

# FARNHAM INFRASTRUCTURE PROGRAMME

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## 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 heavy goods vehicles 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 are suggesting. But we are 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



An aerial photograph of a town, likely in the UK, showing a mix of residential and commercial buildings. A large, multi-story building with a prominent chimney is visible in the lower right. A church with a tall spire is located in the lower left. The town is surrounded by greenery and trees. The image is overlaid with a semi-transparent dark grey rectangle containing the text '1 OVERVIEW' and 'The Millennium Centre, West Street'.

# 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.



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

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.



Congestion at the junction of  
South Street and Union Road



## 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.

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

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 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 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.



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 an attractive, 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.



Pedestrian shopping in Castle Street

### 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.

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

## 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.
- 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.

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.





Aerial view of Farnham, including the Brightwell's scheme under construction

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

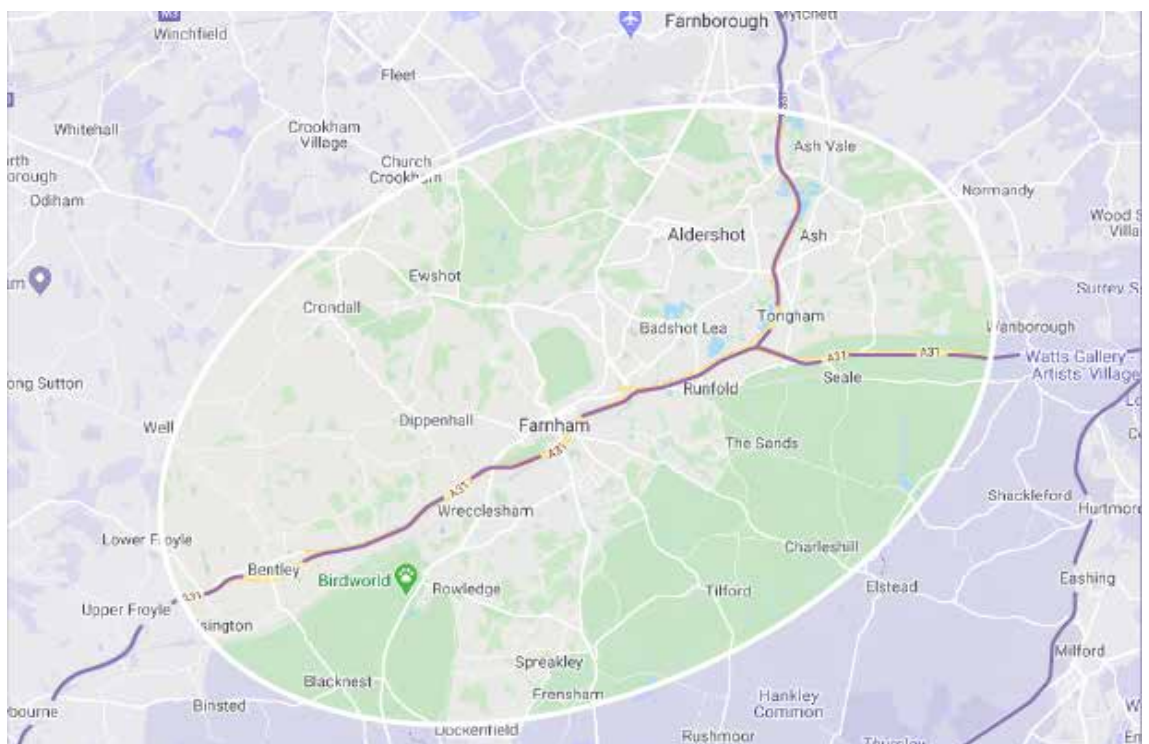


Figure 2 – Extended A31 corridor relevant to Hickley's Corner

## 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 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 the creation of pedestrian-only spaces or areas 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



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.

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
- 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 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.

## 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



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# PROGRAMME THEMES AND INTENDED OUTCOMES



### 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



The River Wey running through Farnham

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

This review process has highlighted the following provisional themes:

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

- 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



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

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.





Youth entrant in town centre cycle race

- 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.
- 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.



Farnham is England's first World Craft Town



West Street Cemetery

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.

- 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.
- 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.

### 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
- 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 employment.
- 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 information. 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.



Creating new electric charging spaces

## 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"> <li>• Enable creation of a BIM Model to support asset management and asset integration</li> <li>• Enable EV on &amp; off-street charging points and other emerging digital transport infrastructure technologies</li> <li>• Ensure alignment of mobility options to reduce journey times</li> <li>• Provide high quality cycle parking and storage</li> <li>• Support the provision of improved digital bus service information</li> </ul>
Support businesses and encourage economic growth	<ul style="list-style-type: none"> <li>• 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</li> <li>• Contribute to ensuring Brightwells and the historic centre have complementary offers, helping Farnham to become a destination that has something for everyone</li> <li>• Create access to and highlight the historic and nature hubs in and around Farnham</li> <li>• Build upon Farnham's status as a World Craft Town and creative centre</li> </ul>
Place community first	<ul style="list-style-type: none"> <li>• Maximise dialogue and input from the community to encouraging the residents to have a real say in the future of their town</li> <li>• Enable solutions that enhance the historic nature of Farnham</li> <li>• Work with Programme Partners to ensure appropriate consideration of infrastructure proposals can be integrated with the existing town and its future considerations</li> </ul>
Prioritise health, safety and wellbeing	<ul style="list-style-type: none"> <li>• Improve road safety</li> <li>• Improve security of the travelling public within Surrey</li> <li>• Reduce congestion and improve the air quality of public spaces within Farnham</li> <li>• 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</li> </ul>
Enhance mobility and connectivity	<ul style="list-style-type: none"> <li>• Complement a local transport network that prioritises public transport, walking and cycling whilst minimising car use</li> <li>• Support and complement the improvements to the Farnham Station and services to London to ensure that Farnham has reliable journeys for all</li> <li>• Embed the supporting infrastructure for EVs to ease its future integration</li> </ul>
Respond to climate Emergency	<ul style="list-style-type: none"> <li>• Support the road to zero-carbon ambition and carbon off-set strategy</li> <li>• Create a local transport network that prioritises public transport, walking and cycling whilst minimising car use</li> <li>• Support the investment in ultra-low emission vehicles</li> <li>• 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</li> </ul>

An aerial photograph of a large park, likely Farnham Park, showing a dense forest of trees and a winding path. The image is in grayscale and serves as a background for the title.

# 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