

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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