



Farnham Infrastructure Programme

Farnham Board Meeting

Item 4.1 –

Town Centre Consultation Report



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DATE:	16 DECEMBER 2022
REPORT OF:	TIM OLIVER – BOARD CHAIRMAN
LEAD OFFICER:	ABIGAIL LINYARD-TOUGH - STRATEGIC LEAD RESIDENT INSIGHT
SUBJECT:	TOWN CENTRE CONSULTATION REPORT

SUMMARY OF ISSUE:

This paper summarises the results of the Farnham town centre consultation.

Programme Team Recommendations:

It is recommended that the FIP proceed with proposals as tabled in the consultation for Castle Street, Downing Street (north-south section), and The Borough (although subject to traffic modelling) as there was strong support evidenced by consultees regarding proposals in these locations. Please note, requests made by consultees for benches / seating, parking / loading alterations, crossings, and greening specifics in these locations will be picked up at Detailed Design stage – these comments and requests will be integrated into the final design in these locations, where possible.

It is recommended that the FIP team investigate the potential for integrating two-way traffic on the east-west section of Downing Street (between Lower Church Lane and Long Bridge) as this request was made by multiple individuals / groups as part of the consultation. Please note, safely incorporating this request may require additional traffic signal infrastructure and/or phasing (in addition to that tabled for Option B at consultation). Further investigating

this proposal will require careful consideration of how essential servicing and deliveries to frontage properties can be maintained.

It is recommended that the FIP team investigate the potential for an active travel route on Park Row, facilitated by access restrictions (the nature of which will be developed and further consulted on), as the narrow street is unsuitable for permanent contraflow – the current one-way working for vehicles with contraflow movements undertaken by pedestrians and cyclists may present a safety risk. This would also mitigate against further building strikes by HGVs, as well as mitigate against the potential for this road to become a ‘rat run.’ This suggested alteration was made by multiple individuals / groups as part of the consultation process.

Further work is required on several elements flagged during the consultation process, including:

- Bear Lane – to avoid rat-running and mitigate against the potential for pedestrian / cyclist / motorised vehicle conflict
- South Street and Union Road– views were mixed and to investigate permitted traffic movements
- Bus stops – exploring the provision of laybys at bus stops within the town centre, where possible
- Victoria Road – to mitigate against the potential for rat-running by vehicles (identified as a potential risk by traffic modelling undertaken for Option B) / consider whether footway widening required
- Woolmead Road / East Street – to investigate the potential for two-way traffic on Woolmead Road, which could facilitate bus / access / pedestrian and cyclist-only access on East Street
- Additional infrastructure at bus stops, where possible – for example, provision of shelters and seating, to make bus use more accessible and comfortable for a wider-array of the population
- Additional cycle infrastructure / parking, where possible
- Identification, design, and assessment of traffic displacement mitigation – this was deferred until a preferred option had been identified for the town centre, to avoid deployment of staff resources on design activities for multiple options, which could have represented abortive cost (on any option(s) not selected to progress to detailed design stage).

Farnham Infrastructure Programme Consultation Full Report



Contents

Farnham Infrastructure Programme Consultation Full Report .. **Error! Bookmark not defined.**

<u>Introduction</u>	5
<u>Methods of engagement</u>	5
<u>Method of analysis</u>	6
<u>Who heard from</u>	7
<u>Commonplace demographics</u>	7
<u>Social media poll demographics</u>	8
<u>Exhibitions and virtual reality events</u>	9
<u>Findings</u>	10
<u>Town centre- Option A</u>	10
<u>Town centre- Option B</u>	20
<u>Pedestrianisation</u>	27
<u>A31</u>	28
<u>Active and Sustainable Travel</u>	30

Introduction

Farnham is on the verge of making a once in a generation change to its town centre. Since the Farnham Infrastructure Programme was formed, we have been developing proposals to:

- reduce carbon emissions
- improve the connections between Farnham's communities
- support economic vitality and encouraging growth
- improve life in Farnham with clean air, healthy lifestyles, and less dominance of traffic on communities

Through the programme, we have been bringing residents with us every step of the way. First with our vision consultation, and then we asked for opinions again as we turned the vision into our masterplan - called the Optimised Infrastructure Plan. The most recent phase of consultation has included an online consultation, four public exhibitions and four virtual reality events.

This report provides detailed feedback received through the Commonplace platform, paper surveys, the virtual reality events held in August 2022 and any additional email feedback that has been received (attendees to the public exhibitions were directed to the Commonplace platform to provide their written feedback).

Methods of engagement

The online consultation was hosted on Commonplace between 11 July and 9 October 2022. Through Commonplace, feedback from residents was gathered on the following four areas as part of the Farnham Infrastructure Programme: The town centre, options A and B; the A31; and active and sustainable travel. There was a total of 501 unique respondents across all proposals. However, not all respondents commented on all proposals with the town centre, options A and B having 491; the A31 having 306; and active and sustainable travel having 114.

To ensure that everyone in the town had the ability to comment, paper versions of the survey were made available and a further fifteen responses were received through this format. These have been included in the Commonplace analysis.

In July 2022, four public exhibitions were hosted to present information about the proposed changes. The public events provided an opportunity for residents to see the proposed designs and speak with the programme team and key decision makers. Display boards showed summaries of research from residents to date, and the town centre and A31 plans. During the four events, more than two hundred people visited and spent time reading the display boards, talking to key decision makers, and they were directed to provide their feedback through the Commonplace site.

Later on in July 2022, four virtual reality events were hosted in locations across the town to immerse attendees in the potential future designs of Farnham. The fun interactive game provided an opportunity to explore Farnham now, and in a potential future. Participants were also provided the opportunity to see the full designs. Over the four events, over four hundred people visited and spent time exploring the virtual reality, talking to SCC officers, and leaving feedback about the proposals.

During the consultation period, a pair of social media polls were hosted through Instagram. Response rates varied for the two polls with poll one being completed by 632 people, whilst an impressive 2,111 people completed the second poll.

Furthermore, a total of twenty-six responses were received directly via email. These included responses from both residents and key stakeholders, such as Stagecoach and Farnham Town Council. All responses have been included in the analysis as appropriate.

There was a comprehensive communications campaign between 11 July and 9 October to promote the consultation. Tactics included a leaflet drop; a social media campaign using Twitter, Facebook, and Next Door; and messaging e-newsletters and Commonplace news subscribers.

There was also regular debate and coverage in the Farnham Herald. Our virtual reality roadshows were featured on BBC Radio Surrey and on the BBC South Today regional news bulletin.

Method of analysis

For the closed questions, descriptive statistics have been utilised. The decision was made to only include topics that were raised by two or more respondents. All open-ended responses to the Commonplace, paper surveys, and emails were thematically coded to provide quantitative summaries. Unattributed quotes have been used throughout this report to provide context and feedback in respondents' words.

Who heard from

Across the five points of engagement, we heard from many people including residents, visitors, business owners, and other stakeholders.

Commonplace demographics

There were 501 unique respondents during the latest consultation period. Not all of these respondents answered the questions on all of the proposals, the specific response rate for each proposal is highlighted in the key findings section. An additional fifteen responses were received on paper taking the total for this section to 516.

The majority of respondents to the Commonplace consultation lived in the area (72%).

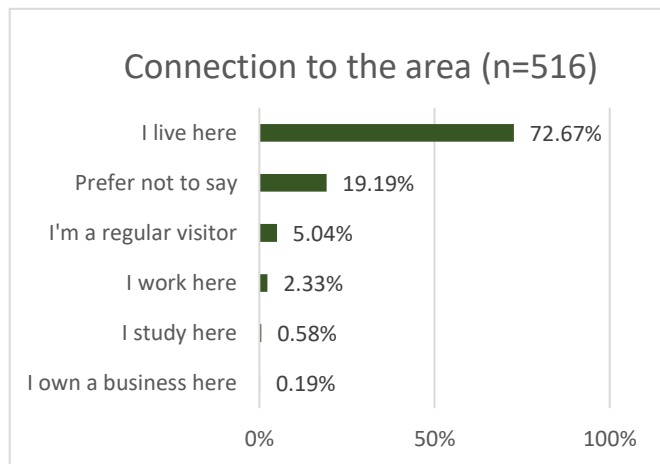


Figure 1: What is your main connection to the area?

The majority of respondents on Commonplace, including paper responses, were over 45 years old (57.56%). This aligns with Waverley demographics, where, of the over 14 year old population, 60.87% are aged 45 and above ([Population and household estimates, England and Wales: Census 2021 - Office for National Statistics \(ons.gov.uk\)](#)). Additional methodologies were also utilised to ensure the voices of younger people's thoughts on the proposals were also heard.

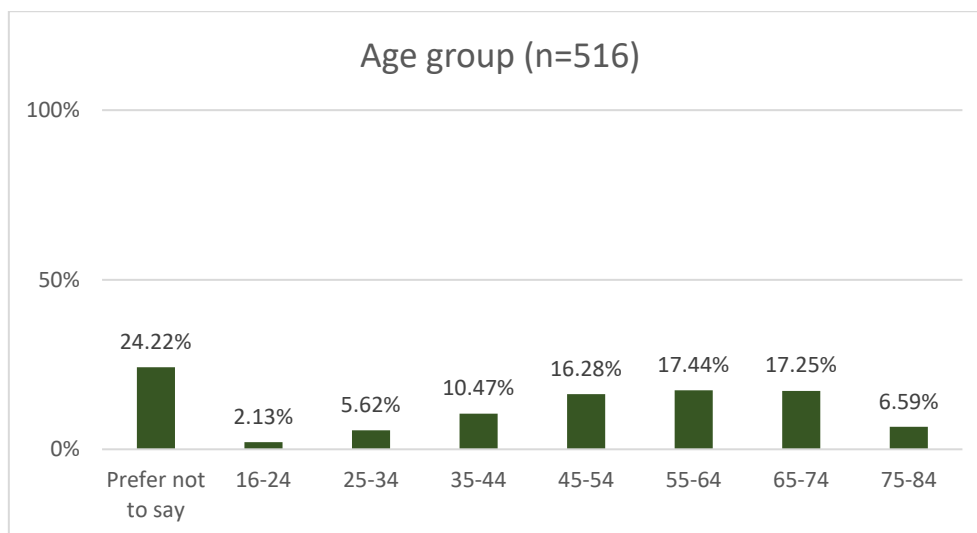


Figure 2: What is your age group?

Respondents, where they chose to disclose, were 38% male and 26% female. There was a small percentage of respondents who identified as something other than male or female (0.4%).

Paper respondents were not asked about their primary method of transport in and around Farnham; however, of the online respondents, the majority used the car (58%). The second most popular method of transport was by foot (39%).

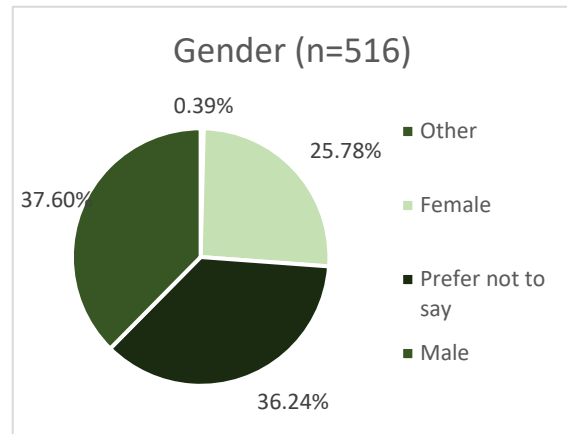


Figure 3: What is your gender?

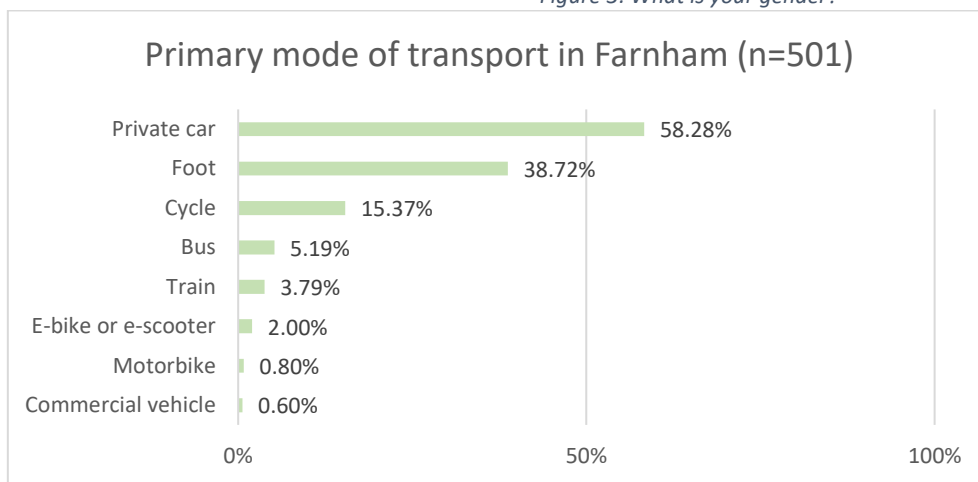


Figure 4: How do you mostly travel in and around Farnham presently?

Social media poll demographics

The social media polls were geo-targeted to Farnham, ensuring that respondents had visited Farnham during the consultation window. Demographics were not available for all respondents to the polls.

There was a clear gender split across the two polls with the first poll reaching a relatively balanced demographic, 44% and 55% women, whilst the second poll was completed predominantly by men (67%) with only 32% of respondents being women.

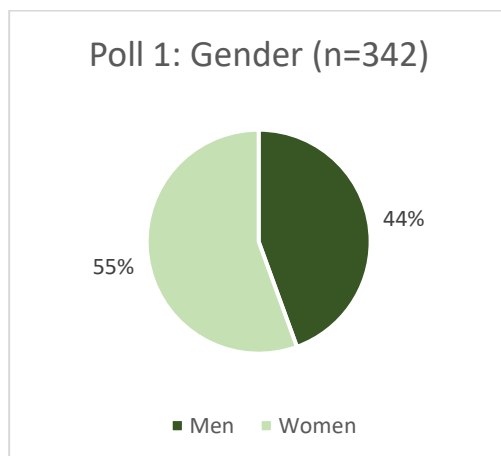


Figure 5: Gender data available Poll 1

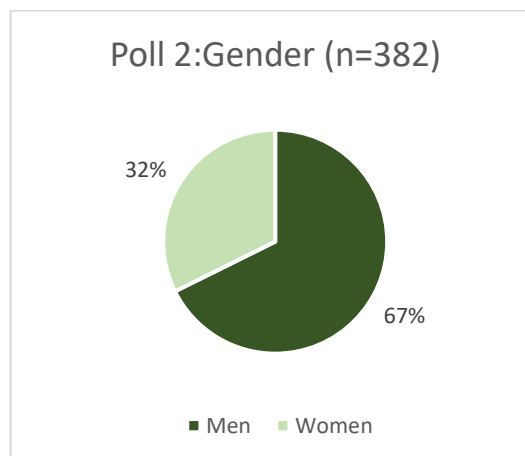


Figure 6: Gender data available Poll 2

Both of the social media polls saw a large proportion of respondents being in the 25-44 age bracket, 77% and 84% respectively. Therefore, the social media polls provide insight primarily into what this age group feel.

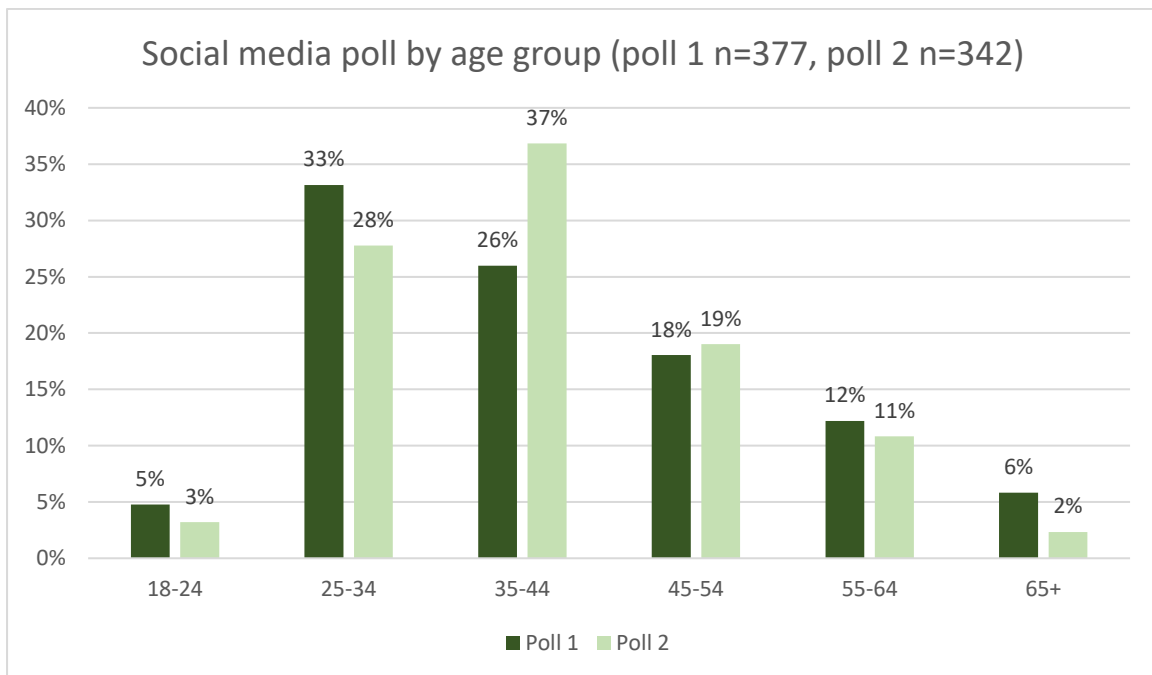


Figure 7: Age related data available Poll 1 and 2

Exhibitions and virtual reality events

The two types of events were held to attract and meet the needs of different audiences.

The exhibitions were intended to attract more engaged community members, whilst the VR events were developed to appeal to a broader range of the community, including families, young people, and those who were less likely to have previously engaged with the FIP.

Findings

Town centre- Option A

Respondents on Commonplace were asked to provide their opinion on the proposed changes to Castle Street and Downing Street. There were 506 unique commenters. Over half of Commonplace respondents were supportive of the implementation of these changes.

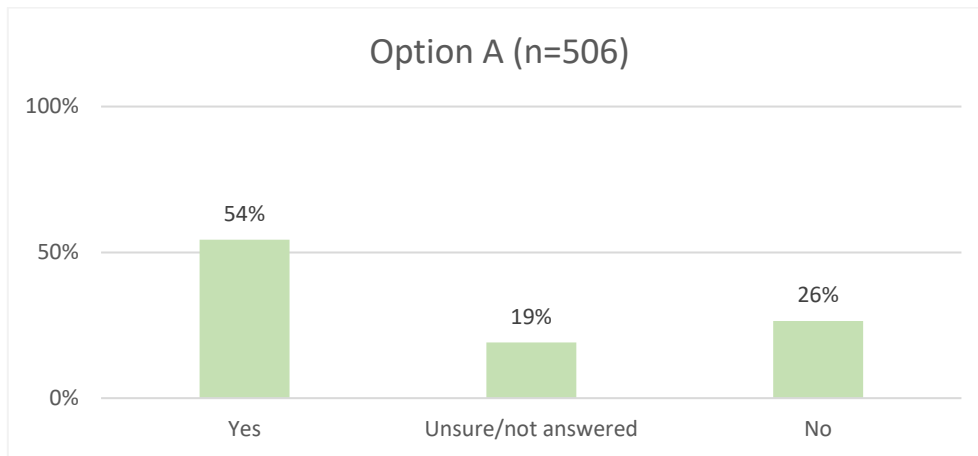


Figure 8: Overall, do you support the implementation of Proposal A - the changes to Castle and Downing Street?

This was supported by the social media polling, when asked 'would you like the temporary Castle Street layout made permanent' 78% of the 632 respondents said yes.

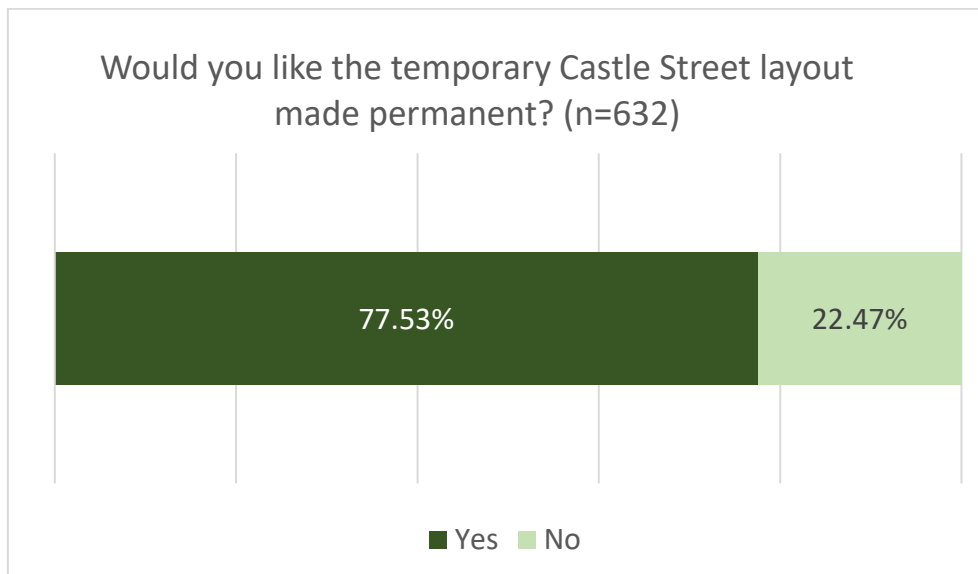


Figure 9: Would you like the temporary Castle Street layout made permanent?

Respondents to the Commonplace consultation provided a variety of reasons as to why they supported the proposal. Firstly, many felt that widening the pavements on Castle Street and Downing Street would create a nicer environment with less traffic. Secondly, they felt that the changes would make the town centre more pedestrian friendly. Finally, there were some respondents who supported Option A as a step in the right direction for the town, not as the town's final destination.



Figure 10: Word cloud generated from 'Why do you feel this way?'

In contrast, those who did not support the proposal felt that it did not go far enough to tackle the wider issue of congestion and poor air quality in Farnham. These respondents often leaned towards Option B, with a minority supporting pedestrianisation of the town centre. Furthermore, some of those who were not supportive felt that the temporary measures have increased congestion and therefore pollution in the town centre. They also felt that it presented an increase in danger for both pedestrians, due to the removal of the temporary flower planters that act as a barrier between pavement and road, and cyclists, due to the lack of cycle lanes, and therefore did not support it.

Space was provided within the consultation for comments on specific facets of the design, and 222 responded to this question on the commonplace. All twenty-six of the email responses also commented on specifics. Across both these methods, the three most commented areas were cycle infrastructure, widened pavements, and new trees and planters. This reflected the feedback received at the VR events where the lack of cycle infrastructure was a key concern, and that participants enjoyed the look and feel of the widened pavements. Participants at the VR events were also keen on the inclusion of greenery within the plans.

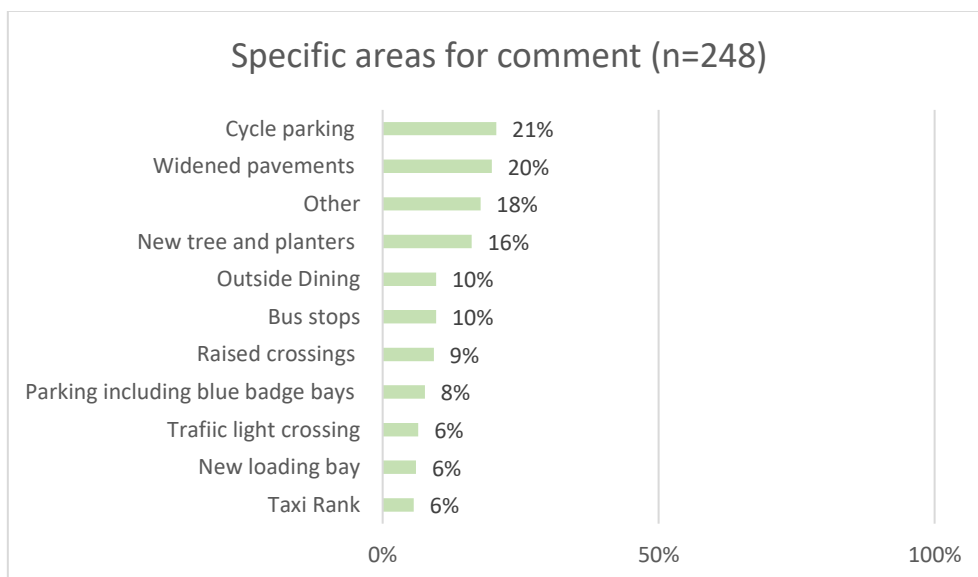


Figure 11: Which of these changes would you like to comment on?

Cycle Infrastructure

There were fifty-one comments across both emails and Commonplace about cycle infrastructure.

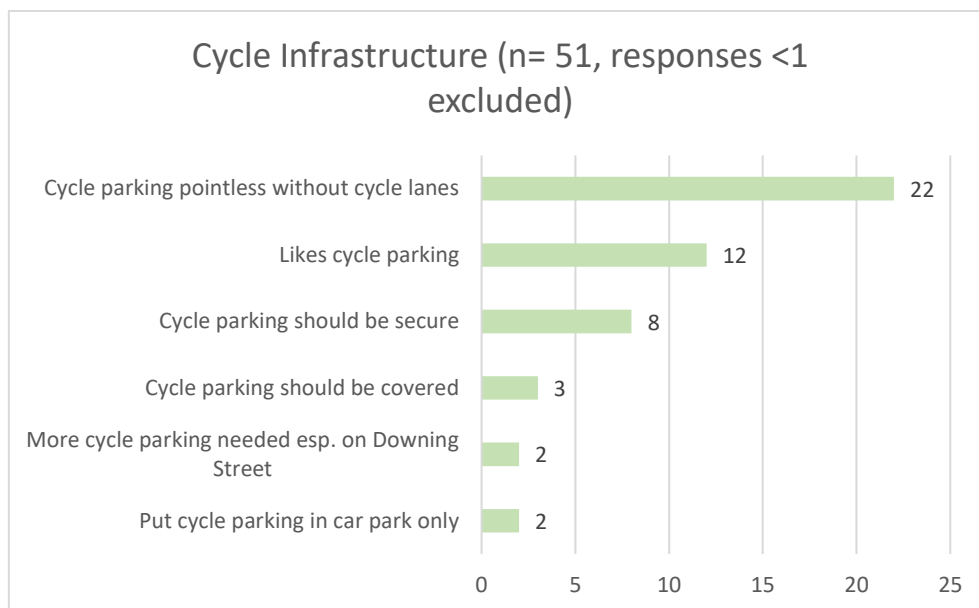


Figure 12: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding cycle infrastructure

Twenty-two of these comments were centred on the lack of cycle infrastructure (43%).

"It's a shame the proposals do not include any protected cycle lanes though. [...] Protected lanes are critical in encouraging broader take up, particularly from children and older people."

"Cycle parking is pointless unless people are encouraged to cycle into the town - safe cycling through cycle lanes are needed."

"Why are we providing cycle parking but not cycle lanes to encourage those who are afraid to cycle on the road to use their bicycles to get around town? This approach does not make sense."

Twelve respondents indicated that they liked the increased cycle parking, with eight respondents saying that in order for the new parking to be used it needs to be secure.

"More provision for safe and secure cycle parking in the town centre is desperately needed."

"This should be secure bike parking and covered"

Widened pavements

The widening of pavements was the second most commented facet of the design with forty-nine comments.

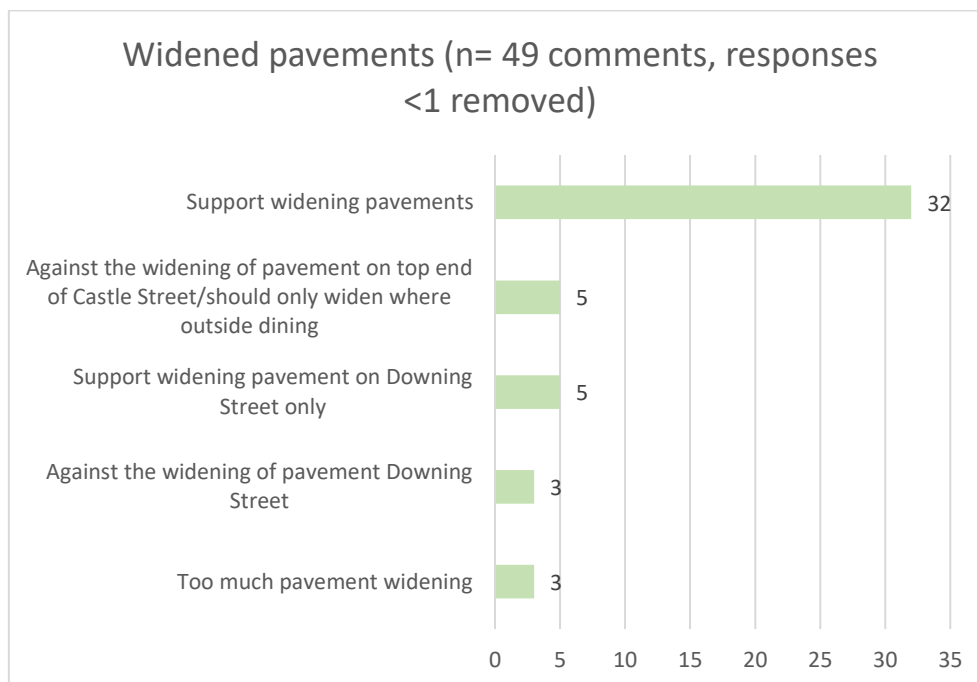


Figure 13: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding widened pavements

Of the forty-nine comments, thirty-two supported widening of the pavements (65%).

"All the pavements in central Farnham are too narrow and somewhat dangerous. therefore, any widening is good."

"Wide pavements and outside dining are essential characteristics of a vibrant, user-friendly urban environment."

There was some desire for partial or reduced pavement widening, with five respondents only wanting to widen Downing Street and not Castle Street.

"I approve of Downing Street widening of the pavement. Widening of the pavement in Castle Street is an issue if the extra pavement width is used by the cafes and restaurants."

A further five respondents said that in general they supported some widening on Castle Street, but this should only be at the bottom of the street where there are restaurants that will use the additional space for outside dining.

"I feel that it is not necessary to have so much pavement widening in Castle Street as this could damage its character. Perhaps just widen the pavement where outside dining is required, such as outside Pizza Express."

New Trees and Planters

The majority of those who commented about the new trees and planters were supportive of their inclusion in the plans.

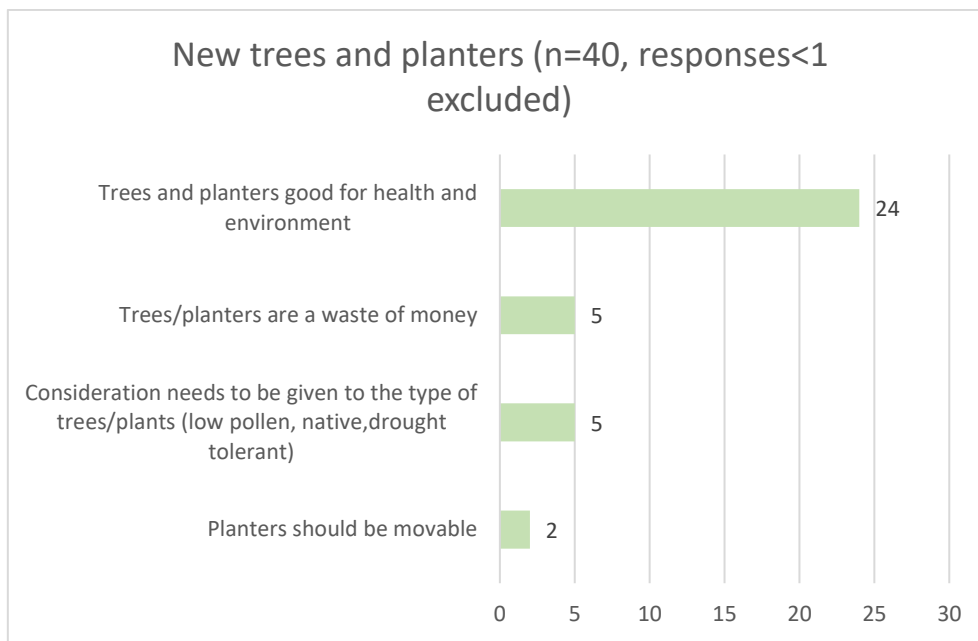


Figure 14: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding new trees and planters

Twenty-four respondents noted how good they will be both for the health and wellbeing of people, as well as improving the environment.

"Trees are essential if we are to take care of the health and happiness of Farnham residents."

"Planters and trees are great for mental health."

"Planters and trees are excellent contributions to improving Farnham's environmental wellbeing."

Five respondents did note that consideration needs to be made as to the type of trees and flowers planted, where possible allowing for low pollen, native, drought tolerant specimens should be chosen.

"Please choose the trees and plants carefully - native species and perennial plants that don't need replacing all the time"

In contrast five respondents were against the introduction of trees and planters as they were seen as an unnecessary cost.

“Planters and flower beds are nice, but they are expensive to maintain and prone to vandalism”

Bus Stops

Twenty-four of the twenty-nine commentors on the bus stops noted the need for them to be out of the flow of traffic wherever possible. There was also some support for the bus stops to have shelters from the elements.

“Bus stops need to be in laybys so as not to backup traffic”

“Bus stop should not restrict road passage as this causes added restrictions, added pollution due to stopped/delayed cars.”

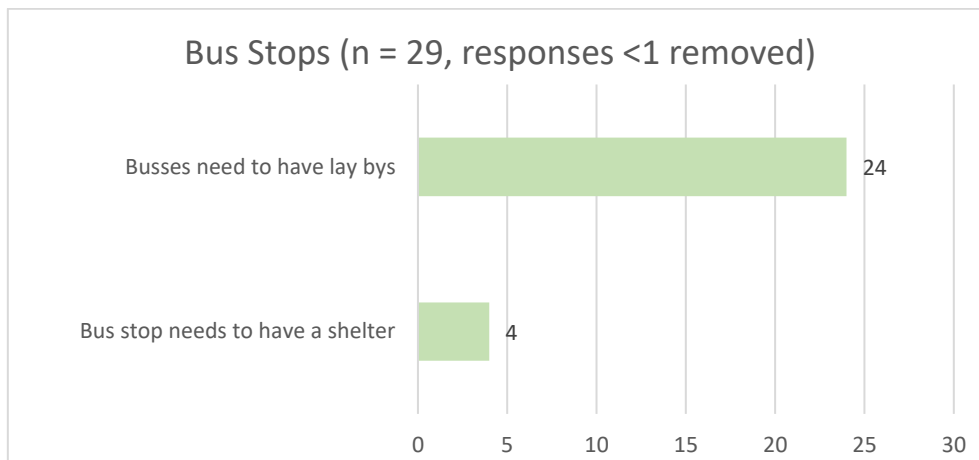


Figure 15: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding bus stops

Outside Dining

There was little detail provided in comments about outside dining; however, thirteen respondents indicated that they liked the idea of increased outside dining.

“Wide pavements and outside dining are essential characteristics of a vibrant, user-friendly urban environment.”

“Outside dining clearly works - see Lion and Lamb on any given day - and encourages footfall to a street.”

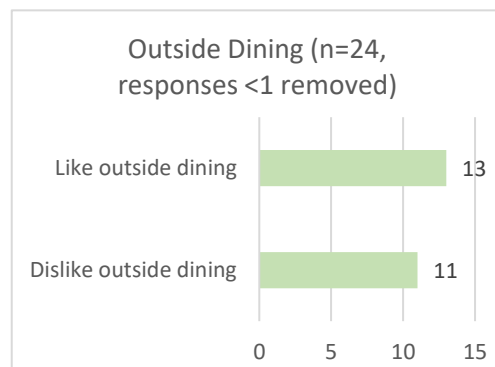


Figure 8: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Outside Dining

The eleven respondents who were against outside dining raised concerns about the seasonality.

“Wider pavements for outside dining is only appropriate in summer/ warmer months so is not a good use of space.”

“We do not have a Mediterranean climate so outside dining areas (which replace many parking bays) would only be used for part of the year.”

Raised crossings

The introduction of the raised crossings was supported by ten of the twenty-three commentators, a key reason for this was that they were seen to contribute to a reduction in speed.

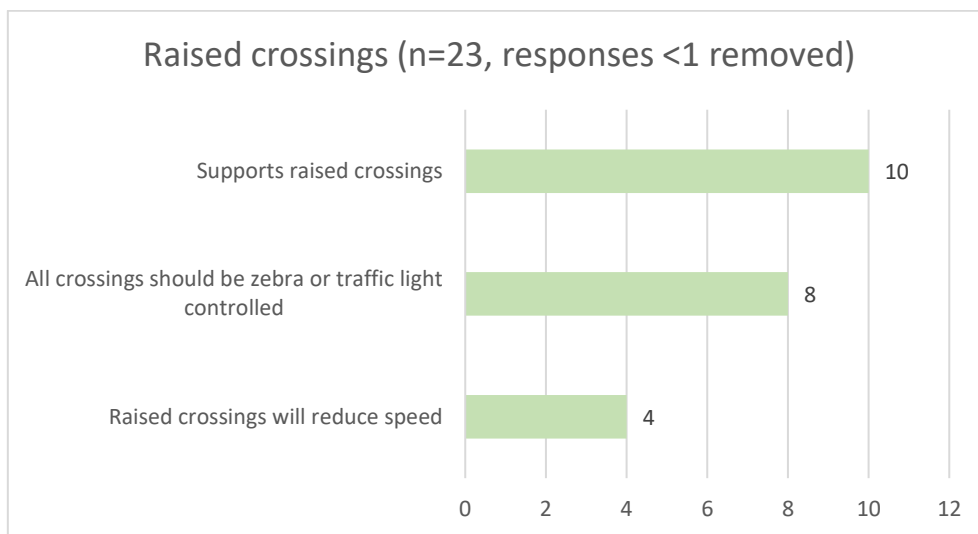


Figure 16: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding raised crossings

There was some support for ensuring that all crossings even when raised should be either zebra crossings or traffic light controlled.

“There should be a zebra crossing on the raised humps in Downing Street in order to allow children to cross with confidence.”

“Raised crossing - good but doesn't go far enough - should be zebra or traffic light controlled”

Parking, including blue badge bays

Just under half of the nineteen commentators felt that two blue badge bays were not enough, and that more disabled parking spaces needed to be made available.

“We need more than two spaces on reasonably level ground to facilitate the off-loading of wheelchairs or motorised buggies via a hoist. These bays must be kept clear of other vehicles if not Farnham becomes a no-go area for the disabled.”

There was also a feeling that both able bodied (seven respondents) and disabled (two respondents) residents on Castle Street were not catered for.

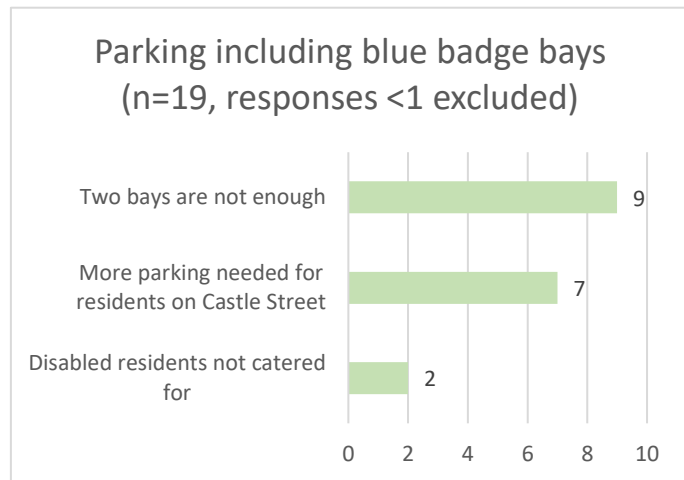


Figure 17: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Parking, including blue badge bays

“As a resident of Castle Street and the fact we have lost many residents parking bays due to Covid, I propose that ONLY residents can park in this street”

“There needs to be some disabled parking bays reserved for residents, nearer the residential part of the street.”

Traffic Light crossing

Six of the sixteen commentators felt that pedestrians should control all traffic lights.

“Controlled crossings would support more structured crossing around the town centre.”

Five respondents felt that there should be no traffic lights along Downing Street as this could just increase congestion.

“New traffic lights at top of Downing Street will create huge congestion tail back.”

“Too many traffic lights in Downing Street will prevent free flow and will produce more fumes as cars need to rev more often.”

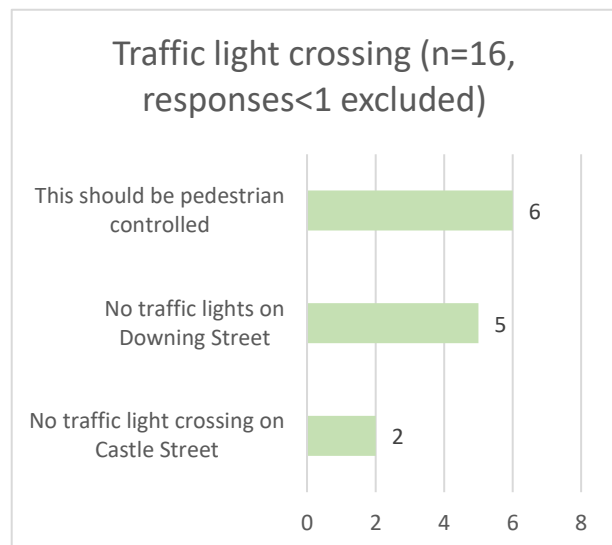


Figure 18: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Traffic light crossings

New loading bay

Of the fifteen comments received, six stressed that there was a need to enforce the regulations around the loading bays.

“There is no point to having parking bays or loading bays unless there is enforcement available to ensure they are not used for the wrong purpose.”

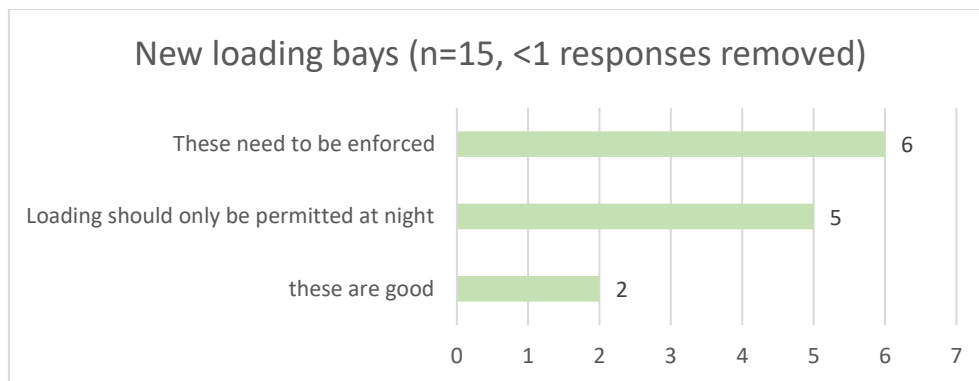


Figure 19: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding new loading bays

Taxi Rank

The fourteen comments about the Taxi Rank presented a mix of perspectives, with seven wanting it to be moved to East Street, four wanting it to remain where it is now, and two respondents indicating that it should move to West Street.

“The taxi rank should be moved to East Street.”

“Castle Street is the heart of the night-time economy, so it makes sense for a taxi rank in Castle Street.”

“Taxi rank - can you please move to West Street? There already is enough space for taxi rank, and this will remove potential blockage when taxis are getting in and out of the rank.”

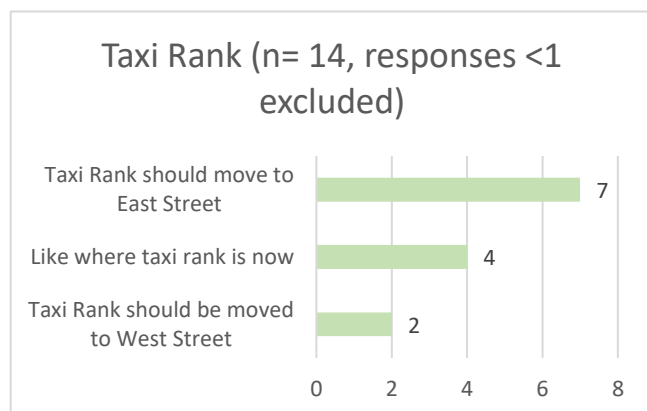


Figure 20: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Taxi Rank

Additional infrastructure and other comments

Some respondents also presented different ideas that were not included in the proposed plans or raised other comments¹.

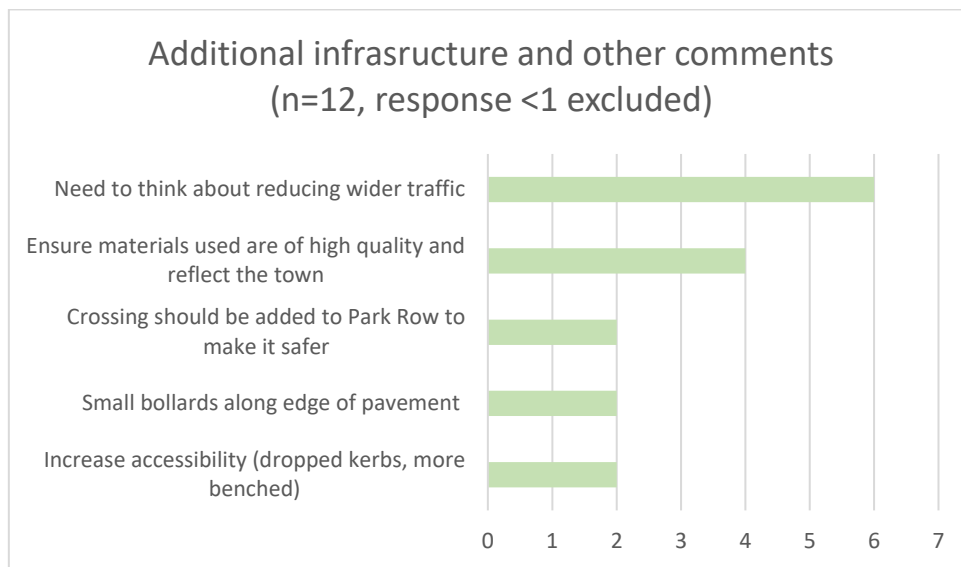


Figure 21: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Additional infrastructure and other comments

This included the need to explore how wider traffic is reduced for this proposal to be successful.

“Lots of good ideas but will only work if traffic volume is reduced.”

Furthermore, some respondents made it clear that the materials used should be high quality as well as reflect the character of the streetscape.

“Materials used for all works should be of the highest quality and appropriate to the stature of the Street and environment.”

¹ There is a detailed look at the topic of pedestrianisation later in this report, so any comments that raised the topic of pedestrianisation have been excluded from this part of the analysis.

Town centre- Option B

Respondents on Commonplace were asked to provide their opinion on the proposal to change the traffic flow in the town centre. Just under 60% of the 491 Commonplace respondents were supportive of the proposal.

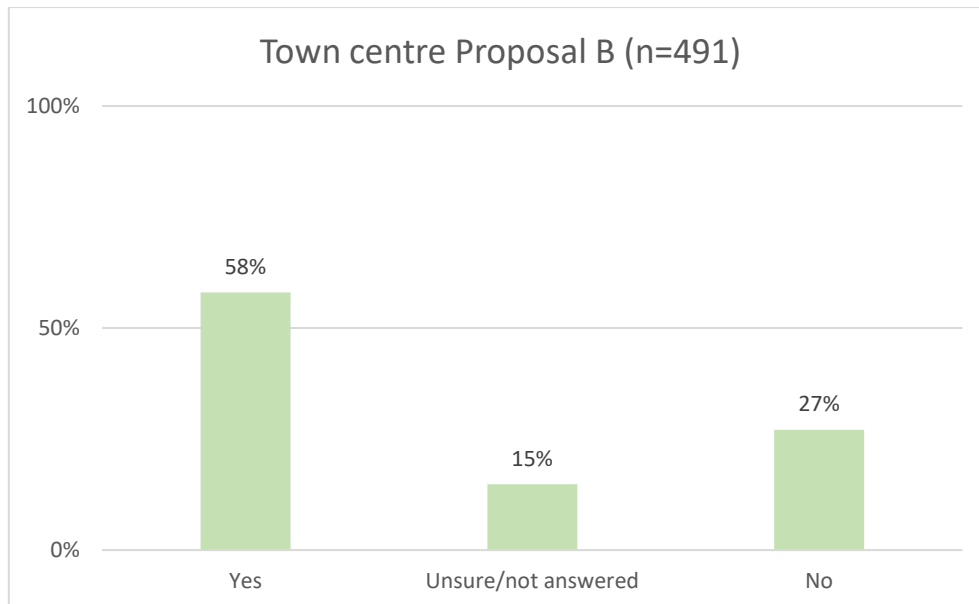


Figure 22: Overall, do you support proposal B - changing the traffic flow and widening pavements?

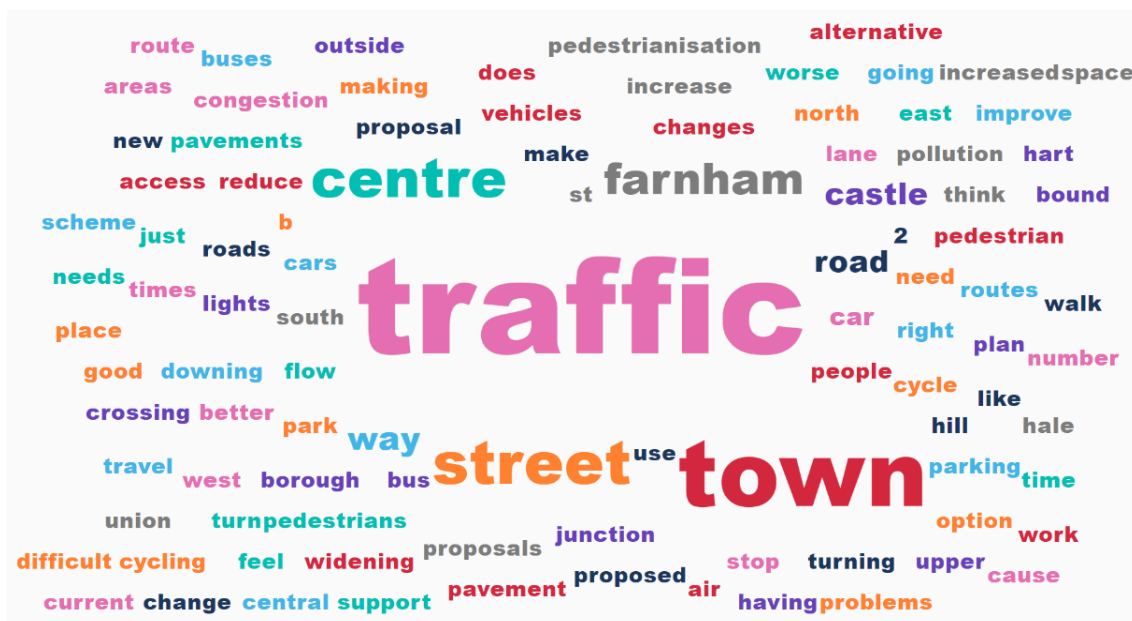


Figure 23: Word cloud generated from 'Why do you feel this way?'

Respondents were supportive of the proposal because they felt it will vastly improve the pedestrian experience. Moreover, they stated that they thought it will remove some congestion through the town which will make driving better and also improve air quality

In contrast, those who did not support the proposal felt that the plan could in fact increase congestion and that without alternate routes, it just displaces the problem to surrounding areas which many felt was inconsiderate to those that live in the surrounding areas.

The Commonplace and email respondents also provided feedback on specific aspects of the design.

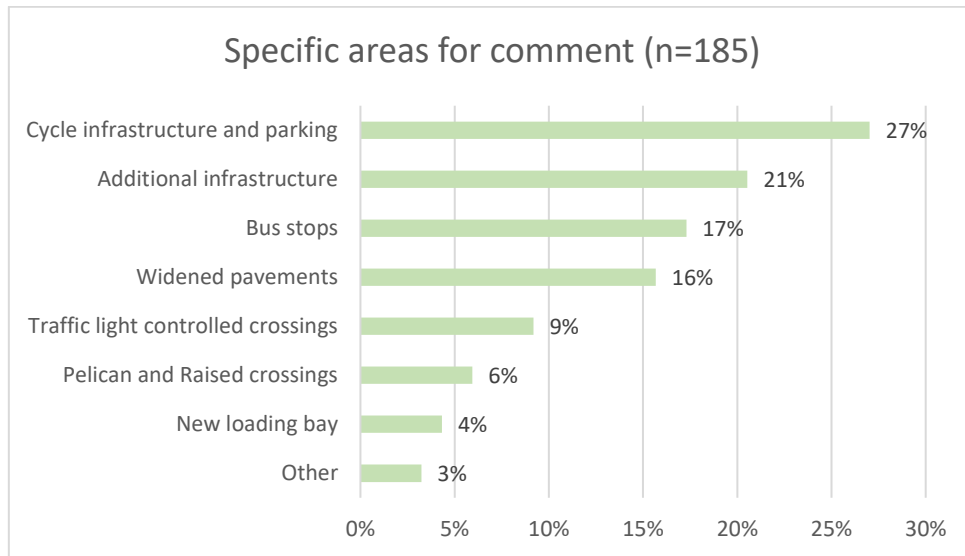


Figure 24: Which of these changes would you like to comment on?

The three most commented on areas were cycle parking, widened pavements, and bus stops. This reflected the feedback received at both the VR events and through social media polling. Of the 2,111 responses to the poll question 'would you like to see wider pavements along West Street and The Borough?' 65% voted yes.

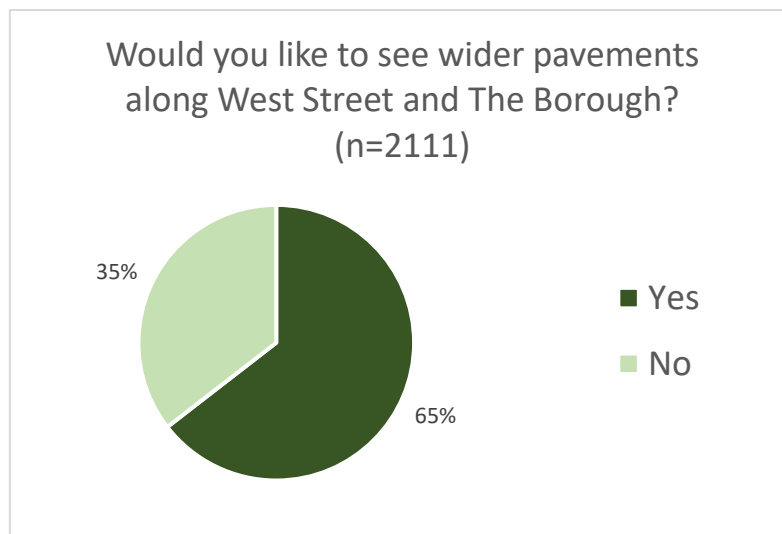


Figure 25: Would you like to see wider pavements along West Street and The Borough?

Furthermore, during the VR events, written feedback highlighted that the lack of cycle infrastructure was a key concern, and that participants enjoyed the look and feel of the widened pavements. In contrast the concerns about bus stops being in laybys was not raised at these events.

Cycle Infrastructure

Although ten respondents highlighted that they were in clear support of the increased cycle parking, this topic area was chiefly concerned with the need for cycle paths, with twenty-two of the fifty respondents raising this need.

"I support increase in cycle parks and safer cycle access to the town so that people of all ages can use it."

"I think having extra cycle parking encourages cycling into the town centre."

"Concerned that although there is cycle parking there is no provision for cycle lanes within the planned changes to the road system."

"Currently cycling infrastructure is very poor. More cycle parking and separate cycle lanes are very much needed for those of us who cycle today and seem vital for the new traffic flow changes to get people out of their cars"

"Cycle tracks would be a better use of road space than wider pavements, as cycle infrastructure would provide an alternative to car use."

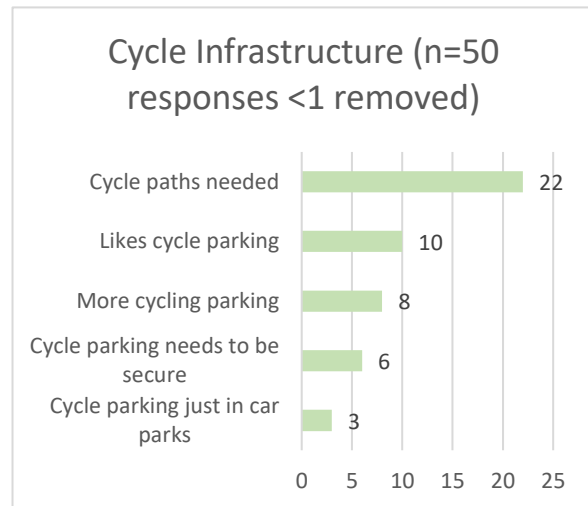


Figure 26: Coded responses to 'What are your thoughts about these specific changes?' and email responses cycle parking

Eight respondents requested additional cycle parking to enable better access to the shops throughout the town centre.

"Great to see cycle parking being introduced in the town centre (not just car parks). Would like to see a larger area outside Elphick's as this gives good access to Lion and Lamb Yard etc."

Bus stops

Again, the need for laybys for busses was highlighted with twenty-two of the thirty-two respondents mentioning a concern with the current layout impeding traffic.

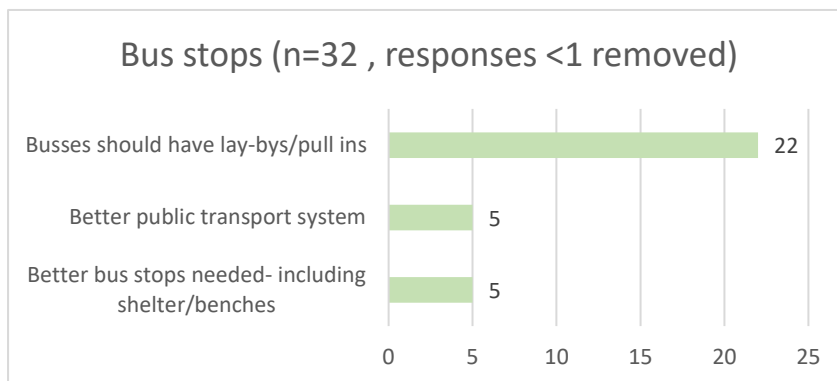


Figure 27: Coded responses to 'What are your thoughts about these specific changes?' and email responses reardina bus stoops

"Where possible bus stops should have lay-bys so that buses do not block traffic when stopped."

"Why are the bus stops not all pull-ins, like the loading bays? To keep the traffic moving we need to get stationary buses off the road."

The need to improve both the wider bus service as well as improving the standard of bus stops were raised by five respondents each.

“Adjusting the bus stops is futile if there is no frequent, affordable bus service both in an East/West direction and a North/South direction.”

“Bus stops should have shelters wherever possible and a display indicating predicted arrival times.”

Widened Pavements

Similar with Option A there was broad support for the widening of pavements (14 responses), with five liking the idea of using them for outside dining and three saying that they feel that they are safer for pedestrians.

“The widening of pavements can only be a good thing.”

“Widened pavement needed in The Borough.”

“As previously explained, Farnham needs to be more attractive for cafe/dining purposes and widened pavements will certainly assist.”

“Wider pavements will be safer and more pleasant for pedestrians, especially along The Borough.”

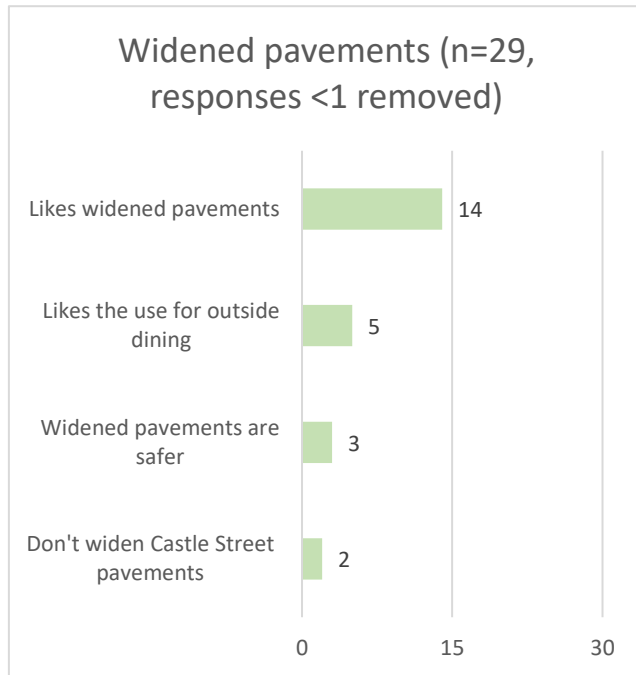


Figure 28: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Widened Pavements

However, there were some respondents who did not like the widened pavements, especially those on Castle Street.

“It is not necessary to widen the Castle Street pavements.”

Traffic light-controlled crossing

Over a third of comments were supportive of the inclusion of traffic light crossings, with fourteen respondents seeing them as a 'necessary evil.' In contrast just under three respondents were vehemently anti traffic light.

"The traffic coming down from Castle Street will be backed up past the castle when rush hour is on first thing in the morning and again the teatime rush and having traffic lights at the top of Downing Street will make the whole thing even worse."

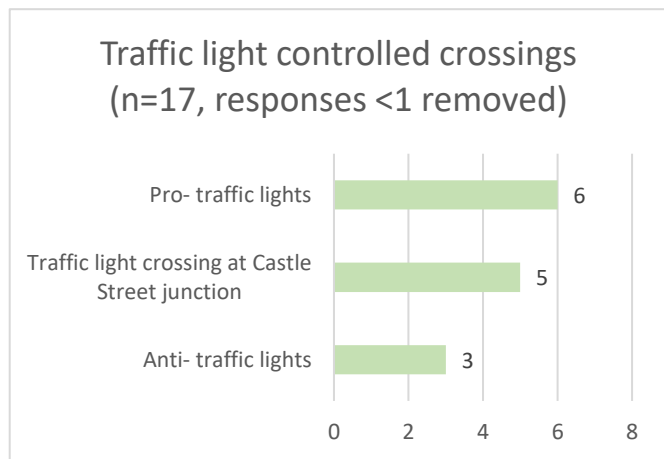


Figure 29: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Traffic light-controlled crossing

Furthermore, there were five respondents who called for additional traffic light crossings at Park Row and the Royal Deer junction, and most supported adding them at the bottom of Castle Street (neither Option A nor Option B included traffic lights at the bottom of Castle Street).

"For safety and traffic movement, the traffic needs to be controlled by traffic lights at the bottom of Castle Street junction with the Borough."

Pelican and Raised crossing

Five comments indicated that the respondent liked the introduction of the raised crossings.

"Raised crossings will help with traffic calming."

However, three said that they felt that these crossings needed some safety measures.

"Raising the road doesn't give pedestrian priority. You need to make it a Zebra crossing."

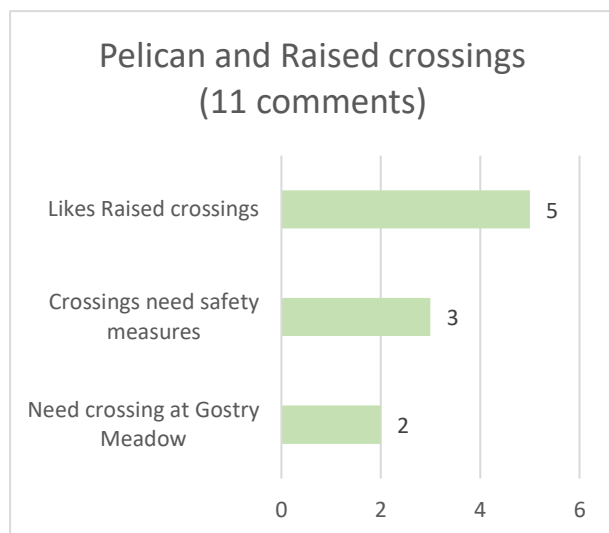


Figure 30: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding Pelican and Raised crossing

New loading bay

There were only eight comments about the proposed loading bays. The majority of which did not provide any detail beyond suggesting that greater consideration is needed. There was some clarity provided with a request for a loading bay outside the Bush Hotel.

"We have concerns regarding deliveries to the Bush Hotel. Currently we have laundry, waste removal and hotel supplies delivering everyday throughout the day."

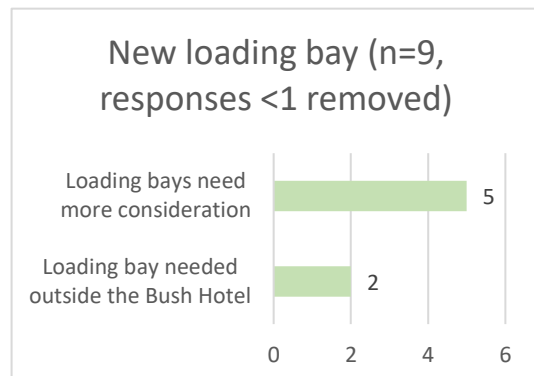


Figure 31: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding new loading bay

Additional Infrastructure and other comments

Some respondents also presented new ideas that were not included in the proposed plans or raised other comments².

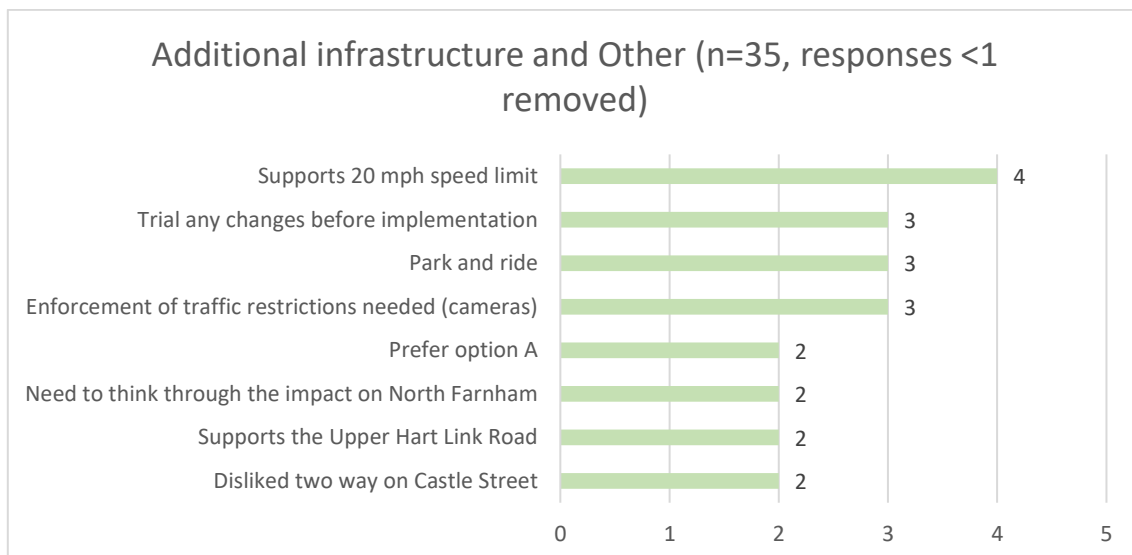


Figure 32: Coded responses to 'What are your thoughts about these specific changes?' and email responses regarding new loading bay

Four respondents were supportive of a 20mph speed limit for Farnham town centre.

"The 20-mph limit should start at the entrance to Farnham Park."

The need to trial any changes before permanent implementation, the need for a park and ride, and the requirement of enforcement of any restrictions were each raised by three respondents.

² There is a detailed look at the topic of pedestrianisation later in this report, so any comments which raised the topic of pedestrianisation have been excluded from this part of the analysis.

“This scheme could improve matters, but I think it would be good to have a trial change before spending on permanent changes.”

“Without a proper 'park and ride' scheme this will be a step backward for town commerce.”

“A major problem with traffic flow currently is caused by delivery vehicles stopping anywhere because there is no enforcement of traffic regulations. Whichever option is adopted this problem needs to be addressed.”

Pedestrianisation

No specific question was asked on Commonplace about pedestrianisation and only thirty-nine of the 516 respondents mentioned pedestrianisation in any part of their response. In the twenty-six emails received, an additional six respondents raised pedestrianisation.

Of these forty-five, thirty-six were supportive of pedestrianisation in some form. However, not all of these were supportive of full pedestrianisation.

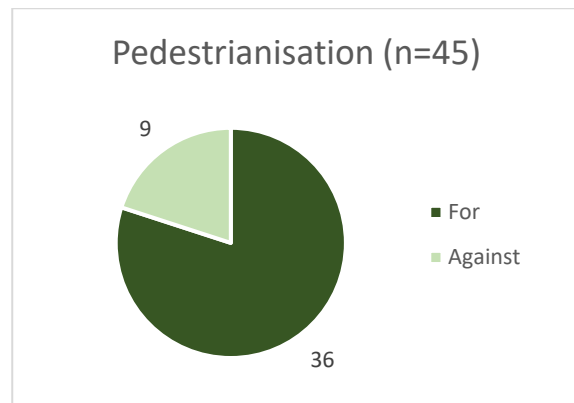


Figure 33: Coded sentiment of responses consultation and email responses regarding pedestrianisation

Of the thirty-six who supported eight respondents only wanted partial pedestrianisation on specific streets such as Park Row or East Street, and one wanted weekend-only pedestrianisation.

“In the whole of Farnham Town centre there is no stronger a case for pedestrianised than for Park Row.”

“I believe it is very important to aim for pedestrian ONLY roadways in Farnham on Saturdays and Sundays, [...] I feel this way after visiting many towns similar to Farnham who have stopped the cars driving through parts of the town, for example Godalming, Guildford, Winchester, and many others.”

One respondent also stated that pedestrianisation would only be acceptable if provision was made to divert traffic away from the town centre and if this was not done, they would not be in favour.

“I would welcome the complete pedestrianisation of Farnham centre provided provision were made to divert through traffic and to allow for people to shop in Farnham.”

Moreover, it is important to note that twelve respondents recognised that the town might not be ready for full pedestrianisation yet and were therefore supportive of proposal B as a step towards pedestrianisation.

“Fully supportive of this direction of travel! Ideally towards full pedestrianisation at some stage, even if that is more than a decade away.”

A31

Residents were also asked about ideas for key junctions on the A31. There were 306 respondents to these questions. Overall, respondents supported the proposals for Coxbridge, and Shepherd and Flock roundabouts, with 42% and 29% of respondents, respectively, indicating they were either happy or very happy.

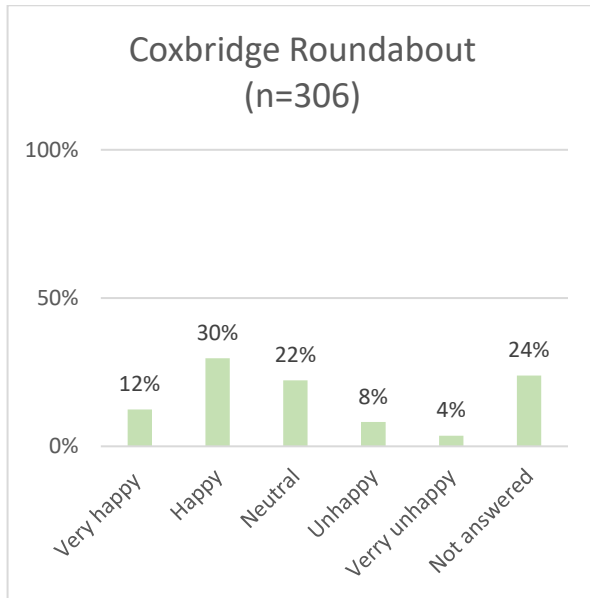


Figure 34: How do you feel about the Coxbridge roundabout proposal?

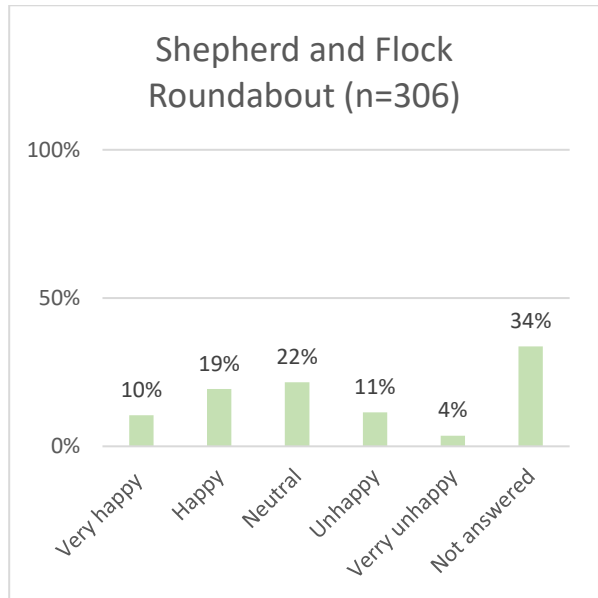


Figure 35: How do you feel about the Shepherd and Flock roundabout proposal?

Out of the three options for Hickley's Corner, the proposed underpass was a standout favourite with just under half of respondents supporting it.

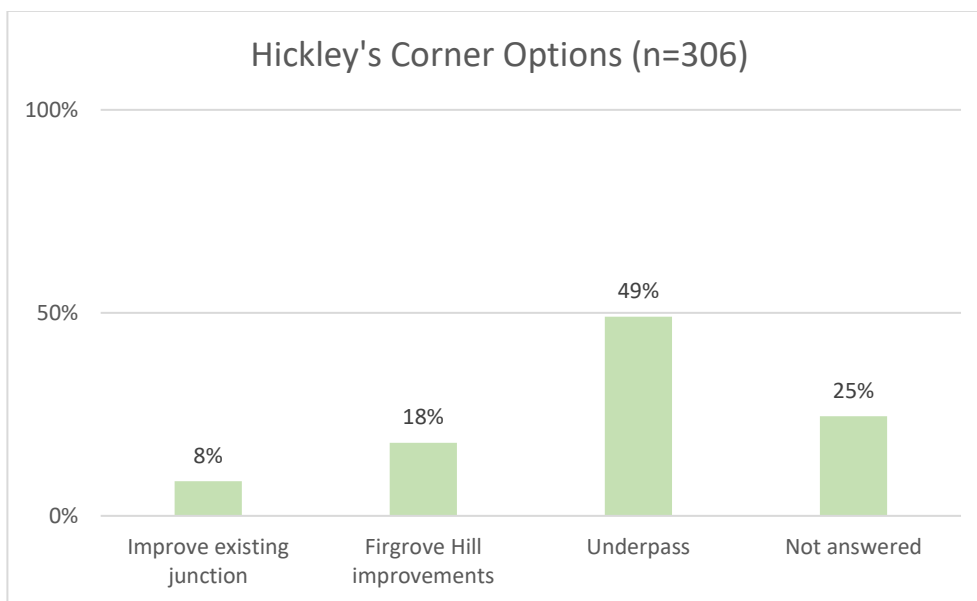


Figure 36: Which option do you prefer for Hickley's corner?

Active and Sustainable Travel

Respondents on Commonplace were also provided with the opportunity to directly comment on active and sustainable travel in Farnham. There were 114 respondents to this section. Respondents were divided on this topic with an almost even percentage coming back either happy and very happy (31%) or unhappy and very unhappy (32%)

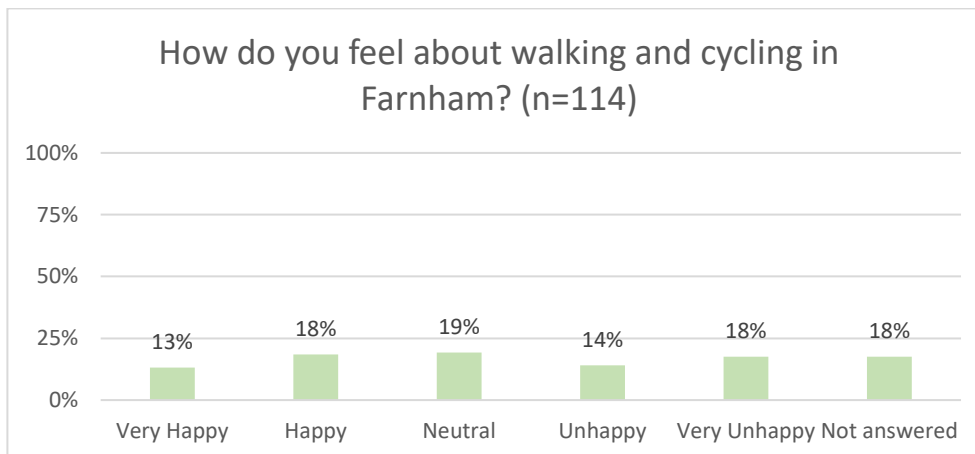


Figure 37: Overall, how do you feel about walking and cycling in Farnham?

Respondents suggested three key ideas to increase walking in Farnham, these were: the introduction of a park and stride; utilising connected walkways; and the introduction and enforcement of a 20-mph zone.

"I would like a park and stride facility on Folly Hill."

"A network of safe and connected walking routes."

"There is no enforcement of 20mph speed limits, and the roads look like they are designed for cars to travel much faster with the dual lane one way system and West Street being wide and straight."

Two clear ideas were presented to increase cycling/e-scooters. The introduction of dedicated, safe, and continuous cycle lanes and a need to reduce vehicle volumes entering the town centre.

"Dedicated cycle lanes, physically separated from cars."

"Cycle lanes that do not peter out. Cycle lanes separate from footpaths (wherever possible)."

"Removal of most of the traffic through the town centre and other suburbs of Farnham"

Finally, the ideas to increase bus usage included increasing the frequency and reliability of the service and ensuring the service is affordable.

"If the bus services around the town could be improved, both in frequency and reliability, then more passengers could be enticed to use the services."

What happens next

FIP activity will continue in line with the summary provided above.

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