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- Align with the Surrey Transport Plan and its ambition to create sustainable, reliable and pleasurable transport infrastructure in connecting communities to high-quality places
- Align with the Farnham Neighbourhood Plan and its aims of supporting the creation and maintenance of green infrastructure as well as protecting the local centre
- Respond to climate emergencies declared by SCC, WBC and FTC
- Align with the UK government's commitment to achieving net-zero carbon emissions by 2050
- Align with SCC's Climate Change Strategy, including supporting the target of an 80% carbon emissions reduction by 2035, achieving carbon neutral status by 2050 with a 60% emissions reduction from transport
- Provide integrated transport, which protects the environment, and support SCC's Local Transport Plan, which highlights the need to invest in infrastructure that promotes the uptake of active travel as well as pedestrian and car-free zones
- Invest in and support infrastructure for ultra-low emission vehicles, with a target set by 2025 for all the county's bus, community transport and car club operators to be running 50% ultra-low emission fleets and, eventually, achieving 100% as soon as possible thereafter
- Create pleasurable and reliable journey experiences
- Make well-connected communities who can benefit from integrated transport
- Provide better connections within Farnham, helping businesses to thrive
- Consider current land use schemes and how well they integrate with the proposed transport solutions
- Establish effective hubs that can attract businesses and create local employment
- Enable SCC's digital agenda by linking it to the Local Transport Strategy and its key intended outcomes
- Integrate possible future electric bus and vehicle charging points

4.2 Themes emerging from key stakeholder consultations

In addition to the observations resulting from document reviews, the following points were specifically highlighted as commonly raised issues and considerations by key stakeholders as well as, historically, by the Farnham community, which helped shape the vision and objectives of the programme to:

- Improve air quality and reduce noise pollution
- Improve walking and cycling routes, with an immediate concern over the safety of pedestrians on narrow pavements
- Move unnecessary HGVs movements away from the centre of Farnham and the Upper Hale Road
- Preserve the historic nature of Farnham in any proposals using appropriate building materials, architectural details, and providing a streetscape that embraces its key hubs and locations
- Reduce through traffic in the centre of Wrecclesham Village, which is being impacted unduly by commuters and goods vehicles

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- Improve the connection between the north and south of Farnham and provide efficient connections to the town's commuter station, which is used by 13% of Farnham and the surrounding areas to access employment in London
- Resolve the congestion and mobility issues associated with Hickley's Corner
- Achieve a coherent and well-thought connection linking the historic centre and the newly created hubs such as the Brightwells development, ensuring that these are sympathetic to each other and succeed with their complementary retail provisions
- Review parking provision in the town centre, including possible park and ride or park and stride facilities
- Ensure that any area-wide solution enables mixed-use developments that support the creation of a 24/7 economy for Farnham and promotes businesses, with a focus on visitor and craft/creative sector businesses and those operating in the town's business parks
- Ensure that solutions consider key community needs and are subject to public consultation at applicable stages

4.3 Programme themes

Guided by the consultations held and the key documents reviewed, the identified themes have been grouped into six focus areas:

- Prioritise health, safety and wellbeing
- Place community first
- Respond to climate emergency
- Enhance mobility and connectivity
- Support businesses and encourage economic growth
- Integrate digital technology into the new transport system

These six areas will be taken forward as the programme themes. The programme themes will inform and direct the development of the FIP as this Vision Statement is turned into reality. How the themes will be integrated into the programme is outlined below.

4.3.1 Prioritise health, safety and wellbeing

The FIP will:

- Be developed in alignment with the UK government's commitment to increase cycling and walking as well as make roads safer for those who walk or cycle. The UK government wants to make walking and cycling a natural choice for all shorter journeys or as part of a longer journey in line with its target for 2040. The programme will also conduct research and behavioural studies to understand the current and future requirements of Farnham, ensuring that walking and cycling are part of any solution.
- The UK government has set an aim to double cycling activity and enable an increase in walking. There is also a target to increase the number of children aged five to 10 that usually

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walk to school to 55% by 2025. The FIP will support SCC's work to promote Bikeability schemes and understand and change cycling behaviour around schools. This will include identifying and reviewing safer routes to all schools within the Farnham area.

- Develop and submit proposals to attract investment from the government's £2 million funding reserve currently available to enable local councils to take a more strategic approach to conditions for cycling and walking. In addition, the programme position itself to maximise any future funds to help deliver maximised benefits for all users. The FIP aims to support these applications with the development of a Local Cycling and Walking Infrastructure Plan which will sit alongside the wider infrastructure proposals.
- Assess the various sources contributing to congestion. It is understood that van and HGV transport has dramatically increased in Farnham over the recent years. Although it is recognised that the swift and efficient movement of goods is vital to the economy, the FIP will investigate how this is affecting Farnham and identify solutions to reduce carbon and congestion impacts.

4.3.2 Place community first

The FIP will:

- Encourage residents to have a real say in the future of their town, which in turn will help shape its future. Early consultation with key stakeholders and the public will ensure that community needs are understood at the earliest possible juncture so that available opportunities and potential benefits can be maximised. The programme will also engage a wide cross section of the community, which will be supported by having engagement discussions in regularly accessed places within the community.
- Ensure all proposals will be developed to enhance Farnham and take a holistic and place-based view that maximises the green infrastructure of the town and capitalises on its historic nature. The programme partners will also work together to ensure that all proposals can be integrated in the existing town and in future considerations.
- Seek to support local initiatives to improve the town and community, including building on Farnham's position as England's First World Craft Town as a way of building the economy by attracting makers and visitors. Potential improvements to the historic town centre's retail and cultural facilities, such as the Farnham Maltings, Craft Study Centre, Farnham Pottery, New Ashgate Gallery and University for the Creative Arts Farnham, will be developed. The programme will also encourage the growth of a sustainability culture by increasing the people's and businesses' awareness and knowledge of environmental issues.

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- Enable the local plan and provision of mixed-use developments, including those for people with impaired mobility. The programme will also focus on areas of crime and utilise good design to minimise their presence.
- Support measures to enhance Farnham to be a vibrant and welcoming town serving the surrounding villages. Opportunities will also be sought to improve access to Farnham's outstanding countryside.

4.3.3 Respond to climate emergency

The FIP will:

- Produce proposals that support the Climate Change Strategy as published by SCC and contribute to the delivery of the roadmap to net-zero carbon by 2030 set out by WBC and FTC, which will include mitigation of carbon emissions and adoption of potential future technologies. The programme will also support the investment in ultra-low emission vehicles by conducting a study on where the charging points would be needed, analysing power requirements and embedding these needs into the programme for future-proof installation.
- Establish a local transport network that prioritises public transport, walking and cycling while minimising car use. In particular, the FIP will promote sustainable travel planning, as set out in the Department for Transport's Sustainable Travel Towns document, supporting the development of such a plan for Farnham as part of the programme.
- Protect existing biodiversity and related habitats surrounding Farnham and will actively enhance it within the town. The programme will prioritise sustainable pavement design, which will include drainage to manage surface water runoff that can help reduce flood risk and improve water quality.
- Support and enable carbon-conscious energy provision and maximise the use of local and sustainably sourced materials within the programme. Wider measures will also be adopted to increase water efficiency, support improved energy efficiency and reduce both carbon emissions and fuel poverty within Farnham.

4.3.4 Enhance mobility and connectivity

The FIP will:

- Focus on the development of proposals for a sustainable and well-connected Farnham, which considers the needs of the people of Farnham and supports the aspirations of the local and neighbourhood plans. An integrated transport and land use study will be commissioned as part of the FIP to develop a mobility plan that takes into account all considerations fundamental to the success of the programme.

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- Encourage walking and cycling as the first choice for travel within the town and promote the proposed and existing walking, cycling and public transport routes through local businesses to inform and enable greener travel plans for the community. This promotion will enable dialogue which will highlight where related infrastructure such as cycle parking is needed.
- Develop solutions and business cases for all four projects to ensure sustainable locations for new development and highway improvements. FIP will also incorporate these solutions to support infrastructure for EVs to ease and encourage its future integration into the town.
- Support improvements to Farnham Station and services to London, ensuring that residents of Farnham have effective access to the station and reliable journeys. The programme will also provide efficient measures for through traffic to go around the town rather than through the centre.
- Facilitate the creation of business hubs to support local employment opportunities and reduce London commuting.

4.3.5 Support businesses and encourage economic growth

The FIP will:

- Support existing employers by considering their needs and increasing their levels of local employment. It is the aspiration to create an exemplary town centre which supports a low-carbon economy, supporting Farnham in becoming a location of choice for business, which will in turn generate employment.
- Aims to create a seamless connection between the new Brightwells development and the historic town centre to support the success of both centres. The programme will also contribute to ensuring that the Brightwells development and current town centre have complementary retail provisions to guarantee that Farnham has something for everyone.
- Facilitate access to and highlight both the historic parts of the town and surrounding areas of nature. The efficiency through which visitors and delivery vehicles can use main roads to get into and through the area will also be maximised.
- Recognise Farnham's role as a creative centre and support the development of Farnham as a World Craft City. There are also learning opportunities for people of all ages through possible partnerships with the town's educational centres, which will be explored as part of the FIP.
- Consider on an emergent basis the post-COVID-19 working patterns, where a potential ratio of 30% work from home population continues.

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4.3.6 Integrate digital technology into the new transport system

The FIP will:

- Adopt a Level 2 Building Information Modelling (BIM) level in line with the UK government's strategy. BIM is a 3D model-based process that brings together graphical and non-graphical design and construction information to support more efficient planning, design and construction of infrastructure programmes. Adoption of Level 2 BIM also supports long-term asset management and asset integration.
- Support the rollout of improved digital bus service information and consider support for high-speed broadband and other digital infrastructure within the.
- Align Transport options within Farnham, supporting a reduction in journey times. Travel and asset data will also be gathered to support future projects.
- Enable both on and off-street EV charging points and other emerging transport infrastructure technologies.
- Provide high-quality cycle parking and storage facilities. Car clubs and car share schemes will also be encouraged, where occasional journeys by car are necessary.

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4.4 Programme outcomes

The illustration below seeks to highlight the key outcomes intended from the programme against each of its key themes.

Desired Outcomes:

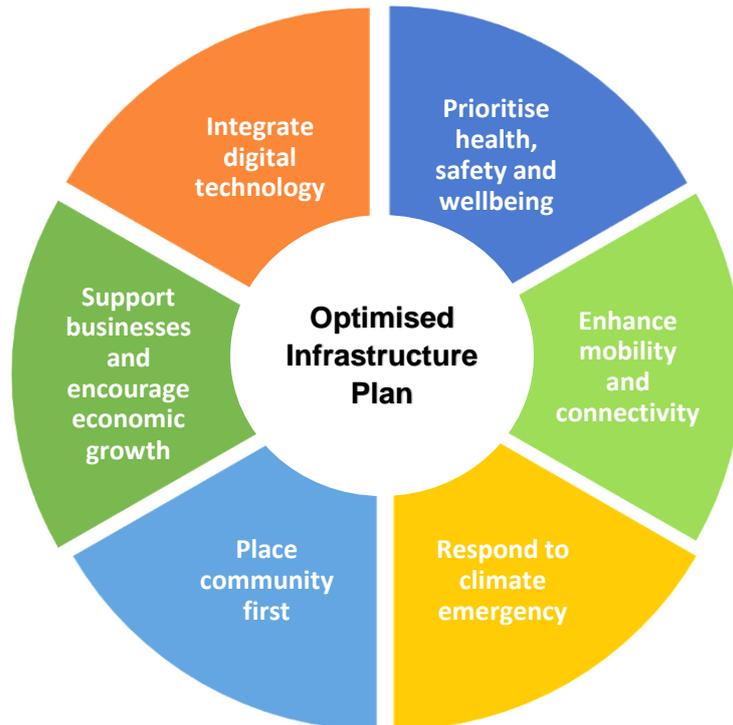
- Enable the creation of a BIM model to support asset management and asset integration
- Enable EV on and off-street charging points and other emerging digital transport infrastructure technologies
- Ensure alignment of mobility options to reduce journey times
- Provide high quality cycle parking and storage
- Support the provision of improved digital bus service information

Desired Outcomes:

- Improve road safety
- Improve security of the travelling public within Surrey
- Reduce congestion and improve the air quality of public spaces within Farnham
- Create solutions that make walking and cycling the most natural choice for all shorter journeys, or as part of a longer journey, which is in line with the UK Government target

Desired Outcomes:

- Create a seamless connection between the new Brightwells development and Farnham's more historic town centre shopping hub so that both centres can be successful
- Contribute to ensuring Brightwells and the historic centre have complementary retail provisions, helping Farnham become a destination that has something for everyone
- Create access to and highlight the historic and nature hubs in and around Farnham
- Build upon Farnham's status as a World Craft City and creative centre



Desired Outcomes:

- Create a local transport network that prioritises public transport, walking and cycling while minimising car use
- Support recent improvements to Farnham Station and services to London, ensuring that Farnham has reliable journeys for all
- Embed supporting infrastructure for EVs to ease their future integration

Desired Outcomes:

- Maximise dialogue and input from the community to encourage the residents to have a real say in the future of their town
- Enable solutions that enhance the historic nature of Farnham
- Work with the programme partners to ensure that the appropriate consideration of infrastructure proposals can be integrated with the existing town and its future considerations

Desired Outcomes:

- Support the road to zero-carbon ambition and carbon offset strategy
- Create a local transport network that prioritises public transport, walking and cycling while minimising car use
- Support the investment in ultra-low emission vehicles
- Promote sustainable travel planning (as set out in the Department for Transport's Sustainable Travel Towns document) and support the development of a plan for Farnham

Figure 3 – Key themes and programme outcomes

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Appendices

Appendix A: Strategic documents reviewed

Table 5 – Strategic documents reviewed

Reference	Document	Document link
1	Community Vision for Surrey in 2030	Link
2	Surrey County Council Organisational Strategy – Five-Year Plan	Link
3	Surrey Transport Plan	Link
4	Surrey's Climate Change Strategy	Link
5	Local Transport Strategies and Forward Programme ¹	Link
6	Waverley Economic Development Strategy 2018-2032	Link
7	Waverley Local Plan: Parts 1 & 2	Link
8	Waverley Climate Change and Sustainability Strategy	Link
9	Waverley Climate Change and Sustainability Action Plan	Link
10	Farnham Neighbourhood Plan 2013-2032 (readopted Mar 2020, revised 2019)	Link
11	Farnham Design Statement	Link
12	Farnham Climate Emergency Statement	Link
13	Farnham Movement Study, 1994	Link
14	Farnham Town Council Initiative, 2005	Link
15	Decarbonising Transport: Setting the Challenge	Link

¹ Note that the Waverley Local Transport Strategy and Forward Programme remains in draft.

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Appendix B: Extracts from key documents reviewed

Tier 1 – SCC Community Vision 2030

By 2030, we want Surrey to be a unique and special place where everyone has a great start to life and where no one is left behind. We want people to live healthy and fulfilling lives and be able to achieve their full potential and contribute to their community.

Our ambitions for people are:

- Children and young people are safe and confident in the community.
- Everyone benefits from education, skills and employment opportunities that help them succeed in life.
- Everyone has healthy, active and fulfilling lives, and makes good choices about their wellbeing.
- Everyone gets the health and social care support and information they need at the right time and place.
- Communities are welcoming and supportive, especially to those most in need, and people feel able to contribute to community life.

We want our county's economy to be strong, vibrant and successful and Surrey to be a great place to live, work and learn. We want Surrey to be a place that capitalises on its location and natural assets, and where communities feel supported and people can support each other.

Our ambitions for our place are:

- Residents live in clean, safe and green communities, where people and organisations embrace their environmental responsibilities.
- Journeys across the county are easier, more predictable and safer than before.
- Everyone has a place they can call home, with appropriate housing for all.
- Businesses in Surrey thrive.
- Well-connected communities, with effective infrastructure, that grow sustainably.

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Tier 2 – SCC Organisational Strategy – Five-Year plan

We are changing and improving what the council does and how it delivers services to reflect the ways in which our residents and communities now live their lives. We are now a year into our transformation to become a leading council. We are ambitious about our future and here we outline where our focus lies in the years ahead

- Creating a greener future
- Supporting the local economy
- Digital revolution
- Partnership
- Tackling inequalities
- Embracing Surrey's diversity
- Supporting independence
- Joined up Health & Social care

Tier 3 – SCC Local Transport Plan 3

Vision:

To help people meet their transport and travel needs effectively, reliably, safely and sustainably within Surrey; in order to promote economic vibrancy, protect and enhance the environment and improve the quality of life.

Objectives:

Effective transport: To facilitate end-to-end journeys for residents, business and visitors by maintaining the road network, delivering public transport services and, where appropriate, providing enhancements.

Reliable transport: To improve the journey time reliability of travel in Surrey.

Safe transport: To improve road safety and the security of the travelling public in Surrey.

Sustainable transport: To provide an integrated transport system that protects the environment, keeps people healthy and provides for lower

SCC is in the process of planning its 4th LTP and the programme intends to align its outcomes to the ambitions set out in this forthcoming document and that of Community Vision 2030:

- Support the local economy
- Create a greener future
- Make Surrey a place full of opportunity

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The County Council's ambition is to create a progressive and integrated transport system for Surrey that enables a sustainable relationship with travel while also driving prosperity and improving the health and wellbeing of all residents.

To achieve this ambition, the council is preparing to identify and have a clearly defined **Core Principles** that reflect the more forward thinking **Avoid – Shift – Improve** methodology

The Climate Change Strategy is now likely to be the central pillar in creation of the 4th Local Transport Plan:

SP1

- Prioritise the delivery of strategic infrastructure to be located near key transport hubs, reducing the demand for travelling by private car and improving overall mobility and accessibility in and between urban areas.

SP2

- We will review how we can promote the option of using sustainable modes of transport for all students. This will be facilitated by funding measures at the earliest opportunity.

SP2

- We will work with the county's car club operator to expand its network of electric vehicle provisions, with a view to making 50% of vehicles electric by 2025.

SP3

- SCC to co-invest in the acceleration of ultra-low emissions buses and community transport vehicles with an initial programme to be delivered by 2025/2026.

SP3

- Leading by example, local authorities will ensure that public transport and taxis are 100% electric or converted to hydrogen at the earliest opportunity.

SP3

- Work with Surrey Police to share with other service areas, such as Surrey Fire and Rescue Service, best practice on transitioning emergency vehicles to ultra-low/zero emissions.

SP3

Review our tendering specifications with an ambition to make local authority fleets 100% electric or hydrogen by 2030, including Surrey Fire and Rescue Service vehicles.

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Tier 4 – Local Transport Strategies and Forward Programme

Draft version never published as local plan was not adopted at the time Nov 2015.

Appendix C: Historic documents reviewed

Project 2 – Farnham town centre improvements

Previous work / studies:

- Farnham Movement Study, 1994
- Farnham Town Council Initiative, 2005
- Waverley Local Plan adopted Jul 2019
- Farnham Neighbourhood Plan adopted 2017, revised Mar 2020

Project 3 – A31 Hickley’s Corner improvements

Previous work / studies:

- Underpass the preferred solution
- Signal junction replaced by Roundabout
- Firgrove Hill Bridge widened to accommodate four lanes
- Previous support in principle from FTC, WBC & Hampshire County Council
- 91% public support (2003)

Project 4 – A325 Wrecclesham Relief Road

Previous work / studies:

- ‘A325 Corridor Coxbridge Roundabout to County Boundary Multi Modal Study’ to identify and examine options for solving problems associated with the A325 through Wrecclesham, 2002
- Study included stakeholder workshop and Public Consultation on 2 Options
- **Option A** – improvements to PT, footways and cycle routes alongside traffic management measures along the A325
- **Option B** – a new relief road and associated traffic deterrents through the village

FARNHAM INFRASTRUCTURE PROGRAMME VISION STATEMENT



FOREWORD

We are pleased to present to you our proposed Vision Statement for the Farnham Infrastructure Programme, which has been jointly produced by Surrey County Council, Waverley Borough Council and Farnham Town Council, with the support of Jeremy Hunt MP.

This is based on our joint assessment of the issues facing the town and how they can be addressed. Our suggestions include making sure the town centre works for everyone who needs it to, ensuring the different areas and communities of the town are properly connected, reducing the effects of HGVs in the town centre, and cutting the congestion that has such a detrimental impact on our air quality.

This is a long-term programme. It will take some years to scope, design, find funding and deliver some of the larger schemes we're suggesting. But we're committed to making this change, and helping Farnham become a better, more environmentally-friendly place for those who live, work, study in or visit the town.

It is important to emphasise that this is just a proposal. There will not be a final Vision Statement document agreed by the three councils until you have had your say. It is vital that the programme delivers what you need and identifies solutions you support. Then we can work together to create a town that is fit for the future.

Please take a read and reflect on what we are proposing, and then give us your feedback in a consultation later in 2020.

Tim Oliver, Leader of Surrey County Council

John Ward, Leader of Waverley Borough Council

John Neale, Leader of Farnham Town Council

Rt Hon Jeremy Hunt MP

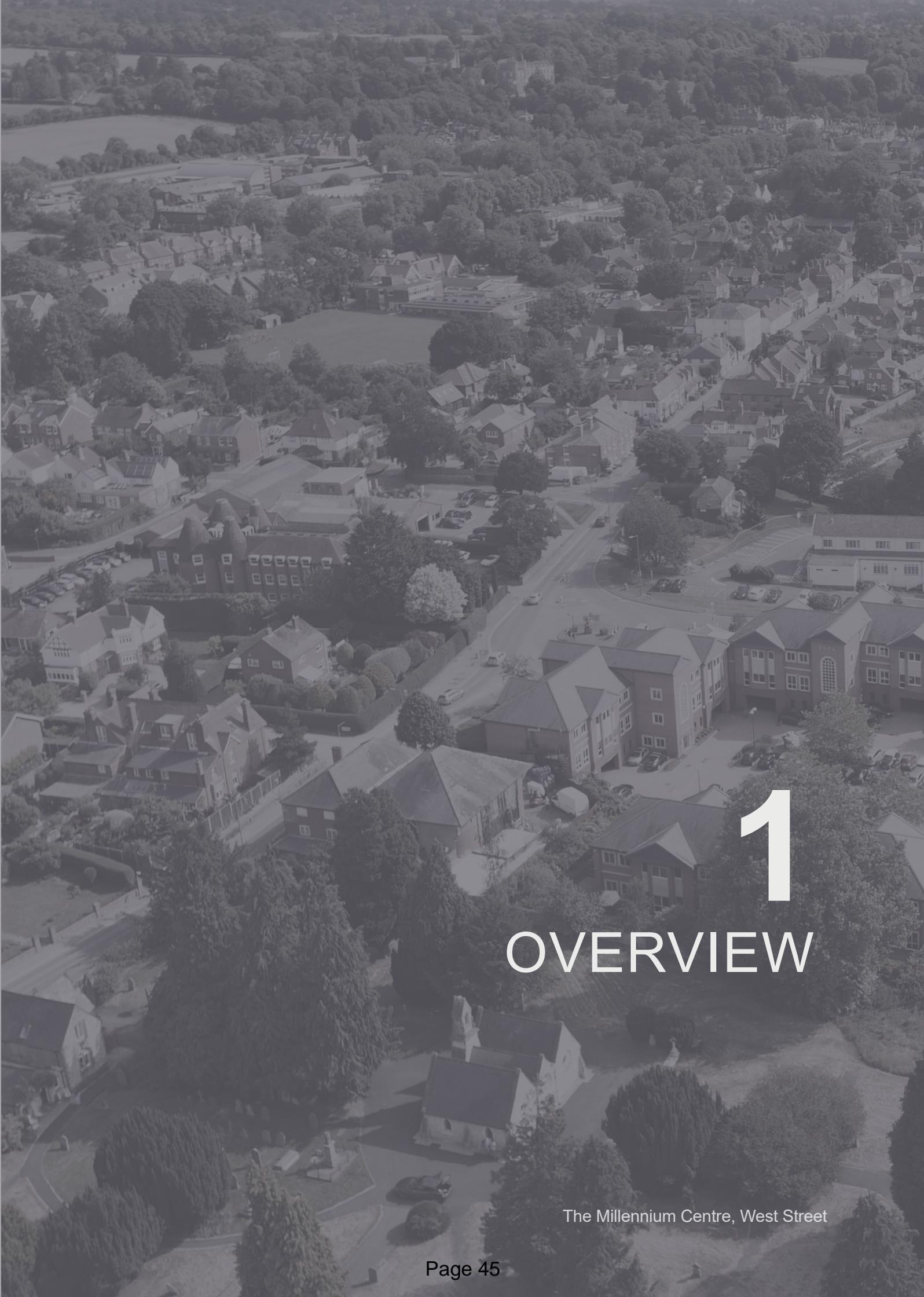


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St Andrew's Church and the Old Vicarage



1

OVERVIEW

The Millennium Centre, West Street

1. OVERVIEW

1.1 Purpose of this document

This Vision Statement sets out the rationale of Surrey County Council (SCC), Waverley Borough Council (WBC) and Farnham Town Council (FTC), in developing the Farnham Infrastructure Programme (FIP). It provides an overview of the proposed approach which involves the creation of an Optimised Infrastructure Plan (OIP) that will define the scope for projects that sit within the programme. This Vision Statement also sets out key outcomes and the associated benefits that will be realised in addition to the high-level approach that will be adopted to achieve each of these.

This Vision Statement presents the better future which the programme is designed to deliver. As such, it will provide a point of focus and reference for the team throughout the life of the programme. This is particularly important due to the long-term nature of the FIP, supporting continuity and consistency through potential team membership changes.

This Vision Statement also articulates common themes from the strategies of partner organisations, which the programme will help deliver. It ensures there is alignment between each organisation's high-level strategies and plans for the future.



Creating a vision for Farnham is an important step towards tackling the transport and pollution issues in the town. By working together as local government and with residents we can transform Farnham with improvements which will last for generations. When this programme is finished, I want towns in Surrey and across the UK to look at Farnham as an example of how a community can be transformed.

- Tim Oliver, Leader of Surrey County Council



Town centre

1.2 Current state

Farnham is a prosperous market town in Surrey, bordering Hampshire, with a unique historical character. In recent years, Farnham has suffered from increasing congestion, which contributed to several critical issues that the people of Farnham and its local economy face. This pattern is consistent with Surrey at a county level, with some local roads carrying more traffic than the A3 at Hindhead and other A roads carrying more daily traffic than the A281 towards Guildford. It is estimated that road congestion and associated delays across Surrey cost the local economy £550 million each year. The county's roads carry almost twice as much traffic than average for the south-east of England, with Surrey's A roads having up to 66% more traffic than the national average.

In Farnham, a north-south divide is created by the A31, the railway line and River Wey, which all run in parallel through the town. The two crossing points of the A31 within Farnham are heavily congested, impacting the town in terms of connectivity and air quality. The A325



Congestion at the junction of South Street and Union Road

also runs through the centre of the town, which causes additional traffic. The A331 Blackwater Valley Relief Road has helped reduce the volume of through traffic from the north and east. However, satellite navigation systems often continue to direct drivers through the town centre.

Road congestion and associated delays across Surrey cost the local economy £550 million each year

There is widespread discontent amongst Farnham residents regarding the volume of through traffic and contributing to the problem is the use of through routes by heavy goods vehicles (HGVs). There is similar discontent with the poor quality of connections serving the town centre and its key hubs, businesses, retailers and the University for the Creative Arts Farnham. The roads around Farnham are also not capable of handling the volume of traffic seeking to use them. At busy times, traffic is reduced to a crawling pace on the A31, the A325 through Wrecclesham, and the A325 going north through Hale and the Upper Hale Road. As a result, many drivers avoid these roads, which not only hampers economic growth and development in the wider area but also pushes additional traffic through Farnham town centre.

1.3 The Farnham Infrastructure Programme

In response to the issues above, SCC with WBC and FTC have initiated the FIP. The FIP intends to develop an area-wide OIP that resolves the issues contributing to congestion as well as improving how residents, visitors and businesses move in and around Farnham. The FIP will consider Farnham as a whole and support the development of connectivity that reflects the Farnham Neighbourhood Plan. The FIP partners intend to use the programme to create a future Farnham which is a model of best practice. In particular, the adopted approach will act as a trailblazer on how to put the needs of the communities first. It will find ways to resolve transport issues that residents face.

The transport improvement proposals of the FIP are made through four key projects. The first project will encompass a suite of short- and medium-term interventions to address the town's urgent needs. These interventions include developments already underway by SCC, WBC and FTC, as well as changes already in place to support the response to the Coronavirus Disease 2019 (COVID-19) pandemic. The other three projects consist of infrastructure and behaviour-based interventions designed to address Farnham's needs in the longer term.

Executing the programme will necessitate development of detailed proposals for each of the projects under its umbrella. All project scopes will be agreed in collaboration with key stakeholders and partners within Farnham and the wider area. Emphasis will be placed on future-proofed solutions that can maximise value and bring about the wider benefits stated in this Vision Statement, whilst resolving the constraints identified above. Such wider benefits include creating employment and making land available for housing development in line with the Farnham Neighbourhood Plan.



The Farnham infrastructure programme builds on the Farnham neighbourhood plan, which was the result of many years of significant community effort.

- John Neale, Leader of Farnham Town Council



2

PROGRAMME VISION

Castle Street Food Festival

VISION STATEMENT



Deliver a well-integrated, future-focused and high-quality infrastructure solution for Farnham that enables a connected and vibrant town, where people choose to live, work, study and spend their leisure time in sustainable ways.



Town centre cycle race



Food Festival



Hands-on craft



St Andrew's Church, looking towards Farnham Castle

2. PROGRAMME VISION

2.1 The vision

SCC, WBC and FTC aim to develop a single shared vision for the future infrastructure of Farnham. This will be implemented through the FIP.

Deliver a well-integrated, future-focused and high-quality infrastructure solution for Farnham that will enable a connected and vibrant town, where people choose to live, work, study and spend their leisure time in sustainable ways

This vision amalgamates the findings of previous studies as well as that of key public and private organisations. It overlays these findings with how Farnham will need to develop in the future as an exemplary carbon-conscious community in Surrey, maximising the use of low and zero-carbon modes of transport.

Strategy and policymaking by the FIP partners and the Farnham Neighbourhood Plan will necessarily influence the objectives of the programme. A detailed blueprint and action plan will be drafted to support the implementation of this Vision Statement in alignment with the partners' plans.

2.2 Implementing the vision

The partners' aim is to work collaboratively to consider Farnham and its surrounding areas together and create the OIP for the programme. An infrastructure-focused masterplan, the OIP will establish Farnham's foundation for a new sustainable and integrated transport network. It will focus on achieving the key outcomes listed below. Additional considerations may be added at a later date as further information is revealed through the proposed transport modelling and planning exercises and through consultation with local residents.



Pedestrian shopping in Castle Street

FIP Outcomes

- Creating reliable, efficient and sustainable transport links from all areas of Farnham to the town and local centres.
- Resolving key issues contributing to the environmental impact of noise and air quality particularly around the historic town centre, railway station area, Wrecchesham Road and Upper Hale Road.
- Providing better pavements, cycle paths, parking and public transport to encourage people to use more environmentally friendly modes of transport.
- Reviewing parking across the town with the aim of substantially reducing town centre congestion.
- Reviewing routes involving one-way traffic and on-street parking to consider possible improvements.
- Resolving the congestion around the key junctions at Hickley's Corner, Coxbridge Roundabout, Shepherd and Flock Roundabout and the Royal Deer Junction.

The Optimised Infrastructure Plan will establish Farnham's foundation for a new sustainable and integrated transport network

- Considering how other environmentally friendly transport measures can be included, such as electric vehicle (EV) charging points.
- Investigating and progressing the benefits of the A325 Wrecclesham Relief Road, which may evolve into the consideration of a western bypass if deemed in line with the programme objectives.
- Maximising the links with the wider transport network in the south-east and in proximity to international gateways.

Figure 1 shows the proposed boundary currently considered as part of the programme. Figure 2 details the wider area that could benefit from the Hickley's Corner scheme which will be developed as part of the programme. However, it will have a larger consideration area due to the scale of impact of this large local major scheme.



Figure 1 – Approximate proposed area for consideration as part of the Farnham Infrastructure Programme

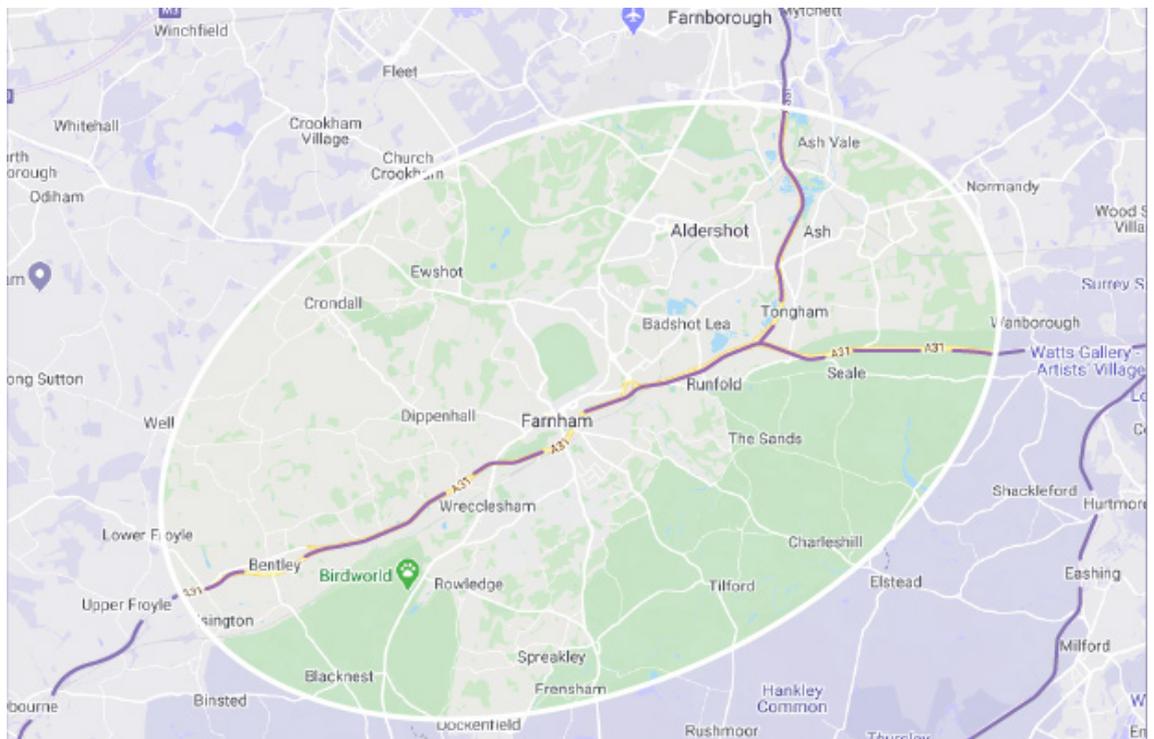


Figure 2 – Extended A31 corridor relevant to Hickley's Corner

All programme partners have declared climate emergencies. The FIP will support them in achieving their targets of net-zero carbon by 2030 (WBC and FTC) and 2050 (SCC). Prioritising public transport, walking and cycling while minimising car use will also improve the town's environment, with due consideration given to traffic displacement and mitigation, as well as maximise the benefits of its connection to areas of outstanding nature and countryside. Such measures will enhance the residents' quality of life and standard of living. By extension, the FIP will also promote a new high-quality transport infrastructure in which retail and business can develop and thrive to boost the local economy and create local employment opportunities.

2.3 Programme approach

The process for turning this Vision Statement into reality will be achieved through the development of the OIP. With this, the OIP will give direction and definition to the FIP and ensure that it will not only address the present challenges of Farnham but also future proof its sustainability. The OIP will define a robust scope as well as various business cases for each of the projects forming the FIP.

Regular two-way communication with residents will be maintained throughout to ensure that proposed solutions continue to meet the needs of Farnham. The programme will also undertake modelling that will assess the impacts of all proposals during the development of the OIP. This will address potential traffic displacement impacts and any required project-specific modelling.

There will be consultation on the scope of all projects at various stages before approvals are sought. Further projects may also be introduced into the programme following consultation. This will include reconsideration of a western bypass.

Currently identified projects within the programme are as follows:

Project 1 – Short- and medium-term improvements (quick wins)

This consists of a suite of potential improvements designed to address the following areas of consideration:

- Rerouting of HGVs
- Implementation of 20 miles per hour (mph) zones in central areas
- Removing A road category status for the roads that cross the town centre
- Addressing current concerns related to pedestrian safety on narrow pavements (also being temporarily addressed through COVID-19-related adjustments)
- Wider COVID-19-related changes, including walking and cycling
- Other emerging solutions

Project 2 – Farnham town centre transport infrastructure improvements

This consists of the creation of family and pedestrian-friendly zones in the historic centre. This may include full or partial pedestrianisation or the establishment of shared spaces where pedestrians are given priority over cars. This project could also set-up follow-on opportunities for the town to thrive, including the potential for outside cafes and restaurants. As such, Project 2 will consider:

- Providing improved measures to encourage walking and cycling
- Providing improved public transport and connections to key transport hubs, including buses and connectivity to the railway station and across the town
- Addressing congestion and its causes, such as through on-street deliveries particularly during peak hours
- Reducing through traffic, which contributes to poor air quality and noise pollution
- Providing new parking solutions for accessing the town centre

- Reducing congestion and HGV traffic on Upper Hale Road
- Preserving and highlighting the town's historic nature
- Creating a connection linking the historic centre, Brightwells Centre and business parks to support retailers
- Reducing conflicts between pedestrians and traffic on narrow pavements
- Supporting businesses to thrive and support local employment

Project 3 – A31 Hickley's Corner improvements

This consists of measures to relieve congestion in Farnham centred around changes to Hickley's Corner. This project could also deliver improvements to the A31 from Guildford to Winchester and will consider:

- Improving safety for drivers, while prioritising cyclists and pedestrians
- Reducing congestion, queuing and vehicles using the town centre as an alternative through route



HGV traffic in the town centre

The projects of the Farnham Infrastructure Programme will reduce congestion, improve air quality and support the adoption of low and zero-carbon transport options.

- Enabling right turns on the A31 and reducing town centre traffic
- Contributing to better connectivity to town and surrounding major roads, including the M3
- Resolving community severance by improving connectivity across Farnham
- Reducing the impacts of the level crossing
- Relieving congestion issues at Firgrove Hill Bridge
- Potential adoption of Station Approach Road as a public highway linking the A287 with the A31 at Hickley's Corner

Project 4 – A325 Wrecclesham Relief Road Project

This consists of improvements to the A3251, including Wrecclesham Village and nearby proposed developments. The project will consider:

- Road safety issues, including bridge strikes by HGVs and walking and cycling, including children travelling to Weydon School.
- Detrimental impacts on Wrecclesham Village including the conservation area, due to considerable volumes of traffic in residential areas.
- Increasing volumes of traffic in residential areas, including providing high HGVs alternative routes to avoid the low railway bridge.

It should be noted that this project will be even more necessary if Project 3 is successful as more traffic will use the A31 to travel south. More traffic will also be travelling north as a result of the major development in Bordon.

2.4 Methodology for creating the vision

This Vision Statement has been created based upon the consultation with the Farnham Board, which consists of senior council leaders and key stakeholders from all three partner councils. The vision themes have been based on a review of key documents from previous studies as well as documents like the Waverley Local Plan and Farnham Neighbourhood Plan.

It is important to outline that ongoing engagement with all stakeholders will be maintained. Formal resident and community consultation will be undertaken at an early stage and at each programme milestone to ensure that the development of the proposals remains in line with the full context and needs of Farnham and that the town's current issues and aspirations are understood. The programme vision and the scope of the underpinning projects will also be reviewed continually through this process to ensure that the intended benefits are realised.



This is an excellent example of what can be achieved by working together across council and political boundaries.

-Councillor John Ward,
Leader of Waverley Borough Council



I am delighted that a truly collaborative team has been formed to address the long standing congestion and air quality issues of Farnham and its surrounding areas and this vision sets out the priorities well and how the three councils intend to address them through the delivery of the Farnham Infrastructure Programme.

-Rt Hon Jeremy Hunt MP



3

PROGRAMME THEMES AND INTENDED OUTCOMES

Lion and Lamb Yard

3. PROGRAMME THEMES AND INTENDED OUTCOMES

3.1 Themes emerging from strategic documents reviewed

To ensure alignment, a focused review of key documentation was undertaken using the existing strategic ambitions of SCC, WBC and FTC. All known elements pertinent to the future infrastructure needs of Farnham were considered. In particular, the following documents were reviewed:

- Decarbonising Transport: Setting the Challenge
- Community Vision for Surrey in 2030
- Surrey County Council Five-Year Organisational Strategy
- Surrey Transport Plan Vision and Objectives
- Surrey Climate Change Strategy
- Waverley Local Plan
- Waverley Draft Local Transport Strategy
- Waverley Climate Change Strategy and Action Plan
- Farnham Neighbourhood Plan
- Farnham Design Statement
- Farnham Climate Emergency Statement

It should be noted that the above list is not exhaustive.



This review process has highlighted the following provisional themes to:

- Support and enable people to live healthy lives and make healthy choices in line with SCC's Community Vision for Surrey in 2030, focusing on walking, cycling and providing access to the countryside.
- Ensure safe and reliable journeys, including ensuring the safety of pedestrians.
- Retain the commitment to reducing traffic collisions to zero through improvements to road design and construction.
- Enable and prioritise non-motorised transport and provide sustainable modes of transport (walking, cycling and riding buses), reducing emission and reliance upon private vehicles.
- Reduce poor air quality and noise pollution.
- Encourage children to walk and cycle, including contributing to school initiatives such as bikeability.
- Reduce inequalities and create local socio-economic benefits.
- Follow the desired partnership approach, which allows the community to grasp and actively contribute to opportunities to support local economic growth.
- Align with the Surrey Transport Plan and its ambition to create sustainable, reliable and pleasurable transport infrastructure in connecting communities to high-quality places.
- Align with the Farnham Neighbourhood Plan and its aims of supporting the creation and maintenance of green infrastructure as well as protecting the local centre.
- Respond to climate emergencies declared by SCC, WBC and FTC.
- Align with the UK government's commitment to achieving net-zero carbon emissions by 2050.
- Align with SCC's Climate Change Strategy, including supporting the target of an 80% carbon emissions reduction by 2035, achieving carbon neutral status by 2050 with a 60% emissions reduction from transport.

- Provide integrated transport, which protects the environment, and support SCC's Local Transport Plan, which highlights the need to invest in infrastructure that promotes the uptake of active travel as well as pedestrian and car-free zones.
- Invest in and support infrastructure for ultra-low emission vehicles, with a target set by 2025 for all the county's bus, community transport and car club operators to be running 50% ultra-low emission fleets and, eventually, achieving 100% as soon as possible thereafter.
- Create pleasurable and reliable journey experiences.
- Make well-connected communities who can benefit from integrated transport.
- Provide better connections within Farnham, helping businesses to thrive.
- Consider current land use schemes and how well they integrate with the proposed transport solutions.
- Establish effective hubs that can attract businesses and create local employment.
- Enable SCC's digital agenda by linking it to the Local Transport Strategy and its key intended outcomes.
- Integrate possible future electric bus and vehicle charging points.

3.2 Themes emerging from key stakeholder consultations

In addition to the observations resulting from document reviews, the following points were specifically highlighted as commonly raised



The Spinning Wheel, one of Farnham's Grade II listed buildings in the Borough

issues and considerations by key stakeholders as well as, historically, by the Farnham community, which helped shape the vision and objectives of the programme to:

- Improve air quality and reduce noise pollution.
- Improve walking and cycling routes, with an immediate concern over the safety of pedestrians on narrow pavements.
- Move unnecessary HGVs movements away from the centre of Farnham and the Upper Hale Road.
- Preserve the historic nature of Farnham in any proposals using appropriate building materials, architectural details, and providing a streetscape that embraces its key hubs and locations.
- Reduce through traffic in the centre of Wrecclesham Village, which is being impacted unduly by commuters and goods vehicles.
- Improve the connection between the north and south of Farnham and provide efficient connections to the town's commuter station, which is used by 13% of Farnham and the surrounding areas to access employment in London.
- Resolve the congestion and mobility issues associated with Hickley's Corner.
- Achieve a coherent and well-thought connection linking the historic centre and the newly created hubs such as the Brightwells development, ensuring that these are sympathetic to each other and succeed with their complementary retail provisions.
- Review parking provision in the town centre, including possible park and ride or park and stride facilities.
- Ensure that any area-wide solution enables mixed-use developments that support the creation of a 24/7 economy for Farnham and promotes businesses, with a focus on visitor and craft/creative sector businesses and those operating in the town's business parks.
- Ensure that solutions consider key community needs and are subject to public consultation at applicable stages.

3.3 Programme themes

Guided by the consultations held and the key documents reviewed, the identified themes have been grouped into six focus areas:

- Prioritise health, safety and wellbeing
- Place community first
- Respond to the climate emergency
- Enhance mobility and connectivity
- Support businesses and encourage economic growth
- Integrate digital and technology into the new transport system

These six areas will be taken forward as the programme themes. The programme themes will inform and direct the development of the FIP as this Vision Statement is turned into reality. How the themes will be integrated into the programme is outlined below.

3.3.1 Prioritise health, safety and wellbeing

The FIP will:

- Be developed in alignment with the UK government's commitment to increase cycling and walking as well as make roads safer for those who walk or cycle. The UK government wants to make walking and cycling a natural choice for all shorter journeys or as part of a longer journey in line with its target for 2040. The programme will also conduct research and behavioural studies to understand the current and future requirements of Farnham, ensuring that walking and cycling are part of any solution.
- Support SCC's work to promote Bikeability schemes and understand and change cycling behaviour around schools. This will include identifying and reviewing safer routes to all schools within the Farnham area. The UK government has set an aim to double cycling activity and enable an increase in walking. There is also a target to increase the number of children aged five to 10 that usually walk to school to 55% by 2025.



Youth entrant in town centre cycle race

- Develop and submit proposals to attract investment from the government's £2 million funding reserve currently available to enable local councils to take a more strategic approach to conditions for cycling and walking. In addition, the programme positions itself to maximise any future funds to help deliver maximised benefits for all users. The FIP aims to support these applications with the development of a Local Cycling and Walking Infrastructure Plan which will sit alongside the wider infrastructure proposals.
- Assess the various sources contributing to congestion. It is understood that van and HGV transport has dramatically increased in Farnham over the recent years. Although it is recognised that the swift and efficient movement of goods is vital to the economy, the FIP will investigate how this is affecting Farnham and identify solutions to reduce carbon and congestion impacts.

3.3.2 Place community first

The FIP will:

- Encourage residents to have a real say in the future of their town, which in turn will help shape its future. Early consultation with key stakeholders and the public will ensure that community needs are understood at the earliest possible juncture so that available opportunities and potential benefits can be maximised. The programme will also engage a wide cross section of the community, which will be supported by having engagement discussions in regularly accessed places within the community.
- Ensure all proposals associated will be developed to enhance Farnham and take a holistic and place-based view that maximises the green infrastructure of the town and capitalises on its historic nature.

The programme partners will also work together to ensure that all proposals can be integrated in the existing town and in future considerations.

- Seek to support local initiatives to improve the town and community, including building on Farnham's position as England's First World Craft Town as a way of building the economy by attracting makers and visitors. Potential improvements to the historic town centre's retail and cultural facilities, such as the Farnham Maltings, Craft Study Centre, Farnham Pottery, New Ashgate Gallery and University for the Creative Arts Farnham, will be developed. The programme will also encourage the growth of a sustainability culture by increasing the people's and businesses' awareness and knowledge of environmental issues.
- Enable the local plan and provision of mixed-use developments, including those for people with impaired mobility. The programme will also focus on areas of crime and utilise good design to minimise their presence.
- Support measures to enhance Farnham to be a vibrant and welcoming town serving the surrounding villages. Opportunities will also be sought to improve access to Farnham's outstanding countryside.



Farnham is England's first World Craft Town

3.3.3 Respond to the climate emergency

The FIP will:

- Produce proposals that support the Climate Change Strategy as published by SCC and contribute to the delivery of the roadmap to net-zero carbon by 2030 set out by WBC and FTC, which will include mitigation of carbon emissions and adoption of potential future technologies. The programme will also support the investment in ultra-low emission vehicles



West Street Cemetery chapel and wildflowers

by conducting a study on where the charging points would be needed, analysing power requirements and embedding these needs into the programme for future-proof installation.

- Establish a local transport network that prioritises public transport, walking and cycling while minimising car use. In particular, the FIP will promote sustainable travel planning, as set out in the Department for Transport's Sustainable Travel Towns document, supporting the development of such a plan for Farnham as part of the programme.
- Protect existing biodiversity and related habitats surrounding Farnham and will actively enhance it within the town. The programme will prioritise sustainable pavement design, which will include drainage to manage surface water runoff that can help reduce flood risk and improve water quality.
- Support and enable carbon-conscious energy provision and maximise the use of local and sustainably sourced materials within the programme. Wider measures will also be adopted to increase water efficiency, support improved energy efficiency and reduce both carbon emissions and fuel poverty.

3.3.4 Enhance mobility and connectivity

- Focus on the development of proposals for a sustainable and well-connected Farnham, which considers the needs of the people of Farnham and supports the aspirations of the local and neighbourhood plans. An integrated transport and land use study will be commissioned as part of the FIP to develop a mobility plan that takes into account all considerations fundamental to the success of the programme.
- Encourage walking and cycling as the first choice for travel within the town and

promote the proposed and existing walking, cycling and public transport routes through local businesses to inform and enable greener travel plans for the community. This promotion will enable dialogue which will highlight where related infrastructure such as cycle parking is needed.

- Develop solutions and business cases for all four projects to ensure sustainable locations for new development and highway improvements. FIP will also incorporate these solutions to support infrastructure for EVs to ease and encourage its future integration into the town.
- Support improvements to Farnham Station and services to London, ensuring that residents of Farnham have effective access to the station and reliable journeys. The programme will also provide efficient measures for through traffic to go around the town rather than through the centre.
- Facilitate the creation of business hubs to support local employment opportunities and reduce London commuting.

3.3.5 Support businesses and encourage economic growth

The FIP will:

- Support existing employers by considering their needs and increasing their levels of local employment. It is the aspiration to create an exemplary town centre which supports a low-carbon economy, supporting Farnham in becoming a location of choice for business, which will in turn generate.
- Aim to create a seamless connection between the new Brightwells development and the historic town centre to support the success of both centres. The programme will also contribute to ensuring that the Brightwells development and current town centre have complementary retail provisions to guarantee that Farnham has something for everyone.
- Facilitate access to and highlight both the historic parts of the town and surrounding areas of nature. The efficiency through which visitors and delivery vehicles can use main roads to get into and through the area will also be maximised.

- Recognise Farnham's role as a creative centre and support the development of Farnham as a World Craft Town. There are also learning opportunities for people of all ages through possible partnerships with the town's educational centres, which will be explored as part of the FIP.
- Consider on an emergent basis the post-COVID-19 working patterns, where a potential ratio of 30% work from home population continues, will also be.

3.3.6 Integrate digital and technology into the new transport system

The FIP will:

- Adopt a Level 2 Building Information Modelling (BIM) level in line with the UK government's strategy. BIM is a 3D model-based process that brings together graphical and non-graphical design and construction information to support more efficient planning, design and construction of infrastructure programmes. Adoption of Level 2 BIM also supports long-term asset management and asset integration.
- Support the rollout of improved digital bus service informatiozn. Also consider support for high-speed broadband and other digital infrastructure within the town.



- Align Transport options within Farnham, supporting a reduction in journey time. Travel and asset data will also be gathered to support future projects.
- Enable both on and off-street EV charging points and other emerging transport infrastructure technologies.

- Provide high-quality cycle parking and storage facilities. Car clubs and car share schemes will also be encouraged, where occasional journeys by car are necessary.

3.4 Programme outcomes

The illustration below seeks to highlight the key outcomes intended from the programme against each of its key themes.



Figure 3 – Key themes and programme outcomes

Desired Outcomes

Integrate digital and technology	<ul style="list-style-type: none"> • Enable creation of a BIM Model to support asset management and asset integration • Enable EV on & off-street charging points and other emerging digital transport infrastructure technologies • Ensure alignment of mobility options to reduce journey times • Provide high quality cycle parking and storage • Support the provision of improved digital bus service information
Support businesses and encourage economic growth	<ul style="list-style-type: none"> • Create a seamless connection between the new Brightwells development and Farnham’s more historic town centre shopping hub so that both centres can be successful • Contribute to ensuring Brightwells and the historic centre have complementary offers, helping Farnham to become a destination that has something for everyone • Create access to and highlight the historic and nature hubs in and around Farnham • Build upon Farnham’s status as a World Craft City and creative centre
Place community first	<ul style="list-style-type: none"> • Maximise dialogue and input from the community to encouraging the residents to have a real say in the future of their town • Enable solutions that enhance the historic nature of Farnham • Work with Programme Partners to ensure appropriate consideration of infrastructure proposals can be integrated with the existing town and its future considerations
Prioritise health, safety and wellbeing	<ul style="list-style-type: none"> • Improve road safety • Improve security of the travelling public within Surrey • Reduce congestion and improve the air quality of public spaces within Farnham • Create solutions that make walking and cycling the most natural choice for all shorter journeys, or as part of a longer journey, in line with UK Government targets
Enhance mobility and connectivity	<ul style="list-style-type: none"> • Complement a local transport network that prioritises public transport, walking and cycling whilst minimising car use • Support and complement the improvements to the Farnham Station and services to London to ensure that Farnham has reliable journeys for all • Embed the supporting infrastructure for EVs to ease its future integration
Respond to climate Emergency	<ul style="list-style-type: none"> • Support the road to zero-carbon ambition and carbon off-set strategy • Create a local transport network that prioritises public transport, walking and cycling whilst minimising car use • Support the investment in ultra-low emission vehicles • Promote sustainable travel planning (as set out in the Department for Transport’s Sustainable Travel Towns document) and support the development of a plan for Farnham



4

ABBREVIATIONS

The Avenue, Farnham Park

4. ABBREVIATIONS

All abbreviations are explained in full on first use within this document.

Abbreviation	Description
BIM	Building Information Modelling
COVID-19	Coronavirus Disease 2019
EV	Electric Vehicle
FIP	Farnham Infrastructure Programme
FTC	Farnham Town Council
HGV	Heavy Goods Vehicle
mph	Miles per hour
OIP	Optimised Infrastructure Plan
SCC	Surrey County Council
SRO	Senior Responsible Owner
WBC	Waverley Borough Council

***Photo Credits to 'Farnham Town Council' Allan Arthurs, Media Techniche*



Farnham Castle from above

Farnham Infrastructure Programme – vision statement questionnaire

1. To start, some questions about you

a. Are you:

- A resident
- A commuter to the town
- A business owner
- Someone who drives through the town
- Someone who studies in the town
- A regular visitor

b. What part of Farnham do you live, work, study or visit?

[List of different areas of Farnham]

2. The vision statement

The proposed vision for the Farnham Infrastructure Programme is:

“Deliver a well-integrated, future-focused and high-quality infrastructure solution for Farnham that enables a connected and vibrant town, where people choose to live, work, study and spend their leisure time in sustainable ways”

Please let us know what you think of this statement. Do you:

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

3. The proposed projects

There are four proposed projects that make up the Farnham Infrastructure Programme. We would like to know if you believe these are the right projects for the town.

a. Short- and medium-term improvements (quick wins) Please let us know what you think of this project proposal. Do you:

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

Any comments? [free text box]

b. Farnham town centre transport infrastructure improvements

Please let us know what you think of this project proposal. Do you:

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree

Any comments? [free text box)

c. A31 Hickey's Corner improvements

Please let us know what you think of this project proposal. Do you:

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree

Any comments? [free text box)

d. A325 Wrecclesham Relief Road Project

Please let us know what you think of this project proposal. Do you:

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree

Any comments? [free text box)

4. Programme themes

Please let us know how you rate the proposed programme themes:

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Prioritise health, safety and wellbeing					
Place community first					
Respond to the climate emergency					
Enhance mobility and connectivity					
Support businesses and encourage economic growth					
Integrate digital and technology into the new transport system					

5. Any other comments

Please use the box below for any other thoughts or comments about the proposed vision for the Farnham Infrastructure Programme.

6. Monitoring questions

7. Email address for e-newsletter

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Farnham Infrastructure Improvements Programme

Farnham Board Meeting – Board Paper

DOC NO 4D476001-SCC-PRG-PAP-000005 REV 1.0

DATE: 18 SEPTEMBER

REPORT OF: MR TIM OLIVER – BOARD CHAIR (*NORMALLY*)

LEAD OFFICER: CHRIS TUNSTALL – PROGRAMME DIRECTOR

SUBJECT: STAKEHOLDER ENGAGEMENT AND COMMUNICATIONS APPROACH & EXEC COMMUNICATIONS PLAN

1 SUMMARY OF ISSUE:

At the Farnham Board (Sponsoring Group) meeting of the Farnham Infrastructure Programme in July 2020 an outline stakeholder engagement and communications approach was presented, detailing the key areas of importance to ensure success. It was detailed that engagement with stakeholders was integral to the successful achievement of the desired outcomes and the realisation of programme benefits. This approach has now been further developed following consultation with the partner councils. A copy of the Exec Communications Plan as laid out in Annex A for reference.

2 RECOMMENDATIONS:

It is recommended that:

- 2.1 It be noted that the programme stakeholder and communications approach has been agreed and finalised
- 2.2 The Exec Communications Plan in Annex A be approved

3 REASON FOR RECOMMENDATIONS:

To ensure the Farnham Board (Sponsoring Group) is aware of the Programme methodology for engaging stakeholders and how communications are proposed to be undertaken throughout the life cycle of the programme.

4 DETAILS:

The stakeholder engagement and communications approach has been reviewed, updated and streamlined and an executive summary of the communications plan has been produced.

5 CONSULTATION:

The Stakeholder Engagement and communication approach has been discussed with Surrey CC, Waverley BC and Farnham TC.

6 RISK MANAGEMENT AND IMPLICATIONS:

Risks associated with stakeholder engagement will be assessed and tracked within a programme risk register and mitigate actions undertaken.

7 FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

7.1 The Servicing of the Board and the Forum will be managed, and the costs met by Surrey CC.

7.2 Some of the Communications events such as the Local Liaison Forum will be managed by appointed chairs from WBC and FTC with direct involvement of the Programme team to ensure consistency of messages, approach and content.

8 FINANCIAL COMMENTARY

There are no additional costs arising from this Report. Any costs in respect of Communications and Engagement will be met from within the allocated budget for the Programme.

9 LEGAL IMPLICATIONS

There are no legal implications in respect of this Report.

10 EQUALITIES AND DIVERSITY

10.1 As projects/ proposals develop individual Equality Impact Assessments (EIAs) will be undertaken.

10.2 The Programme intends to excel in championing Equality, Diversity and Inclusion.

11 OTHER IMPLICATIONS:

There are no other implications in respect of this Report.

Contact Officer:

Chris Tunstall

Programme Director

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07866008912

Consulted:

Farnham Town Council

Surrey County Council

Waverley Borough Council

Annexes:

Annex A – Exec Communications Plan

Sources/background papers:

None

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Annex A – Exec Communications Plan

FARNHAM INFRASTRUCTURE PROGRAMME EXEC COMMUNICATIONS PLAN



1. Aim

To ensure people who live, work, study or travel in Farnham are involved, engaged and informed about proposed works to reduce congestion, and improve transport links and air quality in and around the town.

2. Joint communications approach

While Surrey County Council will lead on communications, as this is a joint programme with Waverley Borough Council and Farnham Town Council, all partners will be involved in delivering communications and will speak with the same voice.

3. Key messages

- The Farnham Infrastructure Programme is a partnership between Surrey County Council, Waverley Borough Council, Farnham Town Council and Jeremy Hunt MP.
- The partners want to build on the existing strengths and heritage of Farnham but make improvements to make the town more economically prosperous and environmentally sustainable.
- Some projects are expected to start soon, and others could span the next 15 years.
- We propose that we look at any short and medium improvements, wide scale infrastructure improvements in the town centre, and solutions for the issues around the A31 Hickley's Corner and A325 Wrecclesham Relief Road.

4. Having a conversation

Successfully identifying and addressing the concerns of people who live, work, study or travel in Farnham is key to the programme's success. We will provide opportunities for people to engage with us through the local liaison forum, by running consultations, encouraging local councillors to speak with their residents, and providing opportunities to have face to face discussions – either online or in person when we can.

5. Supporting the community

The Farnham community is at the heart of this process. We will actively seek ways to support the community to make lifestyle changes to which will help support the programme's aims.

6. Providing updates

Ensuring residents, businesses and key stakeholders always feel informed about the programme is vital to maintain support – even in times when there is little activity on the ground. The partners will do this through social media, the local media, and regular electronic and printed communications.

7. Building trust

By holding key meetings in public, we want to demonstrate that the programme is open, honest and transparent in its decision making.

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Farnham Infrastructure Programme

Farnham Board Meeting

DOC NO 4D476001-SCC-PRG-PAP-000006 REV 2.0

DATE: 18 Sep 2020

REPORT OF: MR TIM OLIVER – BOARD CHAIR (*NORMALLY*)

LEAD OFFICER: CHRIS TUNSTALL – PROGRAMME DIRECTOR

SUBJECT: FARNHAM INFRASTRUCTURE PROGRAMME
Programme Timeline Update

SUMMARY OF ISSUE:

At the Farnham Board (Sponsoring Group) meeting of the Farnham Infrastructure Programme in July 2020, an outline programme was presented that showed the overall expected period for programme delivery as well as the sequence of key activities. This programme has now been developed further following the appointment of the wider supplier chain and is attached to Annex A for review and information. This programme will be reviewed on the monthly basis as part of the Programme Board (delivery team) with high level summary presented to Farnham Board.

RECOMMENDATIONS:

It is recommended that:

1. The updated programme in Annex A to be noted, and;
2. Comments to be received for consideration.
3. To be agreed that a high-level summary will be presented at the Farnham Board with detailed discussion and agreement held at the Programme Board meetings;
4. Timeline of its release of high-level information to stakeholder groups and public domain to be discussed and the approach agreed at the Farnham Board.

REASON FOR RECOMMENDATIONS:

The programme will be used to assess progress and achievement of milestones by the delivery team and associated supply chain partners.

There are key dates and a critical path to be considered as part of the review.

A separate risk register will be prepared and attached to this programme, which will include assumptions on timelines for decision making, funding and long-lead items such as planning.

DETAILS:

Overview of the amendments made/ Key Questions Raised

1. The Programme title has been amended removing the word “Improvements” as agreed and implemented at the last board.
2. The Programme is indicative and all activities are to be assessed against a Risk Register which is currently in production and is intended to be released for review at the October Farnham board.
3. The programme is high level and Covid-19 related activities are excluded.

Programme review and acceptance will be assessed by the Programme Board (Delivery team) with high level summary, key influencing decisions and any extensions to critical path presented to the Farnham Board for review and agreement.

4. The red line boundary showing the area which FIP will cover was expanded to include all of the A31 from the M3 near Winchester to the A3 near Guildford, the A325 north to Frimley, the A325 south to the A3 via Bordon and the A287 to the M3 north of Odiham.

The redline boundary will be reviewed and refined as more information is uncovered that will affect the programme.

CONSULTATION:

1. The revised Programme Schedule is being attached as a draft and will be reassessed once a Programme level risk and opportunities register has been produced. Assumptions will then be clearly defined and shared with the Farnham Board.

RISK MANAGEMENT AND IMPLICATIONS:

1. A Risk Assessment will be undertaken, and a register will be produced and attached to a set of assumptions which will accompany this programme. The programme will detail any dependencies which might adversely affect the programme. Risks, opportunities and the impact on schedule will be assessed monthly and reported through the Farnham Board. The Programme Schedule will make reasonable assumptions on long-lead and subjective items such as planning matters, land assembly, legal agreements and approval of outputs by supply chain.

FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

1. The cost of production, review and update of Programme is met by SCC as part of its Programme management commission to Arcadis.

SECTION 151 OFFICER COMMENTARY

N/A

LEGAL IMPLICATIONS – MONITORING OFFICER

1. Accepted Programmes can become contractual, in particular key dates, periods for response and construction timelines by being built into contracts entered into with supply chain partners

EQUALITIES AND DIVERSITY

1. As project proposals develop individual Equality Impact Assessments EIAs will be undertaken including on all resourcing of the projects within the programme.

OTHER IMPLICATIONS:

1. There are no other implications in respect of this Report.

Contact Officer:

Chris Tunstall

Programme Director

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07866008912

Consulted:

Surrey County Council Waverley Borough Council Farnham Town Council

Annexes:

Annex A – Updated Indicative High-level P6 Programme

DSources/background papers: None