

## Farnham Infrastructure Programme – OIP consultation report

### 1. Introduction

**Surrey County Council, Waverley Borough Council and Farnham Town Council with the support of Jeremy Hunt MP are working together to tackle transport and infrastructure issues such as congestion and air quality in Farnham and its surrounding areas.** This is called the Farnham Infrastructure Programme, and the partners meet at the Farnham Board to drive the work forward.

The Farnham infrastructure Programme’s vision statement is:

*“Deliver an attractive, 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.”<sup>1</sup>*

#### The Optimised Infrastructure Plan

The latest stage of the Farnham Infrastructure Programme is developing an Optimised Infrastructure Plan (OIP) which starts identifying a Farnham-wide programme of solutions to the issues highlighted in the vision. Options in the OIP have been assessed based on how they could support: our objectives, value for money, affordability, and deliverability. This will help to ensure that Farnham can become a better, more environmentally friendly place for those who live, work, study in, or visit the town.

To gain early feedback on the proposed OIP an early consultation took place in February and March 2021. This early consultation was primarily undertaken through the online Commonplace engagement platform with some further insight being provided through direct emails and informal polls held on social media. This report brings together the findings from these three data sources and provides recommendations for next steps.

### 2. Context and considerations

A consultation on the OIP ran from 15 February to 14 March 2021. Respondents were able to respond online or request a paper version from Farnham Town Council.

#### Communications

To raise awareness of the consultation and encourage responses, there was a comprehensive communications campaign. This included:

- A leaflet was delivered to all addresses in the town during w/c 22 February
- There was coverage in the Farnham Herald every week during the consultation period - articles, letters, adverts or responses were supplied each week by the Programme team; there were also opinion pieces from partners and local groups.

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<sup>1</sup> Farnham Infrastructure Programme Vision Statement,  
[https://www.surreycc.gov.uk/\\_data/assets/pdf\\_file/0010/237790/Farnham-vision-5.2.pdf](https://www.surreycc.gov.uk/_data/assets/pdf_file/0010/237790/Farnham-vision-5.2.pdf)

- Three e-newsletters were sent to 614 subscribers - two were sent to promote the consultation (18 February had a 77% open rate, and 4 March had a 67% open rate); a third e-newsletter was sent on 22 March (after the Farnham Board), which had a 71% open rate; an e-newsletter was also sent to FTC subscribers
- There was an article in the Town Council's advertorial in the March edition of Vantage Point
- SCC did some joint promotion with an A320 consultation which was running at the same time; this included a news release to all media and an article in the April Surrey Matters e-newsletter
- There was extensive social media promotion, with organic messages posted on Facebook (including relevant groups), Instagram, Next Door and Twitter; there was paid promotion on Facebook and Instagram which appeared more than 77,000 times to under 45s in the Farnham area
- Emails were sent to schools and local groups, asking them to share details of the consultation with their contacts
- The questionnaire featured in adverts in the Farnham Herald and Vantage Point magazine

It is also important to recognise that the engagement was undertaken during a period of full national lockdown because of Covid-19. This meant that there was a much greater focus on digital engagement, as we could not facilitate public meetings. However, it was important to ensure that those who could not use online technology were also provided with the opportunity to comment on the OIP and as such paper copies of the survey were made available to anyone who requested them. A total of 18 residents took up this opportunity and their responses have been included below.

### **Local Liaison Forums**

There were also Local Liaison Forums during the consultation period. There were two general meetings and one meeting aimed at businesses. The LLFs were promoted in many of the channels listed above, as well as emails to all previous attendees and targeted messages to businesses.

The meetings were held on Zoom to allow participation, provide an opportunity to share ideas and give feedback on the proposed infrastructure changes. The first, on 4 March, had 96 participants, and the second, on 8 March had 77 participants. The session aimed at businesses had 17 participants.

There was also a Facebook Live, which was the first time this format had been used. While the meeting was live, there were 94 comments, it reached 660 people, there were 235 engagements, and eight shares. Within 24 hours it had reached 2,347 people, been shared nine times (including by the Farnham Herald) and had been viewed 893 times.

Feedback from these meetings were captured directly by the programme team and therefore have not been included in this report.

## **Social media polls**

Early on during the consultation period it was recognised that there was low engagement from younger residents: those between 18-34. The decision was made to undertake some high-level targeted Instagram polls. These polls were pushed to all Instagram users aged 18-34 whose internet device was present within a five-mile radius of the centre of Farnham. The responses to these polls will also be analysed in this report. It is important to note that these polls received a large number of responses but due to the nature of them were rather light touch.

## **Responses**

The online consultation site received 7,055 visitors, and 2,307 contributions from 729 respondents. This analysis contains the responses from the 625 people who confirmed their identity, analysis of the other 104 unconfirmed responses can be provided separately if requested.

The questionnaire had sections on the programme's wider context, the town centre, North Farnham, South Farnham, the A31 Corridor and possible town-wide improvements. Respondents were able to focus on the area they were most interested in, and therefore the sections had response rate ranging from 218 to 406. It is therefore important to acknowledge that some areas of feedback are more comprehensive than others.

During the consultation period the programme also received emails from a number of residents' societies as well as some individual residents that pertained to the OIP. These emails were cross referenced with respondents to the questionnaire. Emails from respondents who had not also commented on the questionnaire were analysed alongside the free text responses and are included within this report.

Computer-aided thematic analysis was undertaken of all free text responses, including the 21 relevant email responses. Emails responses were included in the relevant sections of this report that they referenced and so have been analysed consistently and with equal weighting to all other responses.

It is also important to note that all forms of engagement have been self-selecting, and therefore all findings should be understood as indicative of residents' views rather than representative of all residents.



### 3. Respondent demographics

Respondents were more likely to be male, with 60% of respondents identifying as such compared to 38% female (figure 2). The majority of respondents were 45 and older, with 46% being over 65 (figure 3). This is not reflective of overall Farnham demographics which is 22% are over 65. There is an underrepresentation of respondents aged under 35 with this category making up only 4% of respondents, compared to the overall Farnham demographics of around 38%.

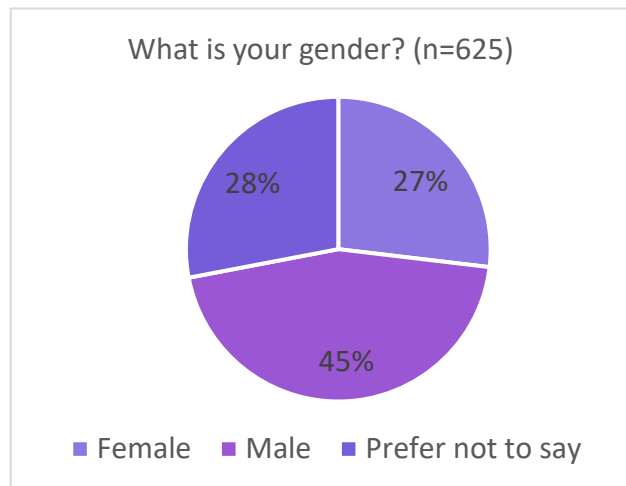


Figure 2: Gender (n=625)

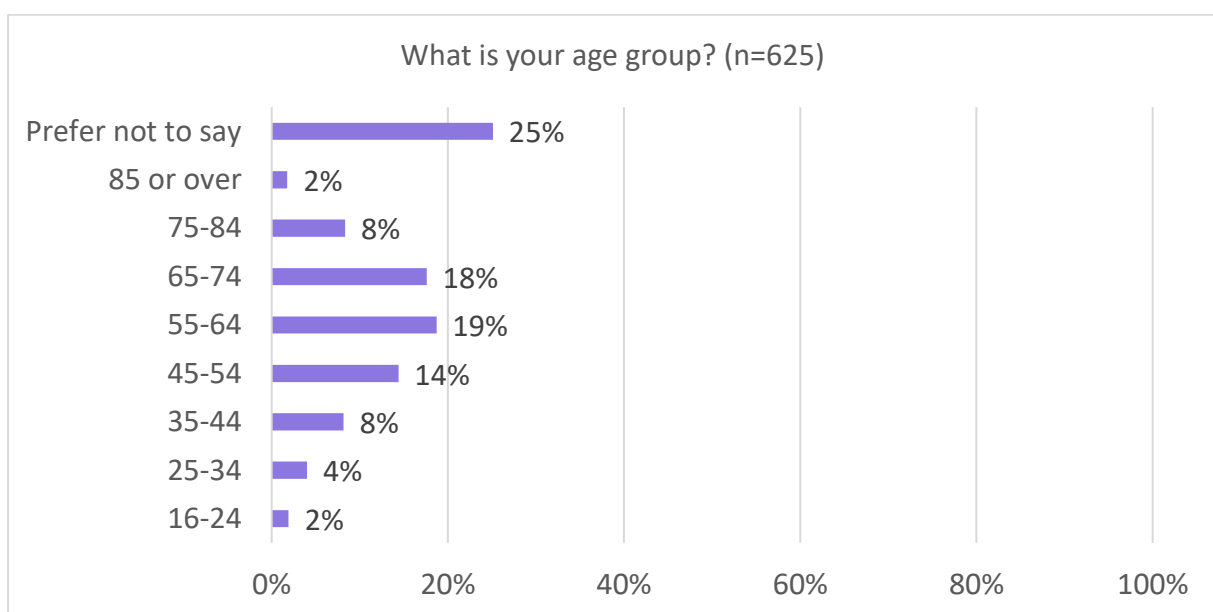


Figure 3: Age group (n=625)

As noted in context and considerations it was for this reason that a series of polls was released via Instagram. These were pushed specifically at the 18-44 age range, primarily reaching those in the 25-34 age range (figure 5). Therefore, the poll results provide some indication of what this age range feels specifically. These polls were rather light touch, and therefore it should be noted that this report provides more evidence on the views of an older demographic.

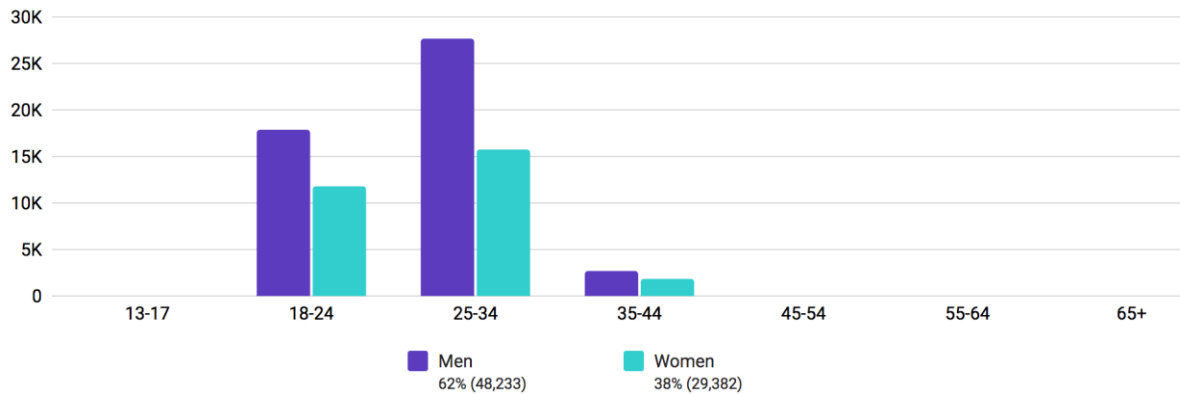


Figure 4: The number of people that the Instagram Poll reached by age and gender

Figure 5 shows that the majority of questionnaire respondents identified as residents of Farnham (71%). with people spending the most time in Central Farnham, Upper Hale, and South Farnham (figure 6).

Around half of emails received were from individual residents, the other half being from residents' societies and parish councils and therefore conveying the views of a wider town or group of residents and local business.

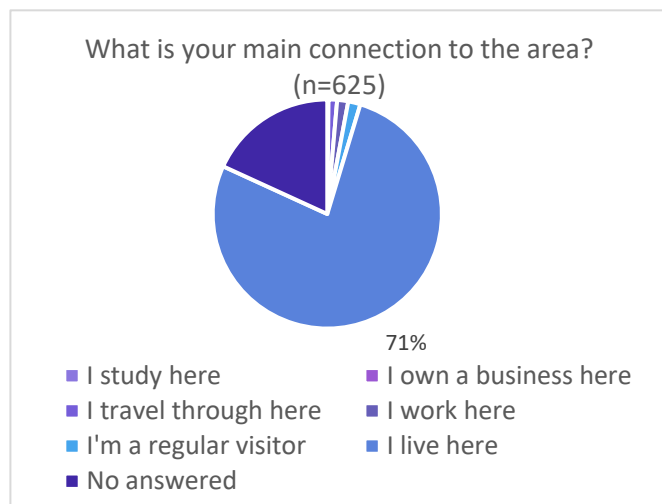


Figure 5: Main connection to the area (n=625)

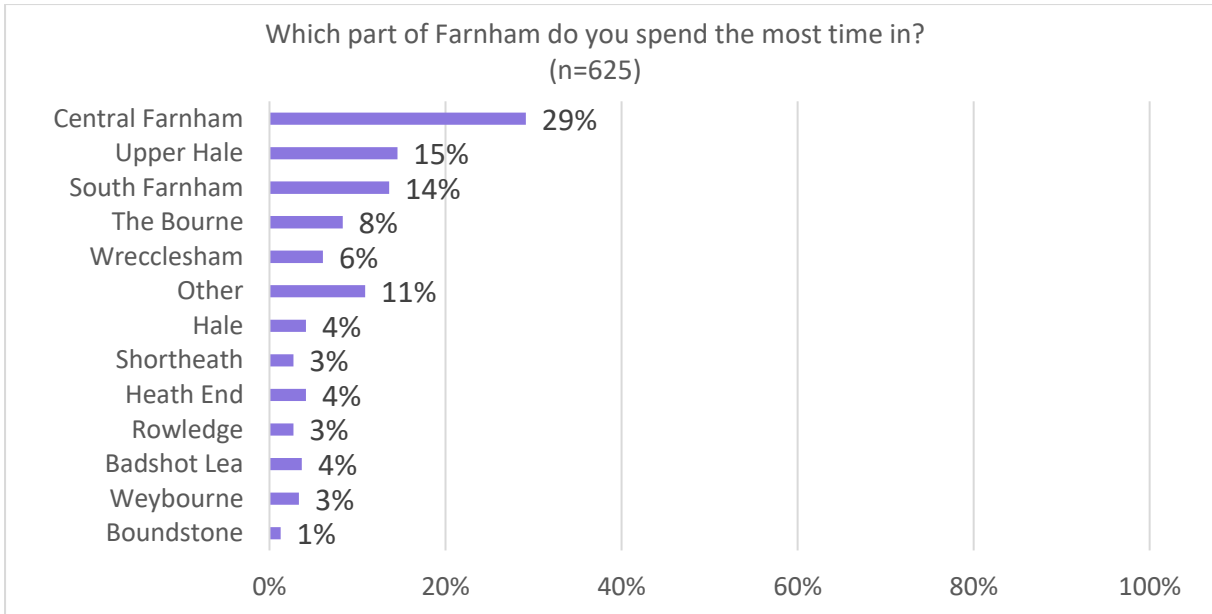


Figure 6: Area most time spent in (n=625)

Figure 7 shows the primary method of travel both before and since Covid-19. Just over half of respondents said that currently they mostly travel by private car; this aligns with current understanding of travel in and around Farnham. This has dropped slightly since the outbreak of Covid-19 from 55% to 53% but remains the most common way to travel in and around Farnham. This is followed by walking, which has seen an increase of 5%, and cycling.

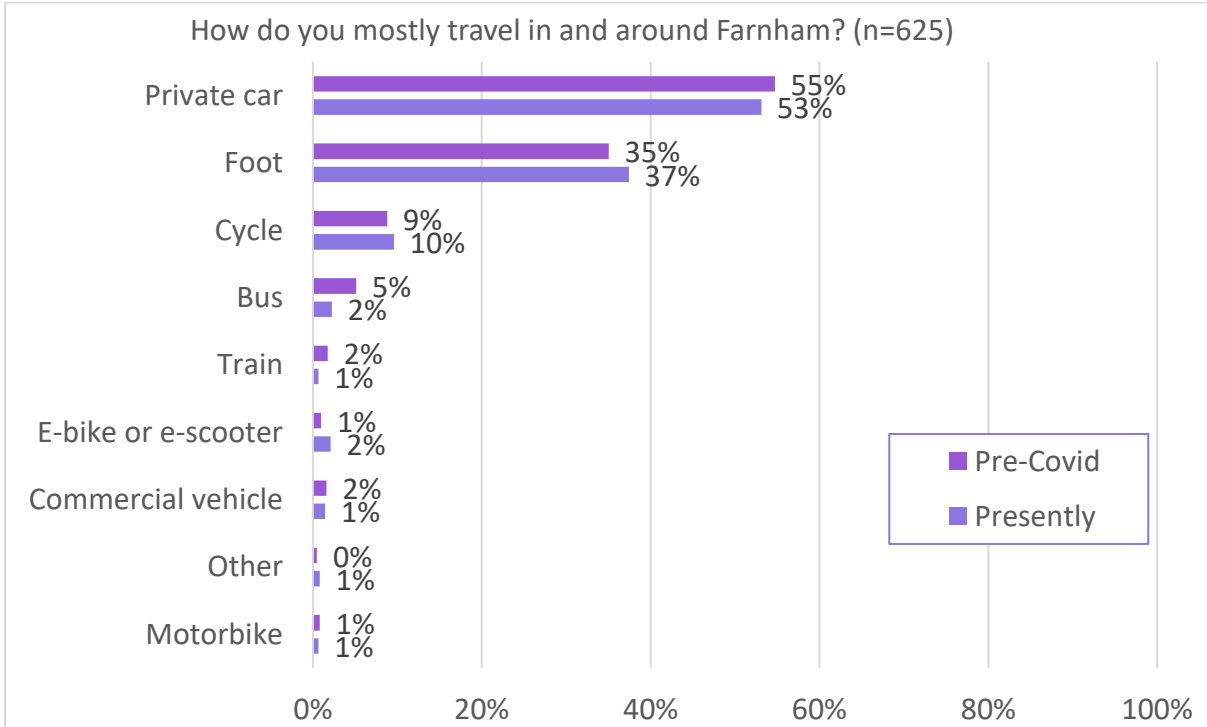


Figure 7: Method of travel in and around Farnham (n=625)

#### 4. Wider context

The first section of the questionnaire was on the wider context of the Farnham Infrastructure Programme. In total 268 people responded to at least one question, with the majority (56%) of respondents feeling positively towards the OIP objectives and short-listing priorities (figure 8). However, these positive views were not held by all with around a fifth of respondents feeling negatively towards them.

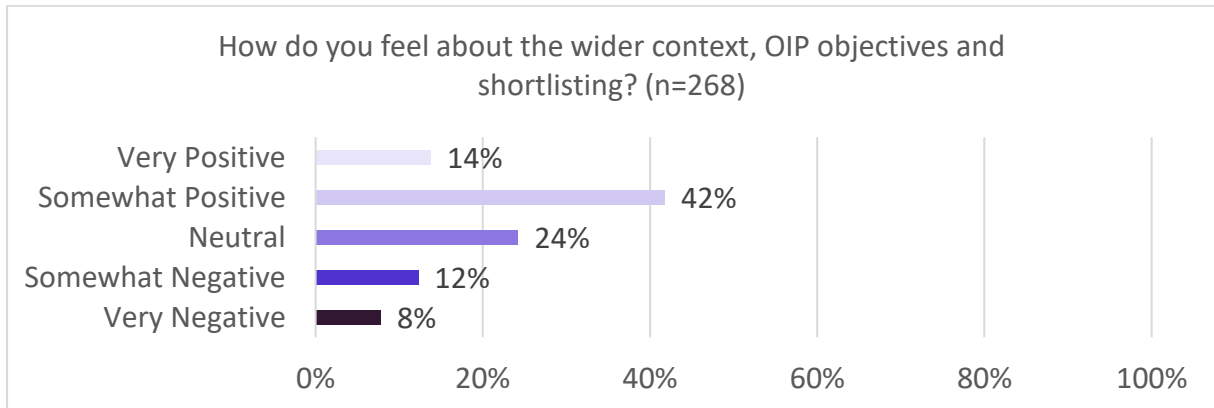


Figure 8: How do you feel about the wider context, OIP objectives and shortlisting? (n=268)

There was support indicated for all four objectives, however, overall 'reducing carbon emissions' was seen as the most important objective of the plan receiving an average score of 2.13 (figure 9).

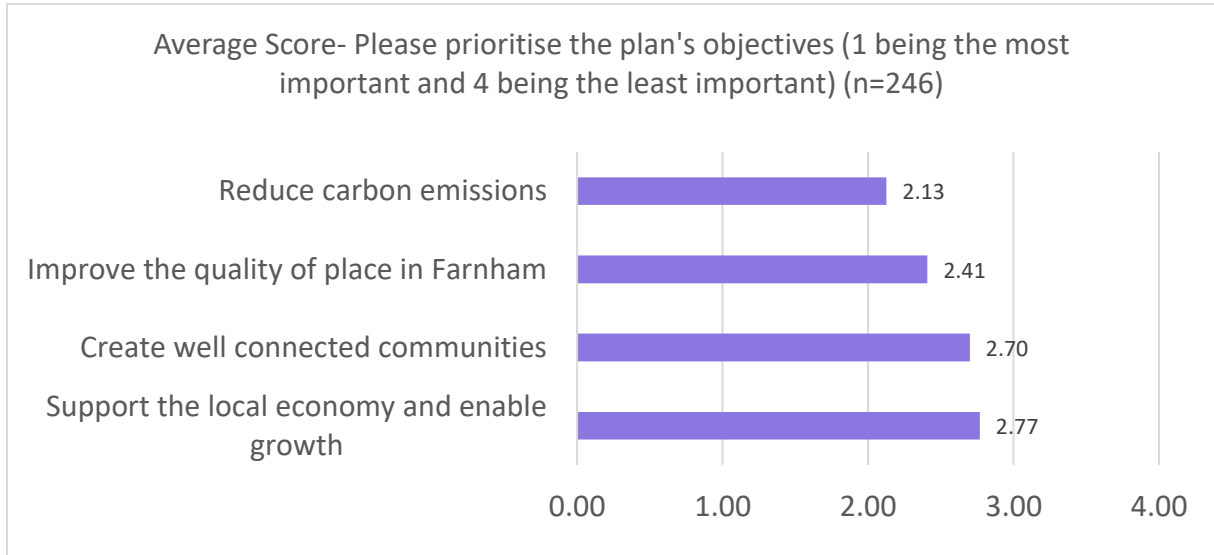


Figure 9: Average score for plans objectives (n=246)

Overall, when prioritising the shortlisting criteria, the strategic case came out as the most important with an average score of 1.53, with the economic case being the least important (figure 10). Figure 11 shows that 60% of respondents choose the strategic case as the most important, 34% more than the next highest which was the delivery case. However, it is important to recognise that there was only a 0.05 difference in average score between the



delivery and economic cases and therefore the economic and delivery cases should be recognised as equally important when shortlisting.

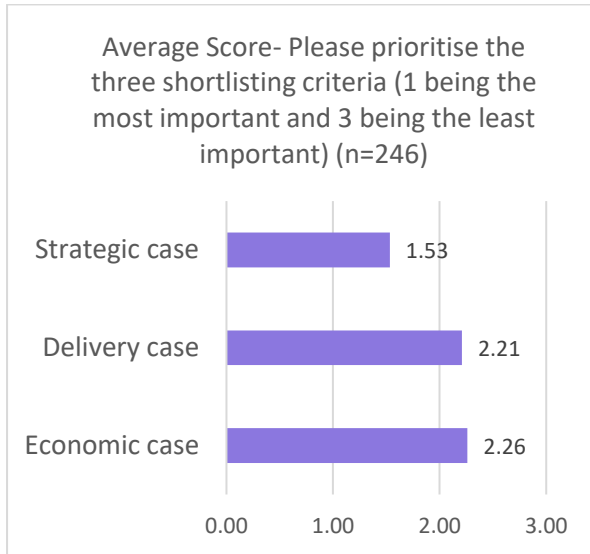


Figure 10: Average Score of Shortlisting Criteria (n=246)

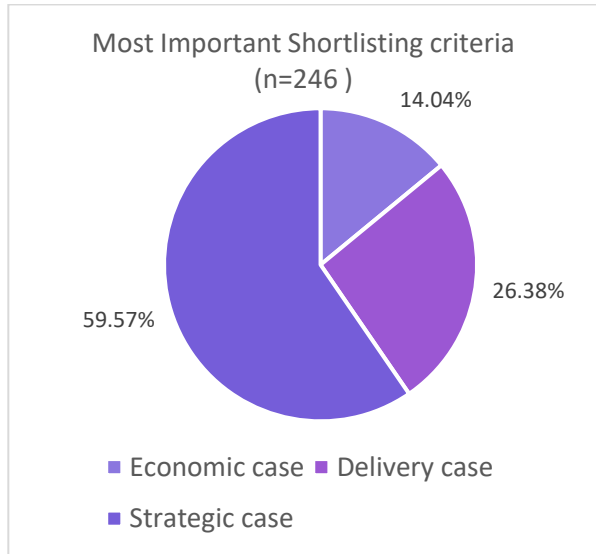


Figure 11: Proportion of most important criteria by case (n=246)

**5. Farnham-wide improvements**

The section with the least response rate was the Farnham wide improvements, with 218 responses to these proposals, 55% feeling positive towards them and 23% negatively (figure 12).

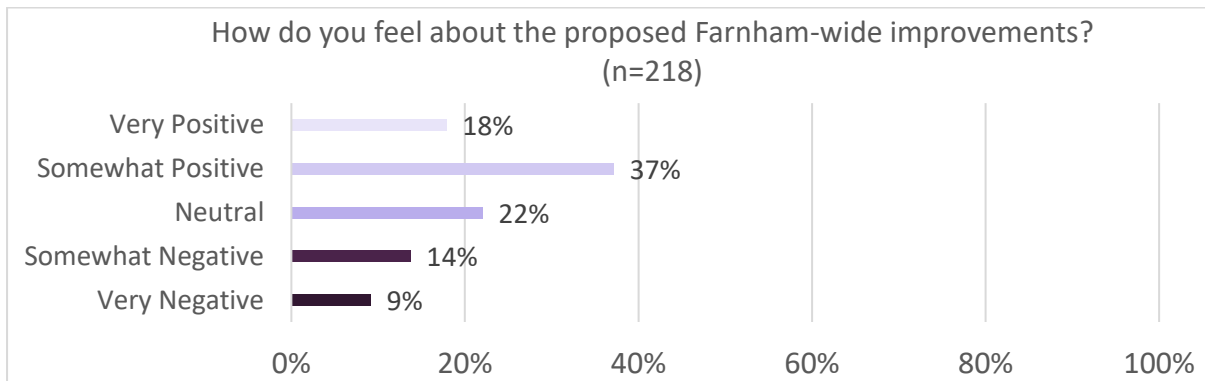


Figure 12: How do you feel about the proposed Farnham-wide improvements? (n=218)

The main reasons for feeling this way is due to the benefits for pedestrians, public transport, and cyclists; this reflects a desire for greener methods of transportation shown by respondents (figure 13). The economic benefits were also prominent in the responses with just under half of respondents saying that it would improve the shopping environment and be good for businesses in Farnham.

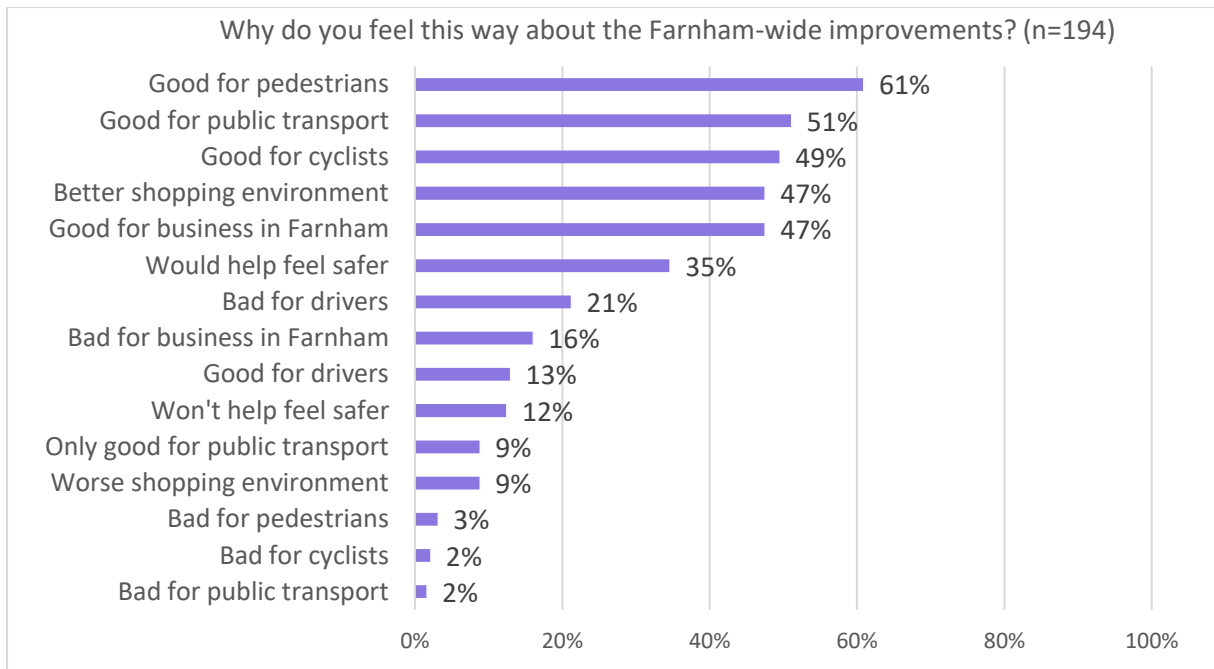


Figure 13: Why do you feel this way about the Farnham-wide improvements? (n=194)

Overall, when asked about individual proposals all areas received a net positive support (figure 14). However, there were clear individual changes that were supported and some that were less liked. Moving towards electric and ultra-low emissions buses was a liked proposal, as well as improving bus services and bus stops. These proposals also had low numbers who disliked them. On the other hand, there are a few areas that greater consideration should be taken before implementation such as car clubs and a mobile travel app which only had a 3% and 8% net in favour, respectively.

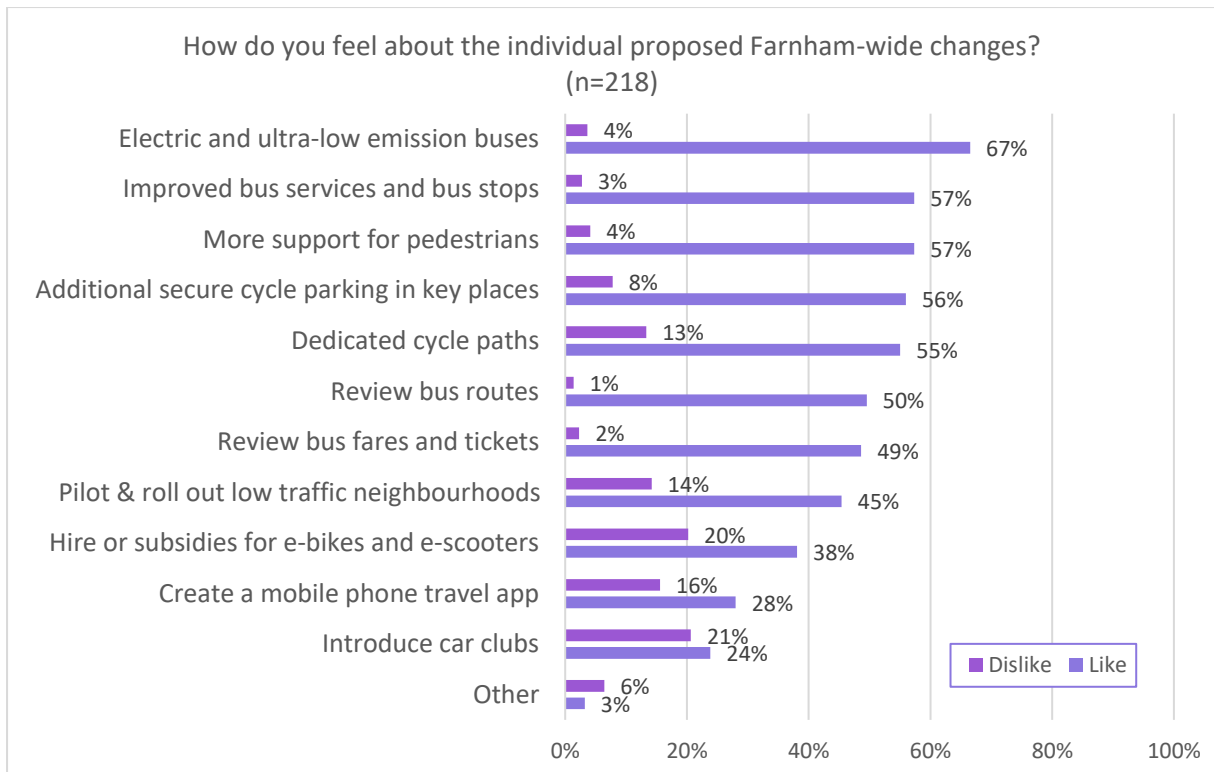


Figure 14: How do you feel about the individual proposed Farnham-wide changes? (n=218)

When asked if they had any further comments on the Farnham-wide improvements, the most common comments from respondents indicated a desire for improved pedestrian areas and walking routes (figure 15). This was followed by a desire for improved bus services, aligning with the findings of the individual proposed change. The comments did also include improvements to the cost of bus services, perceived to currently be too high, and so this should also be considered in parallel to ensure significant uptake of the improved services.

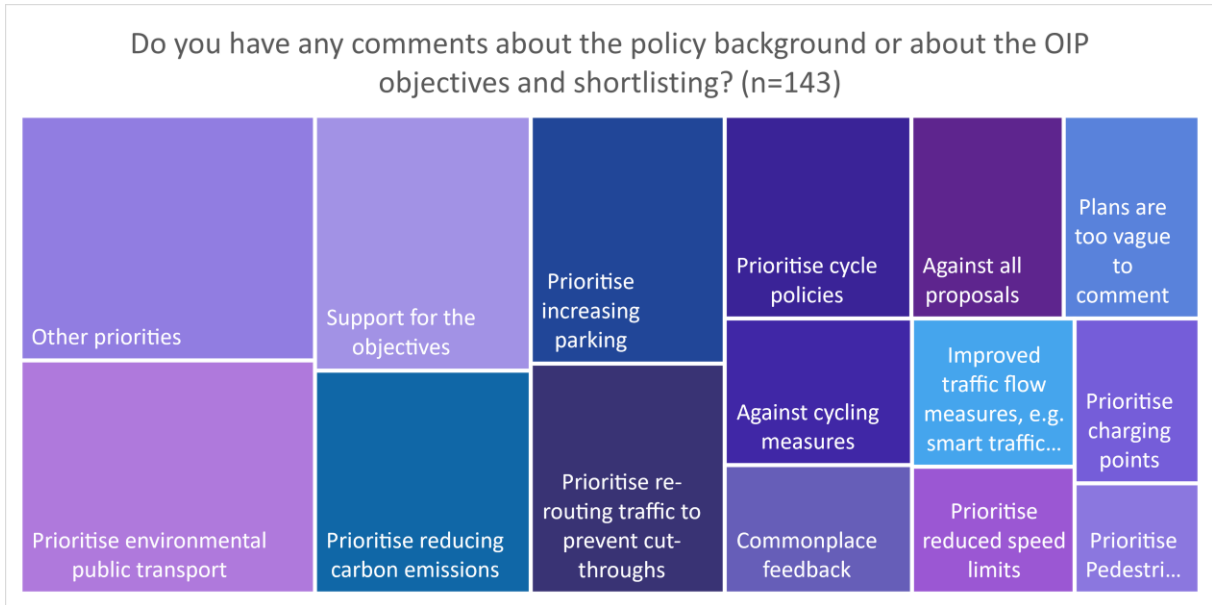


Figure 15: Do you have any comments about the policy background - including highlighting any policies you feel should be included - or about the OIP objectives and shortlisting? (n=143)

### 6. Possible town centre improvements

Of all the individual areas of Farnham the possible town centre interventions were most popular with a total of 406 respondents. Respondents could select multiple options of how they usually travel to the town centre, with private car and walking overwhelmingly in the majority (figure 16). Cycling and taking the bus made up a significant minority, but modes of travel such as train or scooter were non-existent.

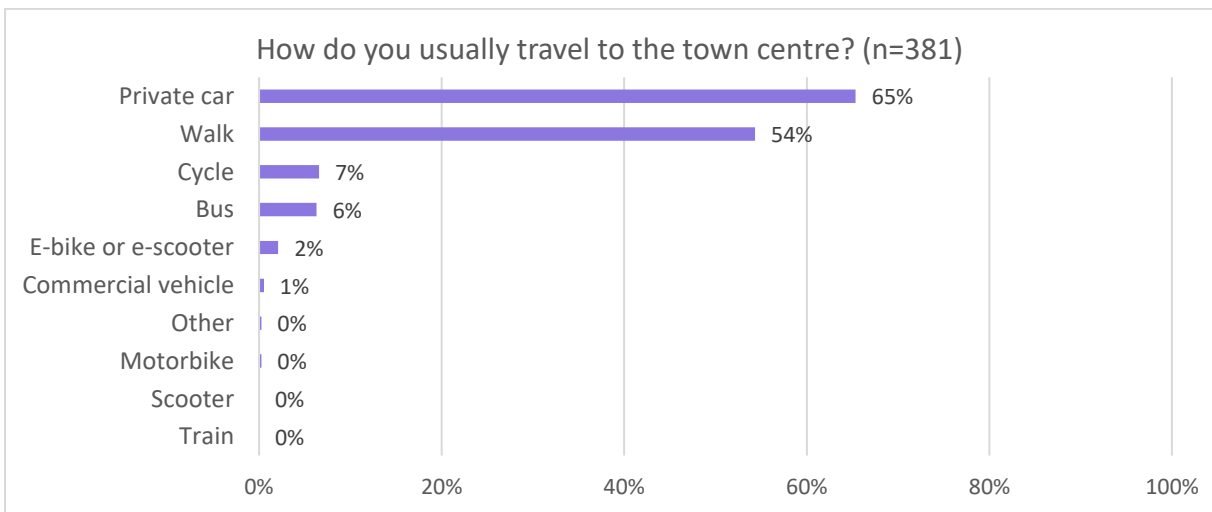


Figure 16: How do you usually travel to the town centre? (n=381)

Figure 17 shows that again, the majority of respondents felt positively about the proposed changes (54%) but there were still a significant number of people who viewed them negatively (20%).

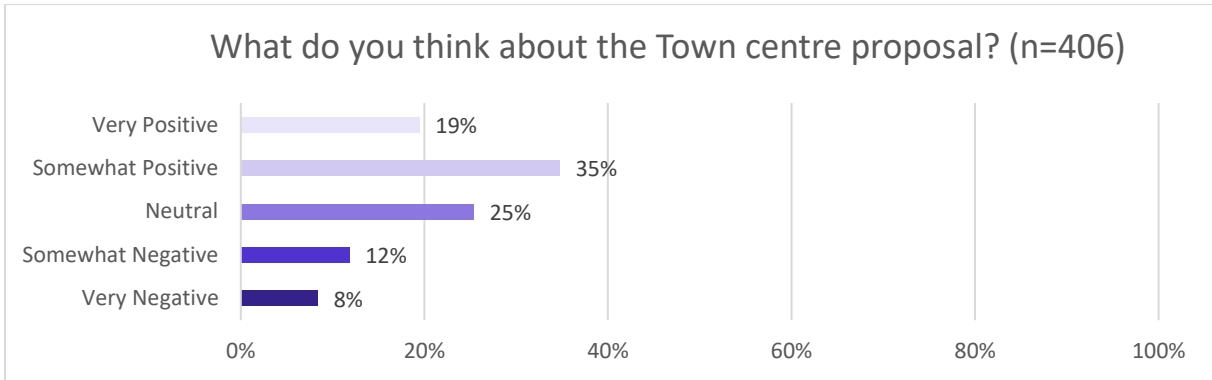


Figure 17: What do you think about the Town centre proposal? (n=406)

The 10 main reasons for feeling the way they did are shown below (figure 18). There is clearly broad support for the 20mph speed limit and limiting the number of HGVs in the town centre. Better conditions for pedestrians similarly came out as being key for respondents, this was further supported by further factors addressing this concern for pedestrians.

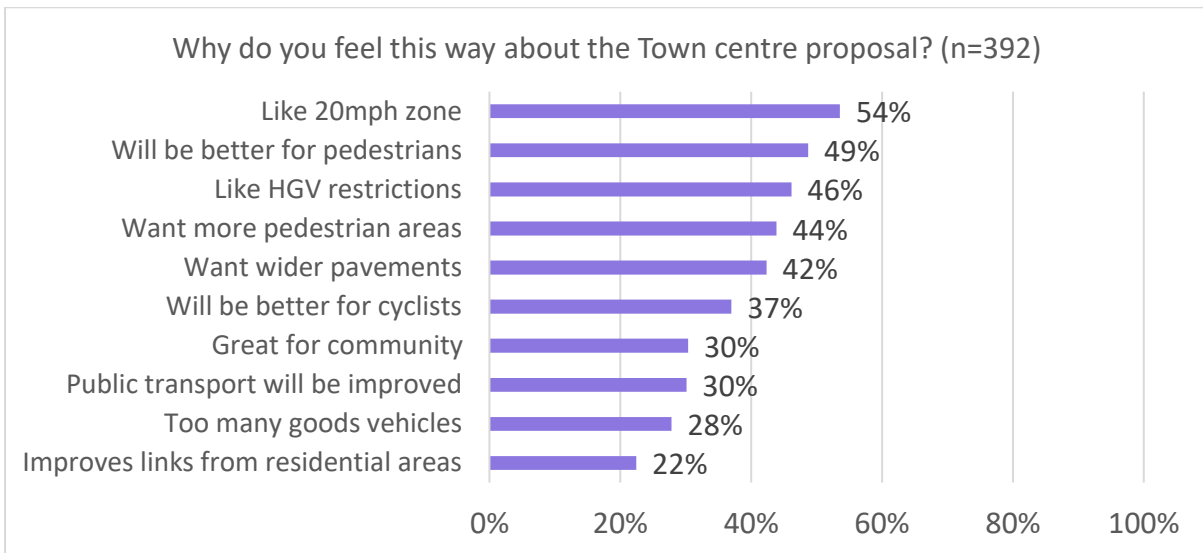


Figure 18: Why do you feel this way about the Town centre proposal? (n=392)

The importance of the pedestrian experience in the town centre was also highlighted in the Instagram poll. 74% of the 1,570 respondents said that when improving the town centre, they valued walking more (figure 19).

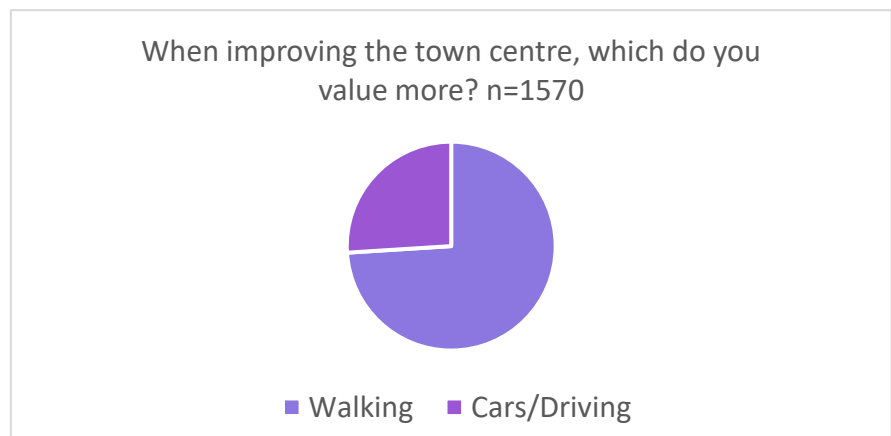


Figure 19: Instagram poll: When improving the town centre, which do you value more? n=1570

The majority of proposals were liked much more than they were disliked, however, walking and cycling improvements again proved most popular, as well as the removal of goods vehicles from the town centre (figure 20). Again, the Instagram polls supported this with 76% of the 4,289 respondents stating that they would want more dedicated cycle lanes (figure 21).

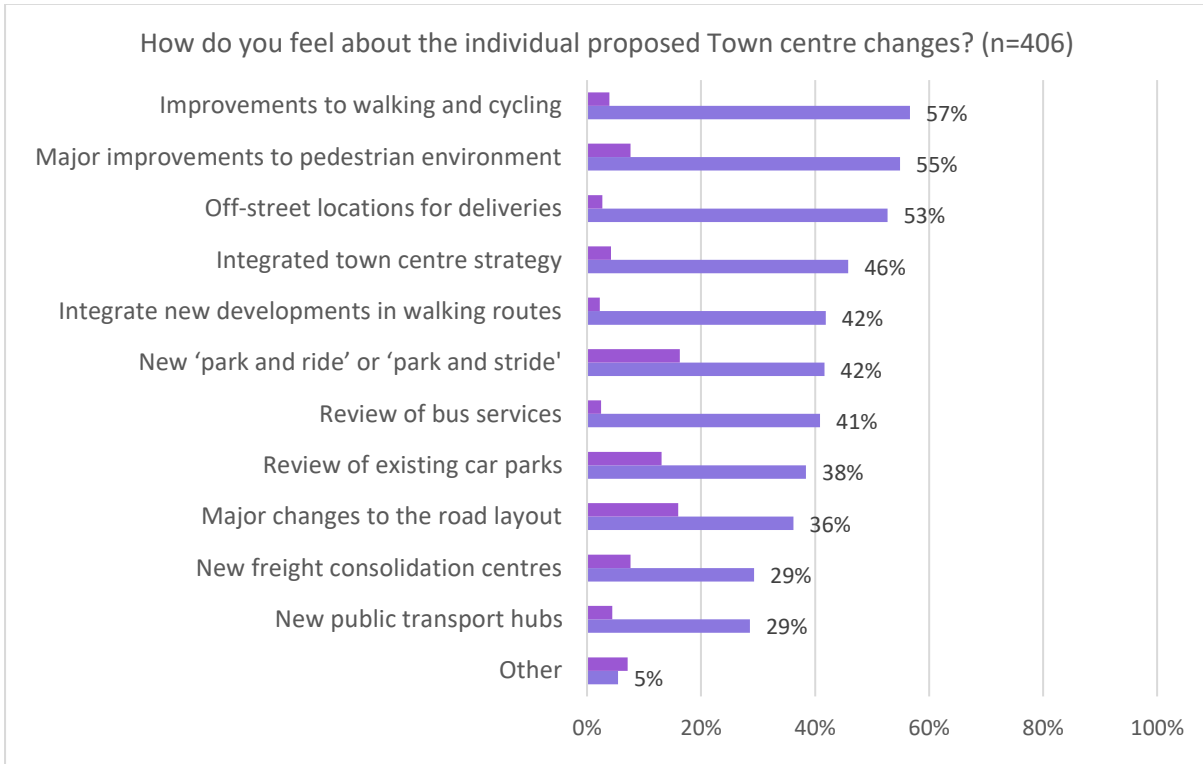


Figure 20: How do you feel about the individual proposed Town centre changes? (n=406)

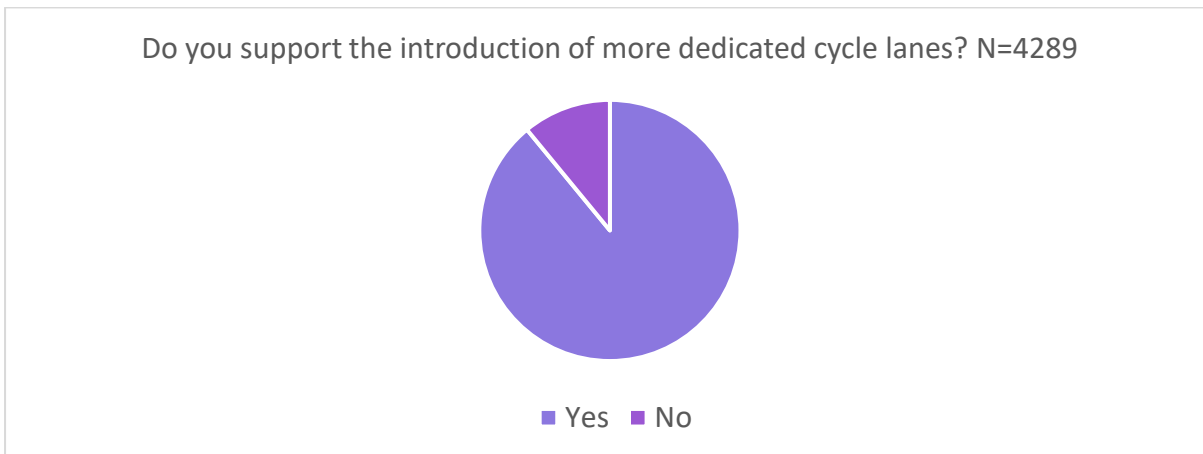


Figure 21: Instagram poll: Do you support the introduction of more dedicated cycle lanes? (n=4289)

Overall, when asked to select priorities for the improvement of the pedestrian experience with one being the most important pedestrianisation of selected streets was the most important receiving an average score of 2.97 (figure 22). This was followed closely by permanent widening of the pavements with an average score of 3.01. Reverting the original

layout and removing social distance measures was least important overall receiving an average score of 4.25.

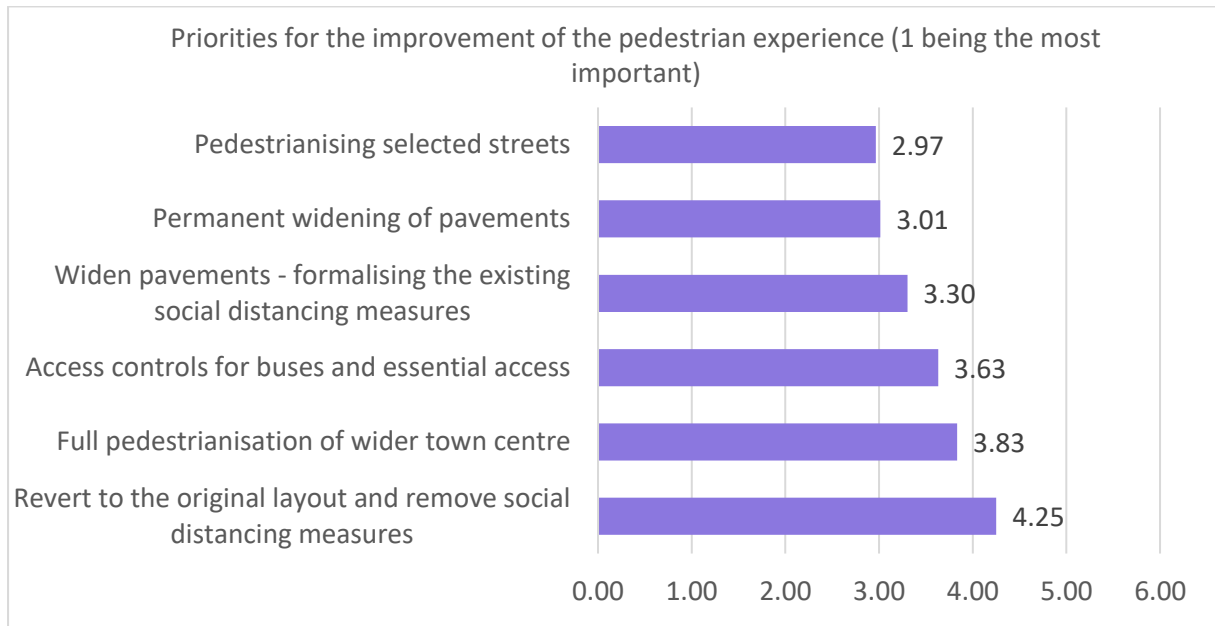


Figure 22: Average score- Priorities for the improvement of the pedestrian experience (1 being the most important)

This conflict in respondents can also be seen when looking at the break down of both the most popular and least popular selections (figures 23 and 24). A quarter of respondents said that removing social distancing measures was the most important, whilst just over half said it was least important. A similar trend was seen in full pedestrianisation of the town centre with 34% saying it was the least important in contrast to the 27% which said that it was the most important.

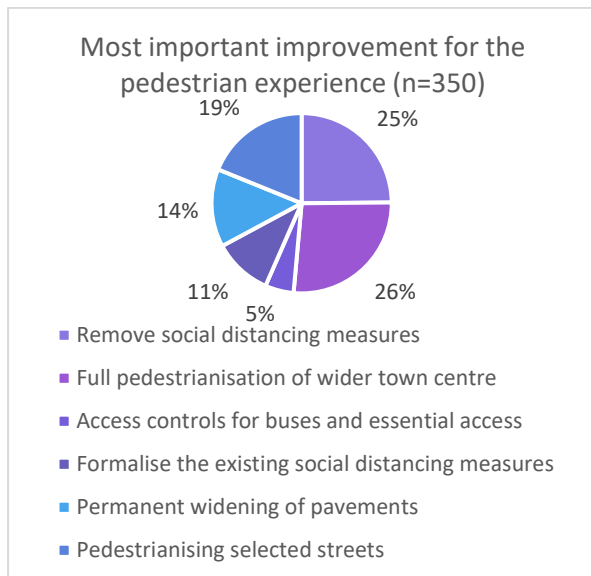


Figure 23: Most important improvement for the pedestrian experience (n=350)

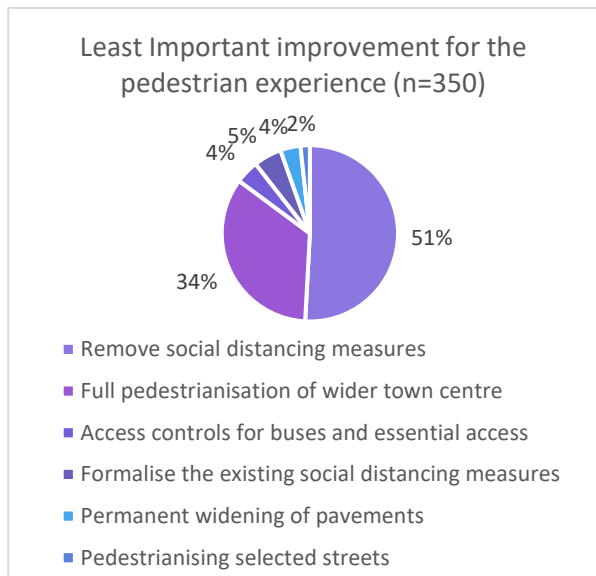


Figure 24: Least Important improvement for the pedestrian experience (n=350)

It was found in the open-ended question in this section on town centre improvements that the split of opinion over full pedestrianisation was due to largely the same reasons. On one hand, those opposed to full pedestrianisation said that less people would be able to access the town centre as a result, resulting in less business and contributing to the demise of the high street. Many felt this could eventually cause the town centre to become entirely residential. On the other hand, those in favour of full-pedestrianisation said that this proposal was necessary for Farnham to reach its environmental targets. Some pointed out that they had noticed an improvement in the air quality in Farnham during the period of reduced traffic due to Covid-19 and that full pedestrianisation would help to maintain this. Additionally, some said that the demise of the high street is a UK-wide concern, but that full-pedestrianisation could help to tackle this by making the town centre an enjoyable and safe place to walk.

Respondents were also suggested other improvements which currently have not been proposed. One response which may require further exploration is the introduction of new routes which do not go directly through the town centre (figure 25). As highlighted by 39 respondents to this question, through-traffic in the town centre is a significant contributor to traffic build-up which could be addressed by alternative roads and routes for people passing-through. This would ultimately support the aim of the Farnham Infrastructure Programme to improve Farnham for those who live, work, study in, or visit the town as opposed to those who simply travel through. Another notable suggestion frequently given by respondents here was for improved car parks, stated by 34 respondents. It was felt that, whilst removing on-street parking can be of benefit to reduce traffic and improve ease of access for pedestrians, it is crucial that this is balanced with alternative parking elsewhere.



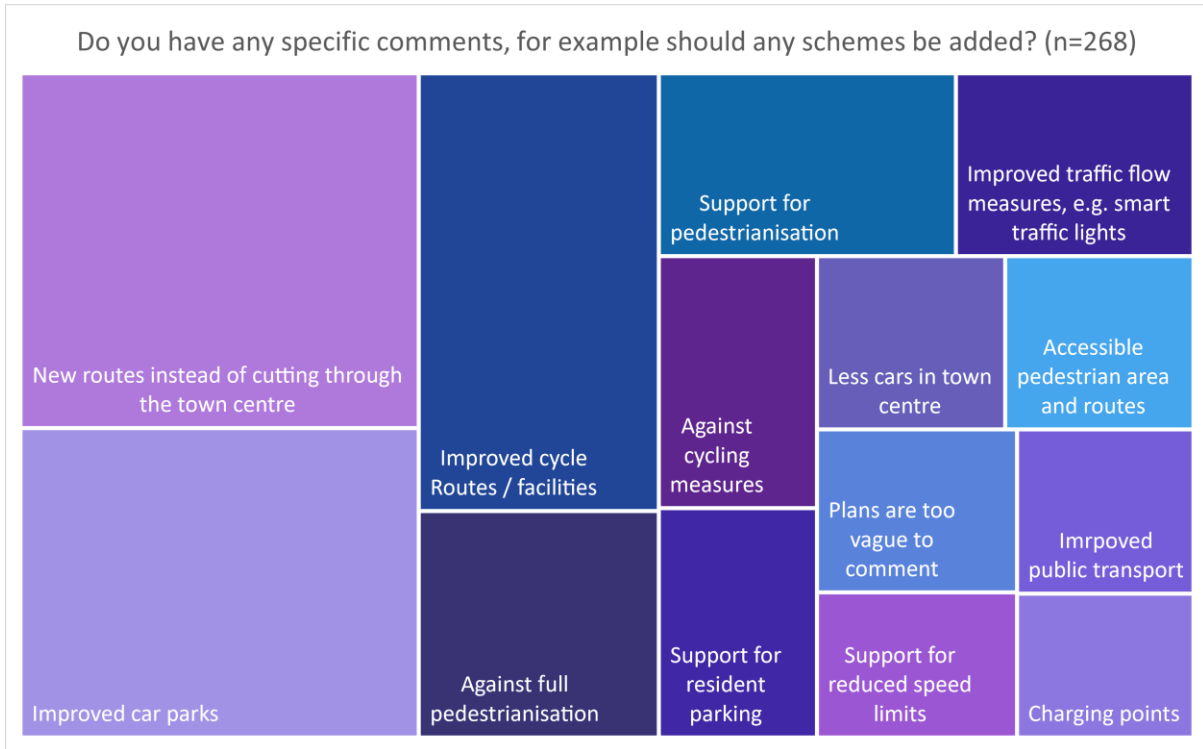


Figure 25: Do you have any specific comments, for example should any schemes be added? (n=268)

### 7. Possible North Farnham improvements

This section received 339 responses and while positive views (42%) continued to outweigh the negative views (33%) for these proposals this is by a lower percentage than for the town centre proposals (figure 26).

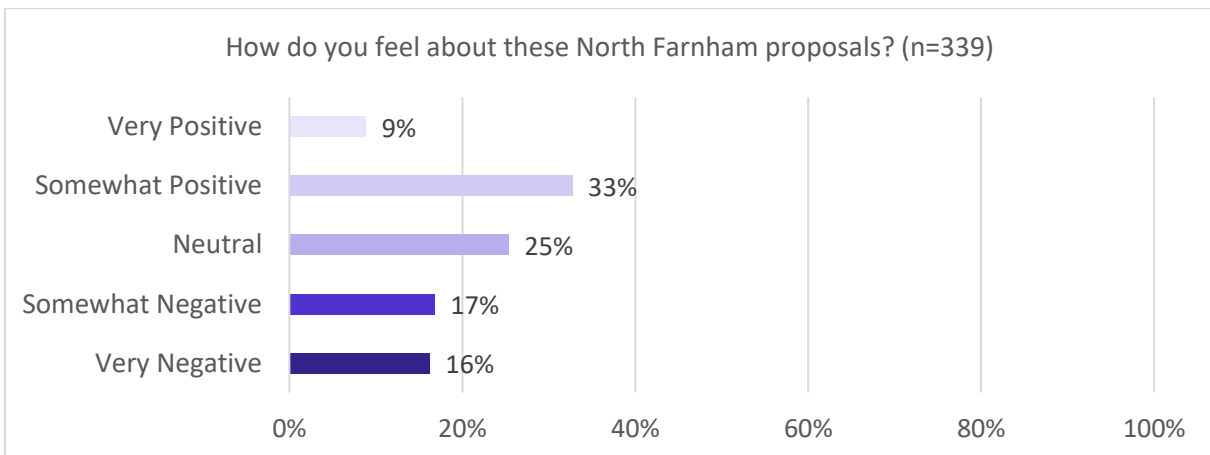


Figure 26: How do you feel about these North Farnham proposals? (n=339)

Like with the town centre the positives for pedestrians and cyclists and the improvements for public transport were some of the key reasons for feeling this way (figure 27). A majority of respondents would like a bypass to be introduced (53%) but there is also a strong minority (20%) who do not want a bypass.

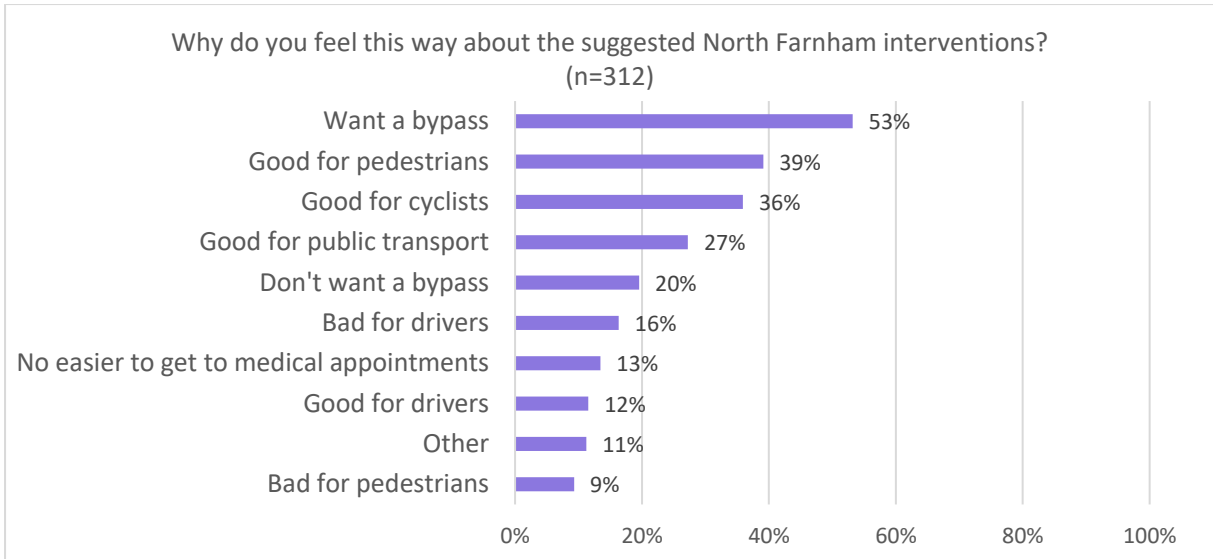


Figure 27: Why do you feel this way about the suggested North Farnham interventions? (n=312)

Again, as with the town centre changes all individual changes received net support (figure 28). However, the disagreement over the western bypass again appears, with the initial assessment being both the most liked and the most disliked part of the scheme. However, overall, there is a notable net support for undertaking an initial assessment of the bypass.

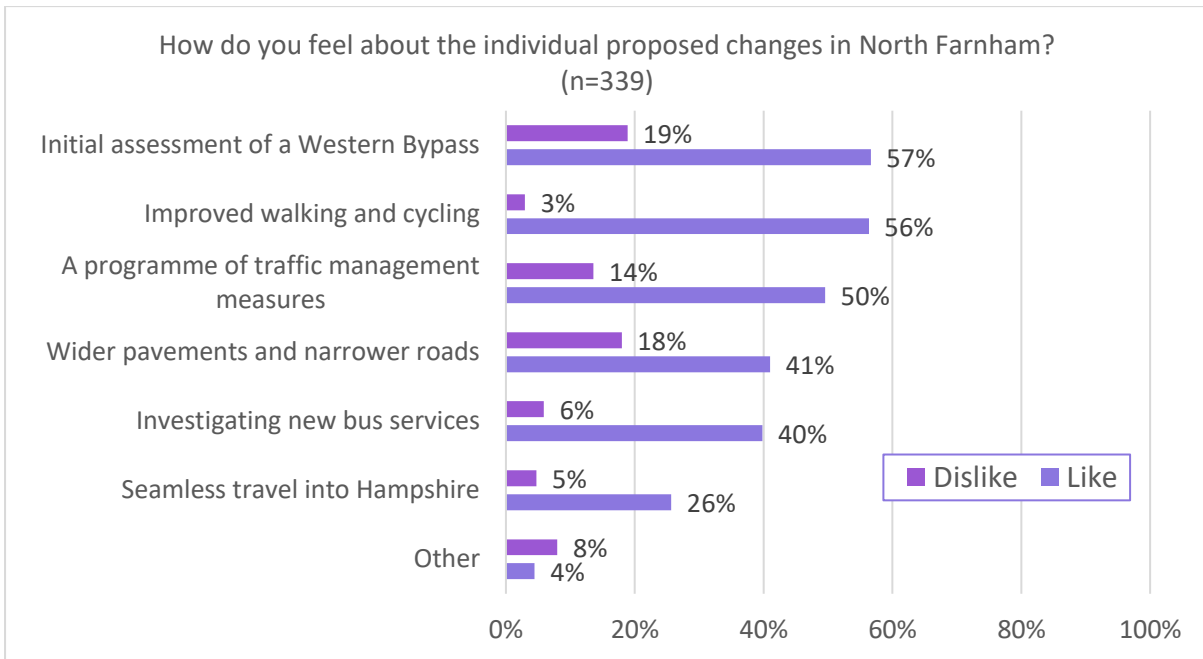


Figure 28: How do you feel about the individual proposed changes in North Farnham? (n=339)

Respondents were asked for further comments on the proposals for North Farnham and around a quarter of respondents were greatly concerned with reduction of traffic on Upper Hale Road and HGV restrictions on this road. They also raised the polarised views on the

bypass, the combined support or dislike of the bypass making up around a quarter of responses combined.

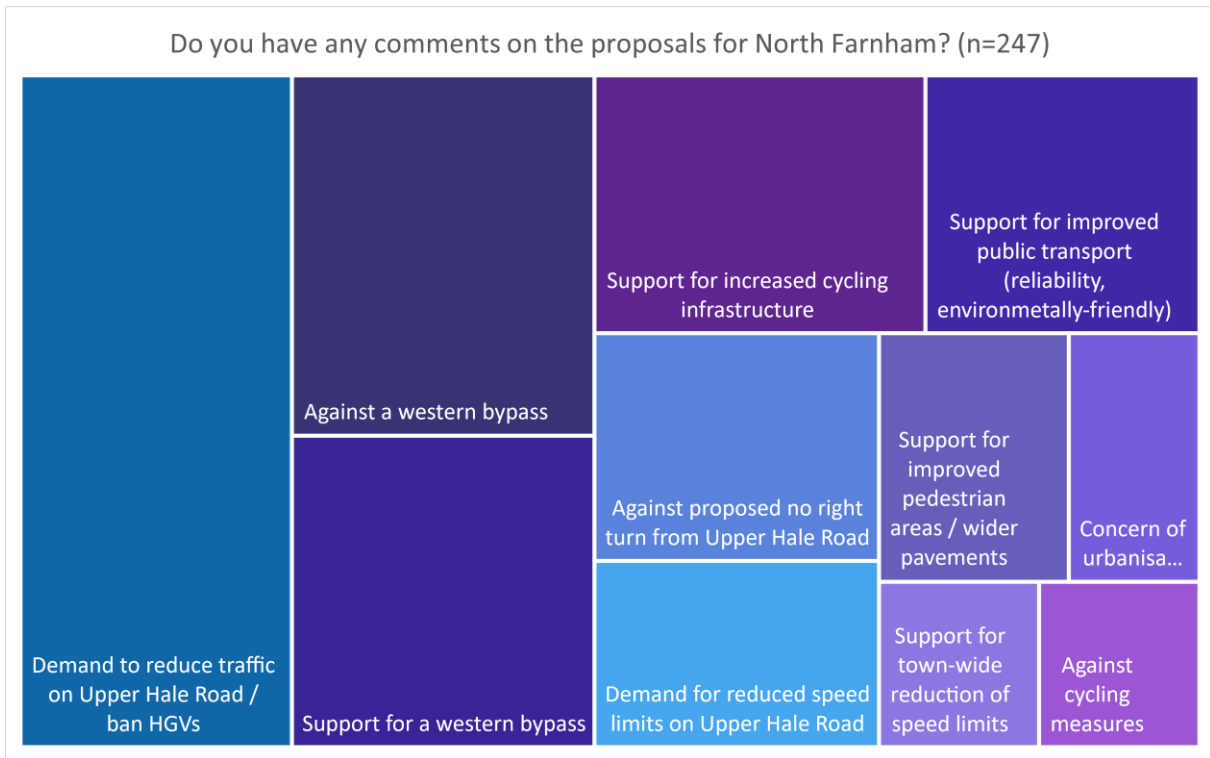


Figure 29: Do you have any comments on the proposals for North Farnham? (n=247)

Further analysis of the two opposing views with regards to the Western Bypass can be seen below in figures 30 and 31. Although the sample size of these responses is fairly low, some key themes have emerged. Firstly, the majority of support for the bypass is due to the desire to reduce the amount of traffic in Farnham town centre and on Upper Hale Road, as highlighted by 33 respondents. Worth bearing in mind however is that seven respondents who said they support the proposal of a western bypass in the further comments said that this was because it was the only way to solve the high levels of traffic in Farnham.

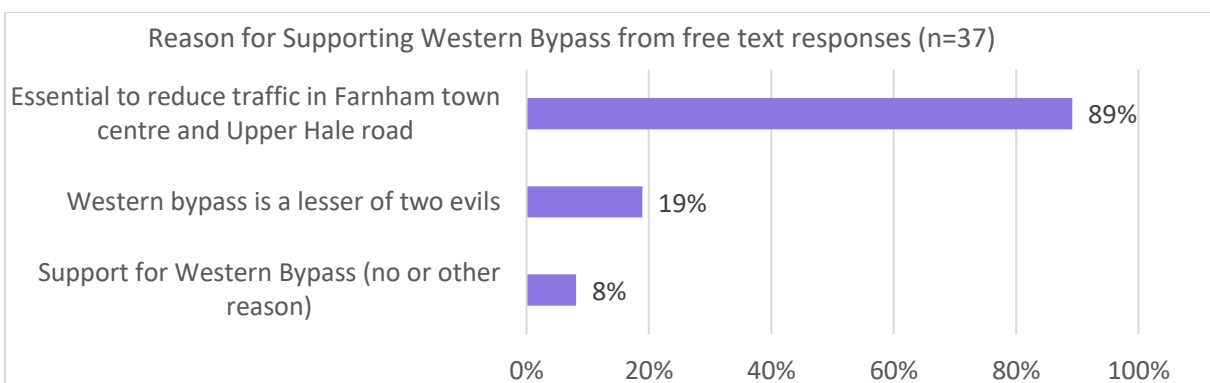


Figure 30: Reason for Supporting Western Bypass from free text responses (n=37)

Respondents' reasons for opposing the western bypass were more varied. The most common concern was that the western bypass would destroy countryside and have negative environmental impacts (mentioned by 25 respondents). Over 15 respondents also

expressed worry that a western bypass would promote car use and attract more traffic, increasing CO2 emissions and increasing the traffic levels in Farnham further. A similar concern mentioned by a further 12 respondents was that the roads that would connect to the new bypass are already congested and so the bypass would be ineffective and potentially exacerbate this congestion.

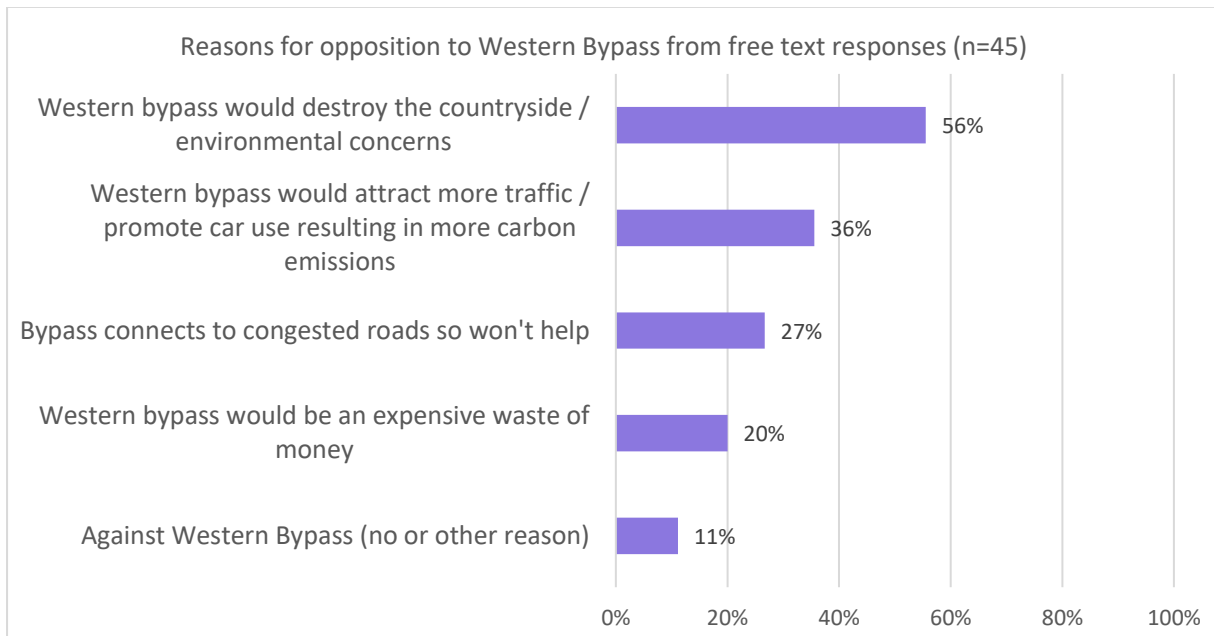


Figure 31: Reasons for opposition to Western Bypass from free text responses (n=45)

## 8. Possible South Farnham improvements

The feelings of the 231 respondents towards the South Farnham intervention proposals were similar to the wider context and town centre plans, with 20% having negative views but the majority (53%) feeling positive towards them (figure 32).

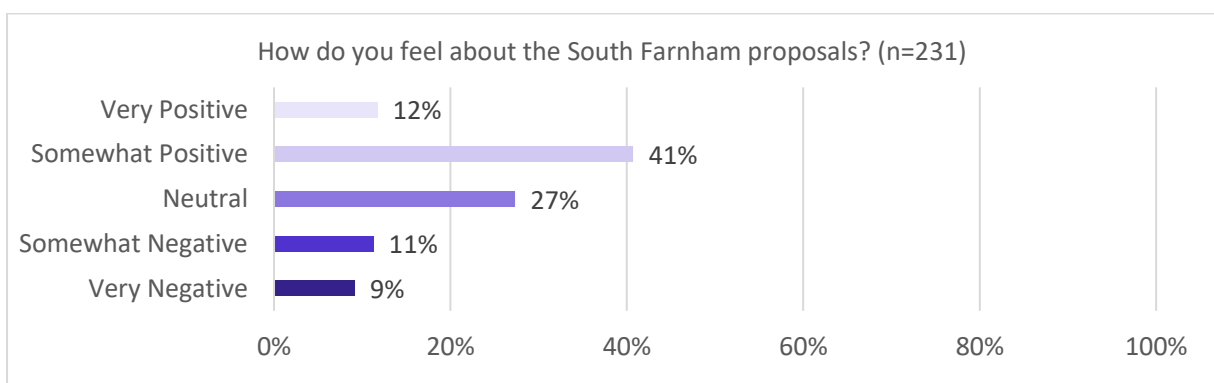


Figure 32: How do you feel about the South Farnham proposals? (n=231)

Similarly, figure 33 shows that the importance of the benefits to pedestrians (39%) and cyclists (34%) is a primary contributing reason for these feelings. Moreover, the overwhelming majority (70%) recognised the need to tackle the level crossing in South Farnham.

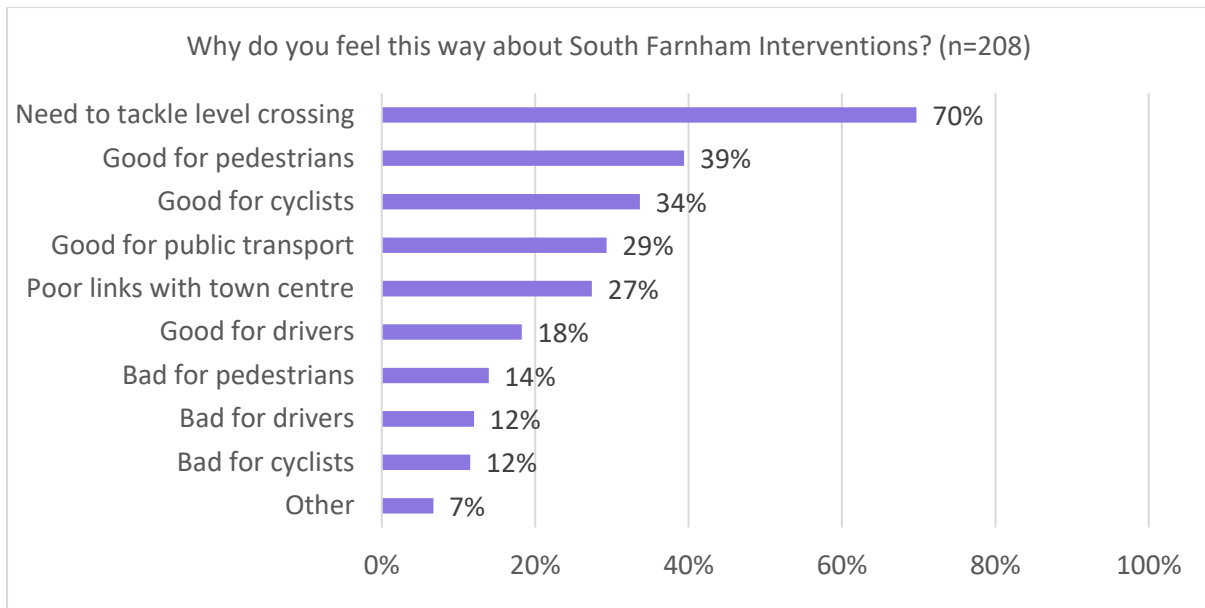


Figure 33: Why do you feel this way about South Farnham Interventions? (n=208)

Again, there is predominantly support for all proposed plans (figure 34). However, similar to those who responded to the North Farnham proposals, investigating a bypass was polarising with it being selected as the most liked (65%) and most disliked (15%) component of the plans.

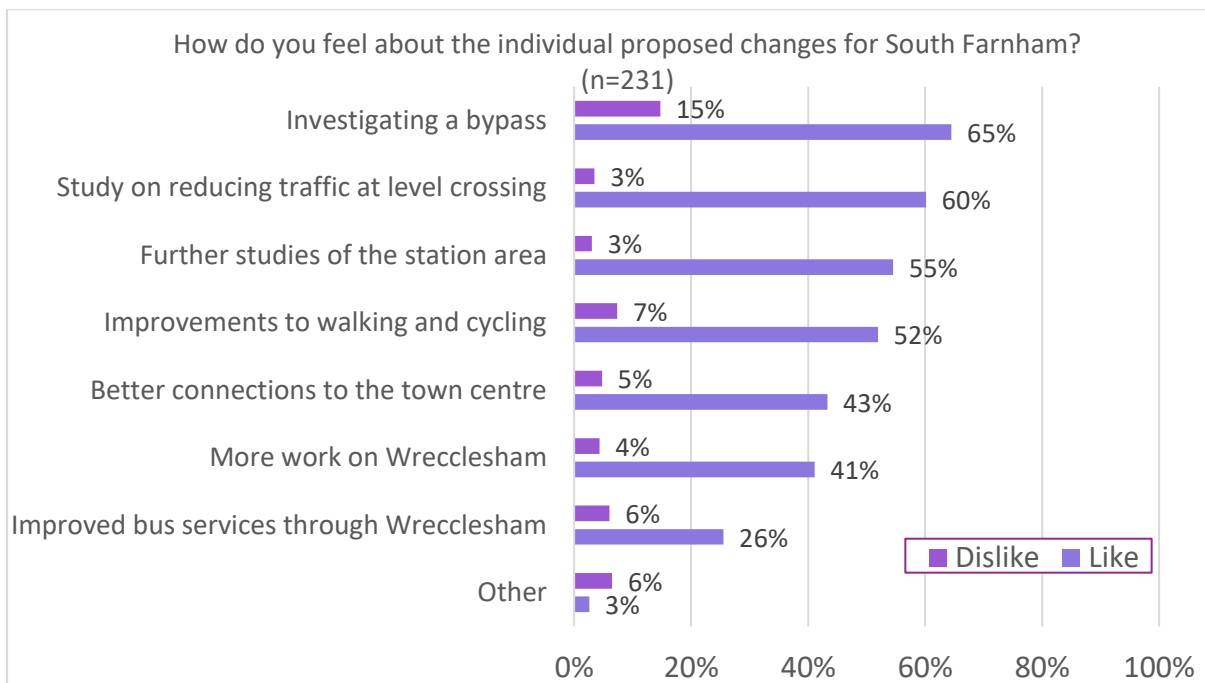


Figure 34: How do you feel about the individual proposed changes for South Farnham? (n=231)

As shown in figure 35, the issue of the bypass also featured in the further comments concerning South Farnham proposals, 25% of respondents who chose to elaborate on their earlier answers reinforcing their support for a Wrecclesham bypass. It was felt that a bypass is necessary to reduce traffic in the area, and only then will people be more likely to walk or

cycle through the village. There were however also some respondents who were strongly opposed to all bypasses, this view being given by 4% of those who left additional comments. Reasons given for this view were largely due to the “devastating environmental impact” the bypass would have as well as the encouragement of travel by car.

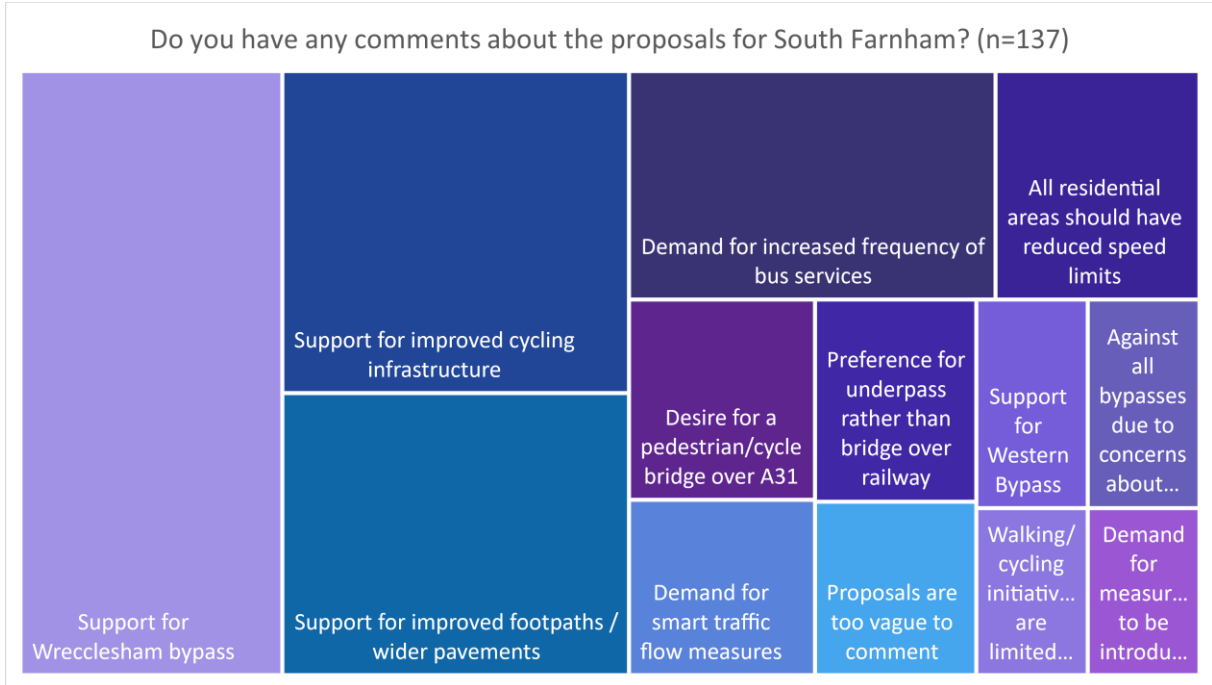


Figure 35: Do you have any comments about the proposals for south Farnham? (n=137)

**9. Possible A31 Corridor interventions**

For the possible A31 corridor interventions there were 251 respondents. Figure 36 shows that more respondents continued to feel positive (52%) towards these interventions rather than negatively (25%).

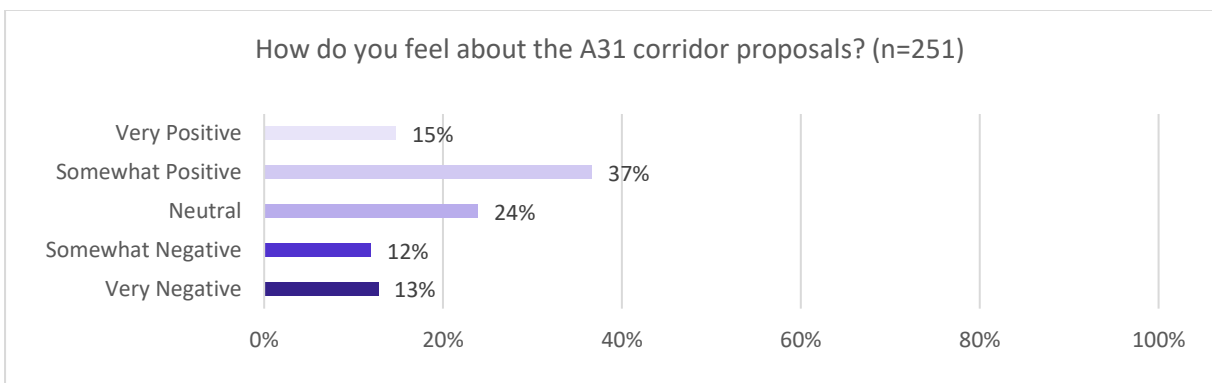


Figure 36: How do you feel about the A31 corridor proposals? (n=251)

There was broad support for an assessment to be carried out on the A31 corridor with the intention of developing a programme of improvements, 84% of respondents agreeing with this statement (figure 37).

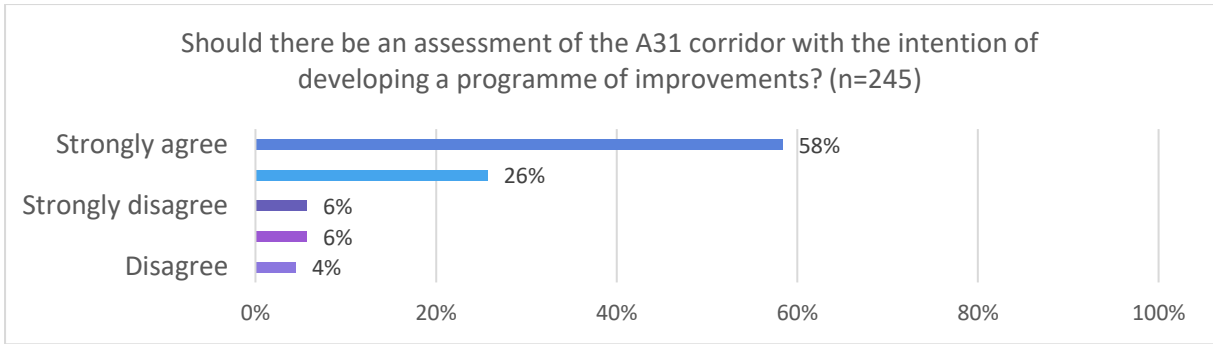


Figure 37: Should there be an assessment of the A31 corridor with the intention of developing a programme of improvements? (n=245)

Some respondents also took the opportunity to discuss areas that need to be further considered. Most commonly mentioned was that proposed average speed cameras are unnecessary (25%), as well as an alternative solution of either an underpass or further bypass (figure 38). Respondents highlighted that there is too much traffic on the road which needs to be dealt with to make improvements to traffic flow: 'it's not speeding that's the problem, it's the opposite.' Respondents said that traffic rarely reaches the speed limit due to the high level of congestion, and therefore average speed cameras would have no impact on the issue.

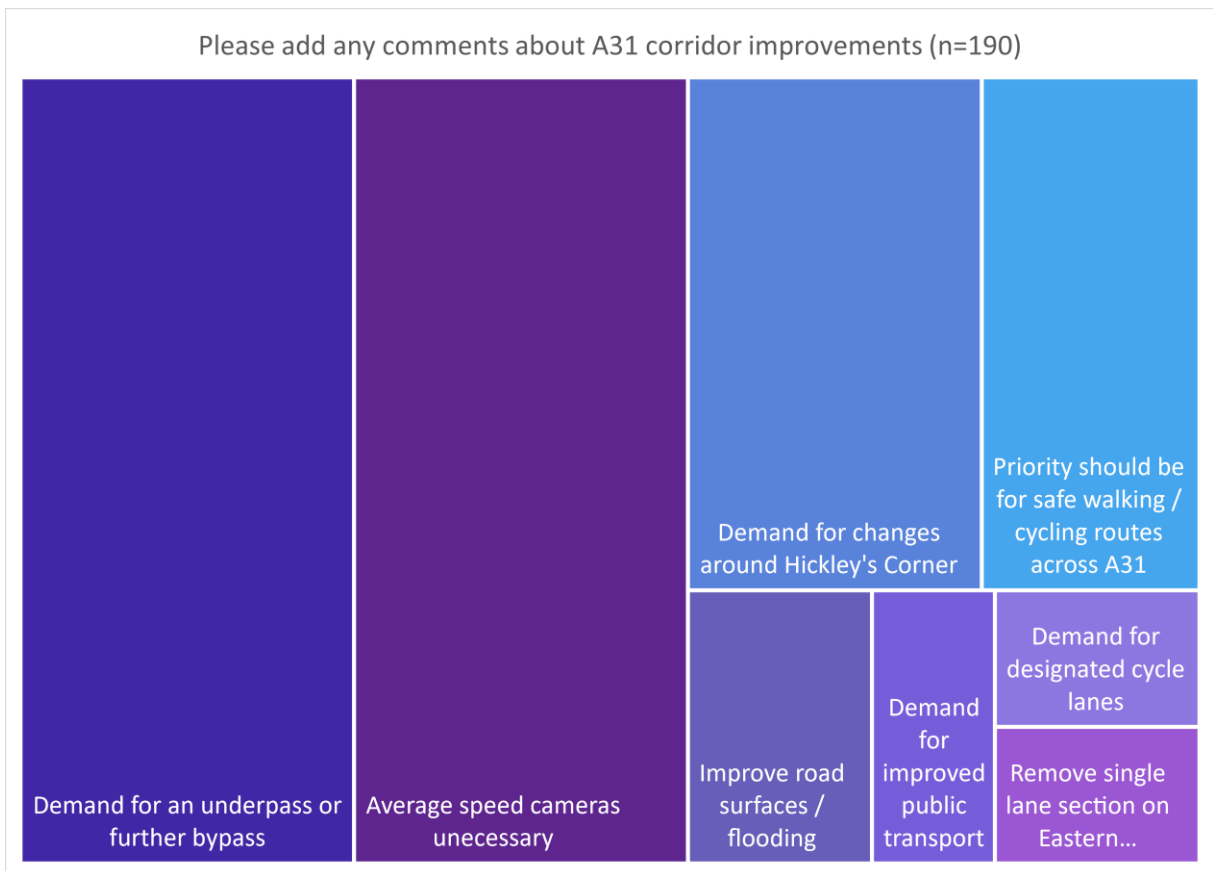


Figure 38: Please add any comments about A31 corridor improvements (n=190)

**10. Greener travel behaviour change, incentives and barriers**

As highlighted in the respondent demographics, Covid-19 has seen little behaviour change for those who had responded. A key facet of the OIP is to drive behaviour change towards greener modes of transport, so it was important to understand to understand what encourages and what prevents residents from travelling using green methods of transport. The barriers and incentives uncovered are explored below.

**Barriers to greener methods of transport**

As shown in figure 39 respondents highlighted a wide range of barriers to green travel methods, the most common being infrequent or unreliable bus times which was said by 12% of respondents. This is closely followed by the high cost of public transport (10%), showing an opportunity to increase greener travel use by improving bus service reliability and timetabling, and re-assessing the cost of public transport. Another trend highlighted by respondents is the barrier of convenience and time; 8% of respondents said greener travel was inconvenient, and a further 6% said these methods take too long. This indicates that convenience and time are high priorities for residents when selecting their travel methods, also shown by the high number of respondents who feel the infrequent bus times are a barrier. There is significant potential to increase green travel use in Surrey by framing green travel methods as convenient and efficient methods of travel.

It is worth noting that 8% of respondents said they do not face any barriers and already travel by greener methods. Greener travel being the norm is therefore a possibility for a number of residents which should be built upon. To increase this figure, it is recommended that these barriers begin to be addressed alongside looking at incentivising greener travel which is expanded on in the next section of this report.

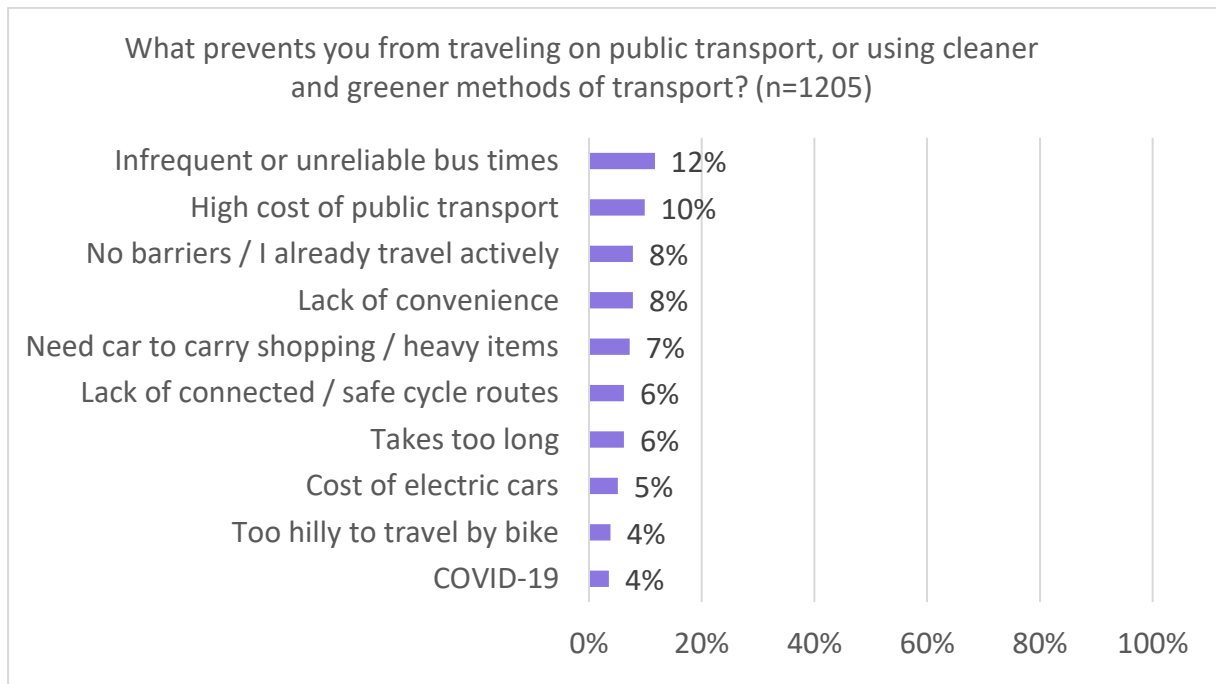


Figure 39: Factors which prevents using cleaner and greener methods of transport (n=1205)

**Incentives for greener methods of transport**



Almost one third of respondents (30%) said that more regular bus services would help them increase their use of greener travel methods (figure 40). This aligns with the above finding that infrequent or unreliable bus services are the most common barrier to travelling by public transport. Better cycling infrastructure was also listed as an incentive which would encourage greener travel by over one fifth of respondents (21%). This was highlighted as a greater priority than better pedestrian routes, listed by only 3% of respondents. Electric vehicle infrastructure and subsidies was also regularly mentioned by respondents, the subsidies helping to tackle the barrier of the high price of electric cars as identified by 5% of respondents in the question above.

Although 11% of respondents said they are unlikely to change their travel habits, this shows promise that the overwhelming majority can identify certain changes or incentives which would enable them to travel via greener methods.

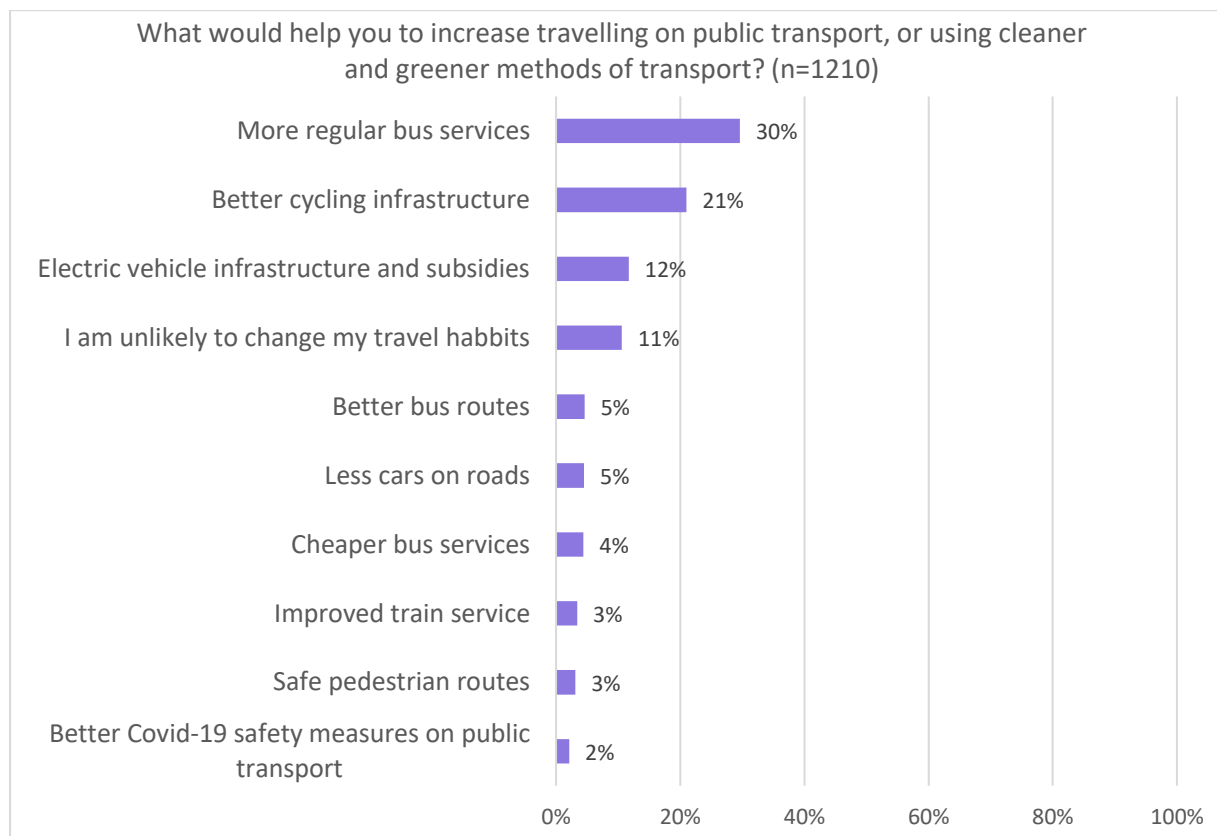


Figure 40: Facilitators which increase use of cleaner and greener methods of transport (n=1210)

### Possible behaviour change due to the OIP

Respondents were asked to identify any behaviour changes they felt they would likely undertake if some or all the interventions were introduced in each location. Respondents in all locations said that there would be positive behaviour change towards greener methods of transport.

If the Farnham wide improvements were implemented, a majority of respondents said they would walk or cycle (64%) or use buses more (55%), as shown in figure 41.

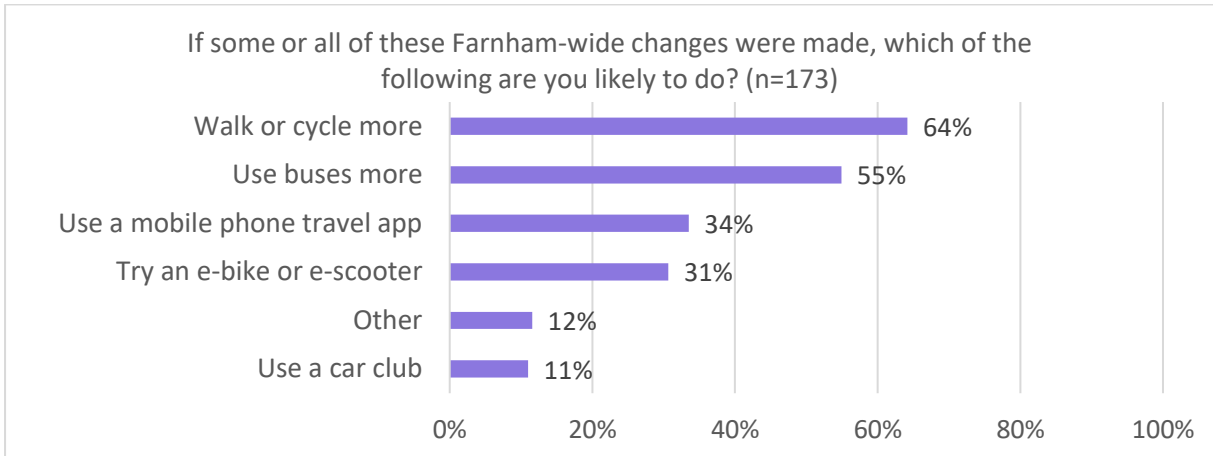


Figure 41: If some or all of these Farnham-wide changes were made, which of the following are you likely to do? (n=173)

In the town centre over half of respondents said they would be more likely to walk or cycle to the town centre, with just under half saying they would also visit the town centre more regularly (figure 42).

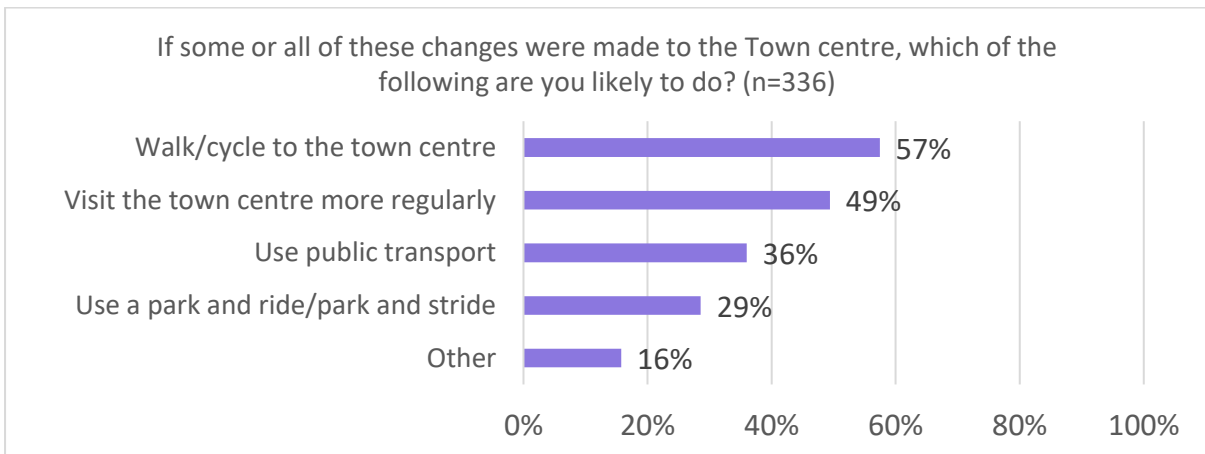


Figure 42: If some or all of these changes were made to the Town centre, which of the following are you likely to do? (n=336)

A similar trend was seen in North Farnham with over half of respondents saying that they would use the walk/cycle routes to Farnham Park, while 46% would reduce use of car when visiting the town centre (figure 43). Walking and cycling from Badshot Lea and Weybourne were less popular.

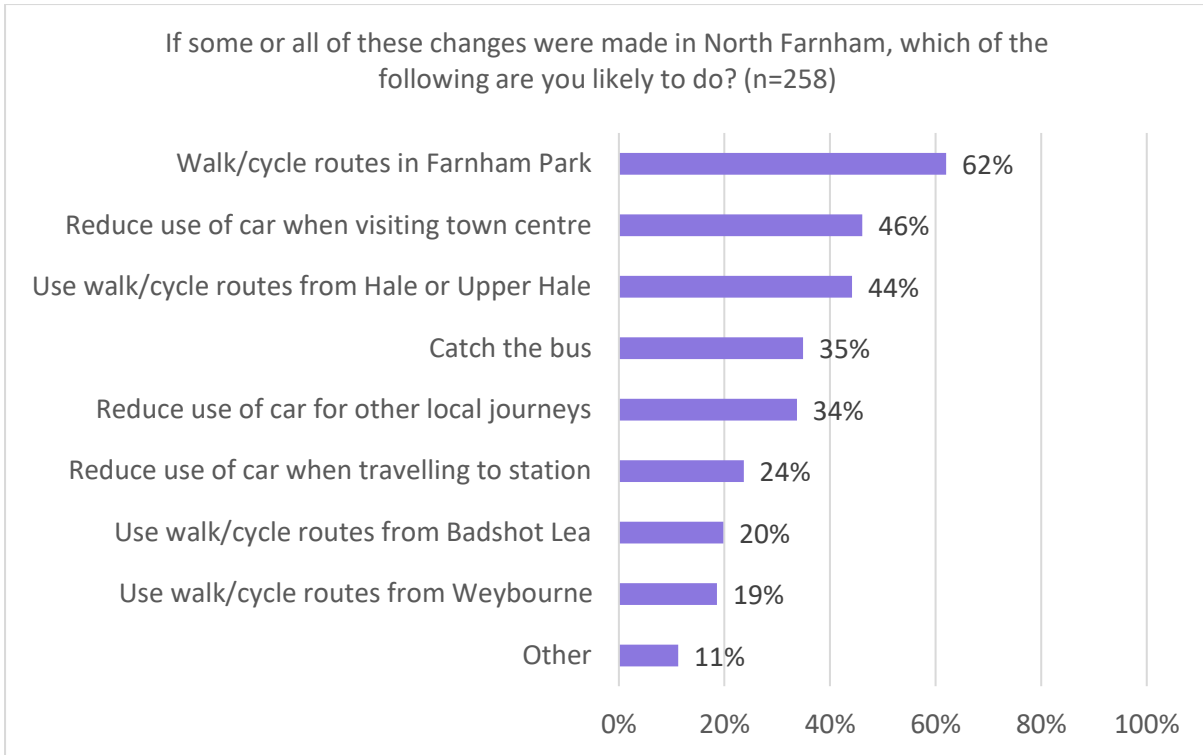


Figure 43: If some or all of these changes were made in North Farnham, which of the following are you likely to do? (n=258)

The changes in South Farnham also have a potential impact on how respondent travel into the town centre with over half of respondents said they would be more likely to walk or cycle to the town centre if the proposals were implemented (figure 44). The proposals for South Farnham also increase the likelihood of respondents using the bus more often.

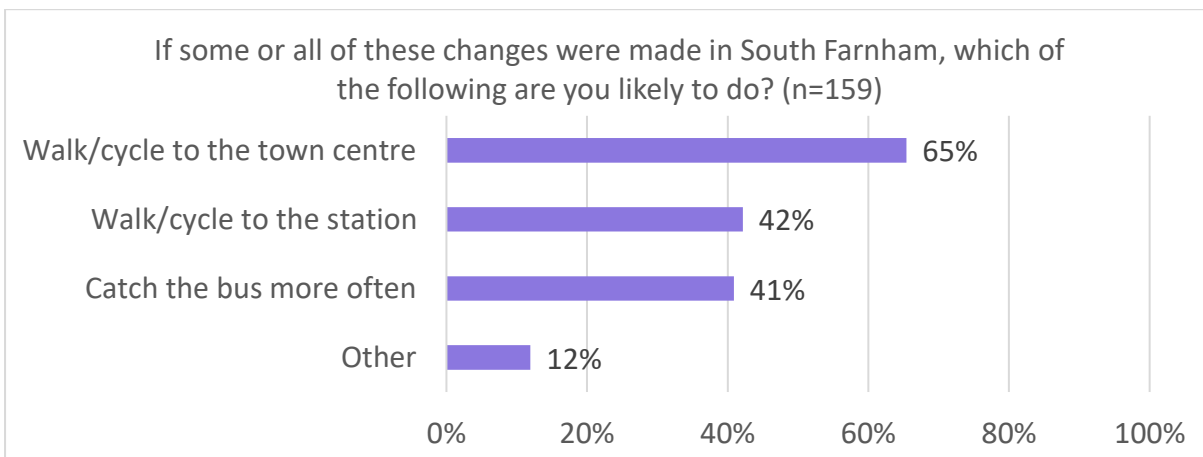


Figure 44: If some or all of these changes were made in South Farnham, which of the following are you likely to do? (n=159)

**11. Conclusion and recommendations**

The early consultation has shown substantial support for the Optimised Infrastructure Plan. There was an underrepresentation of respondents aged 35 years and under and so further engagement with young people is recommended to ensure their views are considered.

Despite this, a number of key insights were discovered during this early consultation and provide a useful foundation for the implementation of the plan going forwards.

Residents recognise the issues hoping to be addressed and are keen to see improvements to infrastructure in Farnham. There is a real drive in particular for improving the experience of pedestrians and cyclists across Farnham, echoed by the importance residents placed in considering environmental concerns and reducing carbon emissions within their responses.

Feelings towards each of the proposals overall came back positive, each section receiving support from between 42-55% of respondents. Notable respondent enthusiasm can be seen surrounding proposals to improve pedestrian areas and footpaths, such as widening pavements and improving pedestrian crossings. Low-emission and electric buses were well-supported alongside more environmentally friendly public transport options. When asked what would encourage residents to travel in greener ways, the majority said that more reliable bus services and improved bus routes would be a major incentive, as well as better cycling infrastructure.

The proposal of full-pedestrianisation of the town centre saw a split of opinion, the recommendation from which is that the knock-on effects of full pedestrianisation must be addressed if this were to be implemented, and consideration given to the accessibility of the town centre to people with restricted mobility. There was similarly mixed support for the consideration of a western bypass, and a balance must be struck between the need to reduce traffic in areas such as Upper Hale Road, and the widely-held environmental concerns that respondents have towards the proposal of a bypass.

The overwhelming majority of respondents could identify certain changes or incentives which would enable them to travel via greener methods which shows significant potential for the success of the OIP. Respondents told us that the impact of Covid-19 has brought about an increase in walking and cycling in Farnham and its surrounding areas. This is a trend which the plan can aim to maintain and further encourage, a key aspect of the Farnham Infrastructure Programme being that the OIP is aimed at impacting behaviour change.

While it is difficult to predict exactly which changes will occur due to the implementation of the OIP, the feedback suggests that behaviour is likely to change in three key areas:

- Increase in walking and cycling to and from locations
- Increase in visiting Farnham
- Increase in using buses and other public transport

Specific recommendations for each section of the OIP are provided below.

#### **Wider context**

- Residents place more importance on 'reduction of carbon emissions' and as such it is important that this aspect is highlighted in any public communications around the project.

- It is important for the board and decision makers to prioritise the strategic case when contemplating these and any future plans, the economic case should be the least important in decision making.
- There is a dis-joint between the overall aims of many respondents, such as prioritising environmental concerns, and their support for more specific proposals such as bypasses. Environmental and ecological impact assessments are encouraged throughout the process of implementing these proposals to ensure environmental values are not compromised.

### **Farnham wide**

- The current plan is supported overall and should be implemented; however, there is little support for car clubs and a mobile phone travel app therefore these areas should be the lowest priority within the implementation plan.
- There is a need to ensure that improved bus services come hand-in-hand with improved pedestrian routes and footpaths. Respondents highlighted that unsafe walking routes to reach bus stops, or a mere lack of bus stops, is something they would like to see addressed.
- The cost of public transport should also be considered alongside improving the quality of bus stops and routes.

### **Town centre**

- In general, the proposed changes are supported by respondents.
- Any decisions around the changes for pedestrians should be greatly considered and any communication around this topic should be carefully constructed to address the concerns of any opposition.
- The impact of full pedestrianisation on local business must be addressed if implemented. Adequate parking facilities are needed for those travelling from further afield to visit Farnham town centre, and accessibility concerns must be addressed to ensure the elderly and less-able bodied residents can also enjoy the town centre if pedestrianised.
- Alternatives such as part-pedestrianisation of just some roads, or only during certain hours of the day could be considered, and if so, it is recommended that further consultation with the public be undertaken.

### **North Farnham**

- Within North Farnham the findings suggest that all proposed plans should be undertaken. This includes an initial assessment of the bypass.
- Further feedback should be sought once this initial assessment has been carried out.
- To appease discontent of residents on the issue of a bypass, clear rationale should be communicated to the public alongside plans with evidence of other public support.

### **South Farnham**

- The majority of plans for South Farnham have significant public support and should be undertaken.
- As with North Farnham, the over or underpass is an area of disagreement. We recommend that further investigation in the utility of an over/under pass is undertaken, with particular focus on how it aligns with the FIP strategy.
- Clear communication around rationale for any decision with regards to an over or bypass should be shared.

**A31 corridor**

- There is clear support for the FIP to undertake the assessment of the A31 corridor with the intention of developing a programme of improvements.