Farncombe (WAV 1 & 2) – Local Street Improvements

Early Engagement Report – February 2025



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Executive Summary

This report describes the first stage of engagement (early engagement) for the Farncombe Local Street Improvements (LSI) scheme. The report provides an analysis of findings and potential solutions which have been suggested during the various engagement activities.

The overall LSI programme and Farncombe LSI scheme aims to plan, design and create safer, healthier and more attractive local environments that encourage walking, wheeling and riding. LSI schemes also aim to create more attractive local environments and welcoming neighbourhoods that people want to spend time in and residents take pride in. The Farncombe LSI is one of the pilot schemes (falling under Tranche 1A) as part of the wider LSI programme in Surrey which aims to activate the Local Transport Plan 4 (LTP4) agenda. The LSI programme is committed to a community focused approach towards design development, with three opportunities for stakeholders to influence the design process and be involved in shaping the final designs.

The Farncombe LSI early engagement period was carried out between 26 August and 6 October 2024. Throughout the project timeline, we were able to build awareness with key stakeholders' groups via five engagement sessions, including two in-person drop-in sessions.

In addition to the 130+ visitors attending the two in-person drop-in sessions, our Commonplace page tracked visitors which included 1,163 direct traffic, 813 email traffic, 645 referral traffic and 463 via paid social media out of the total 3,240 visits by unique visitors. The Commonplace survey received 754 responses to the interactive map survey (a further 69 comments have been recorded which were not confirmed by the users) and 680 reactions and agreements to comments. A further 20 individual responses were received via email.

The engagement sessions had excellent levels of attendance for this stage of the programme. Our data shows resident letters, posters and social media were the three most effective promotion methods in the early engagement period.

Responses to the engagement survey have provided the project team with a list of issues, solutions, and comments for specific locations across the Farncombe LSI zone. These comments will be taken forward into the feasibility design work, the next stage of this process. Comments received covered a wide range of issues including: high traffic speeds, parking issues, poor pedestrian safety, poor cycle safety and road safety issues. Within the report issues and solutions which have been commonly raised are noted and summarised. There is expected to be a need for prioritisation within the Farncombe LSI zone when defining the scope of the scheme at the next stage, considering locations which will provide maximum benefits and value for money, ensuring the proposals are aligned with the overall LSI programme aims and objectives.

The Farncombe LSI early engagement has been a collaborative process, building local relationships, and working closely across Surrey County Council directorates. We were able to talk to a wide range of stakeholders to start envisioning opportunities for improving Farncombe and Binscombe local streets.

Overall, responses were in favour and offered support for implementing street improvements across the Farncombe LSI zone. This was shown through commonplace suggested solutions of 20mph zones, improving pedestrian crossings, road safety, traffic calming and public realm improvements. Moreover, there were plenty of positive conversations at the public engagement events discussing various issues and solutions which could be implemented as part this scheme. All feedback will now

feed into the feasibility design development, focussing on key areas and where the most benefits for the LSI objectives can be achieved.

Alongside the feedback and findings from the early engagement, the project team will be using transport survey data to shape initial feasibility proposals. A further stage of informal engagement will then be held giving the public the opportunity to feedback on the feasibility designs. Following on from this, there will be a further design stage (preliminary design) and opportunity for local stakeholders to have their say, ensuring a collaborative and community-led design approach.

1. Introduction

1.1 Purpose of the report

The report will provide an overview of the engagement planning process, its implementation and engagement findings. The aim of the report is to inform design decisions and refine engagement methodologies for future Local Street Improvements (LSI) zones.

1.2 Farncombe LSI Scheme

LSI schemes are a key part of Surrey County Council's Local Transport Plan 4 (LTP4). They are important in helping to deliver the de-carbonisation and 'Planning for Place' policy areas, through active travel, personal mobility and infrastructure improvements.

The programme aims to create safer, healthier, and more attractive streets which includes appropriate vehicle speed limits and improved facilities for walking, wheeling, and cycling. This in turn looks to reduce emissions, air quality and noise pollution and create more attractive local environments for residents to live, work and take pride in.

As part of the first tranche of LSI schemes, a zone has been identified in Farncombe (Figure 1). The Farncombe LSI is one of the pilot schemes being progressed across the county, a total of seven schemes have been put forward in 2023/2024 across the county. The pilot scheme selection takes into consideration ease in deliverability, locations where the LTP4 expected outcomes can be the most profound, funding and proximity to trip attractor sites. The pilot schemes were ratified by the Cabinet Member for Transport.



Figure 1 Farncombe Local Street Improvements (LSI) Zone Boundary

A first round of engagement has been undertaken for the Farncombe LSI, using the Commonplace online platform to collect views of local stakeholders, including those who live, work, travel through, study and spend time in the Farncombe area. This engagement was important to gather views on local transport issues in the area and suggestions for potential improvements.

The findings of this early engagement stage will be used to inform the development of our initial design proposals (feasibility design). Further rounds of engagement will also be undertaken as the scheme develops, providing further opportunities for local stakeholders to have their say. Together, this demonstrates a collaborative design process ensuring communities views are taken forward into designs.

2. Engagement Approach

The LSI programme is committed to a community focused approach towards design development. There are three opportunities for stakeholders to influence the design process and be involved in shaping the final designs which will include local street interventions to encourage more walking, wheeling and riding. The three stages of engagement are:

1. **Early engagement:** building awareness and collecting information from local stakeholders, understanding local transport issues and areas of improvement that can feed in towards the development of feasibility design.
2. **Informal engagement:** keeping stakeholders updated while collecting design-focused feedback, leading to internal design review and preliminary design.
3. **Formal public consultation:** at this stage all stakeholders should be fully informed of the design. A detailed construction ready design will be developed taking account of the feedback, cost and priorities. This will conclude the stakeholder influence on the design process and lead to an approved design for construction purposes. The final design will be used for upcoming construction funding bids.

Figure 2 outlines the above engagement approach and how it is incorporated into the Farncombe LSI design process:

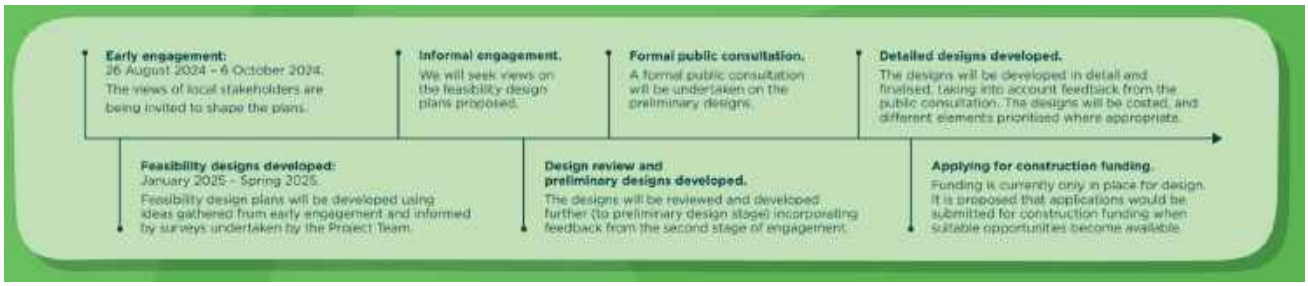


Figure 2 Farncombe LSI project timeline

2.1 Stakeholder engagement plan

A stakeholder engagement plan has been developed specifically for the Farncombe LSI area, identifying local stakeholders, including schools, businesses, emergency services, resident associations, other local organisations and interest groups, as well as local residents and the wider public more generally.

It allows for efficient stakeholder management and documentation of progress to keep track of engagement activity, whilst also recording stakeholders' levels of support to facilitate the process. Table 1 lists out the number of stakeholder groups engaged with for the Farncombe LSI, totalling 154.

Stakeholder Groups Identified	Count
Borough District Officers	1
Cabinet Member	1
County Councillors / Members	1
Borough Councillors / Members	4
Town Councillors	6
Internal SCC Team	25
Emergency Services	3
Key Stakeholders	6
Transport	4
Schools	5
Businesses / Public Groups	98 (54 with specific emails)
Total	**154**

Table 1 Identified stakeholder groups for Farncombe

Prior to launching and carrying out early engagement with the public, a series of meetings and briefings were held to engage with the following:

- Surrey County Council Officers across the Highways Directorate;
- Surrey County Council Cabinet Member for Highways, Transport and Economic Growth;
- Surrey County Council Divisional Member for Farncombe;
- Officers at Waverley Borough Council;
- Godalming Town Council;
- Waverley Borough Council Ward Members that cover the Farncombe LSI zone; and
- Godalming Town Council Members that cover the Farncombe LSI zone.

Following the engagement activities with those listed above, the project team commenced activities to reach out to and engage with the public and all external stakeholders.

2.2 Early engagement

On 26 August 2024, the Farncombe LSI public early engagement was launched online via the Commonplace webpage. Commonplace was used to collect views from people who live, work, travel through, study and spend time in Farncombe. The website set out a map of the potential zone boundary, background and details of the LSI programme, the potential types of interventions, FAQs (Frequently Asked Questions) and an interactive survey. The survey allowed visitors to pin a location to identify specific issues and solutions.

The survey and engagement were active for 6 weeks from 26 August until 6 October 2024, receiving 823 responses (this includes comments that were unconfirmed on the commonplace site, 754 responses were confirmed), with a further 680 reactions to those comments. A further 20 responses were received via email from individuals.

Promotion of the engagement

To advertise the engagement, letters (Appendix B) were sent to 4,869 addresses covering all residents and businesses in the proposed zone. Posters were displayed at various locations in the area (Figure 3 and Figure 4). Notification of the engagement was also sent via email to various interest groups and businesses, with offers of a separate meeting to several key organisations.



Figure 3 Posters on display across the Farncombe LSI zone



Figure 4 Poster displayed across the Farncombe LSI zone to advertise the early engagement

To further raise awareness of the engagement, it was also promoted on social media and newsletter pages through local community groups and council forums. Residents who live in the area were targeted via Facebook and X (formerly known as Twitter) advertising which directed them to the Commonplace page (Figure 5).



Figure 5 Social media campaign/adverts example

Engagement sessions

Two in-person drop in engagement sessions were held as part of this stage of the project. This provided an opportunity for local people to discuss their concerns, identify local transport issues and potential improvements with members of the Surrey County Council team.

The first session was held at the Farncombe Railway Station Car Park on Monday 16 September 15:00 – 19:00 and was attended by circa. 61 members of the public. The second session was held at the Farncombe Day Centre Car Park on Saturday 28 September 10:00 – 13:00 and was attended by over 70 members of the public.

Both venues are key destinations for the area, located centrally in the zone. Display boards were on show for attendees to view and consider (Figure 6), and leaflets were available to take away. At least four Surrey County Council members of staff were on hand at both exhibition sessions to discuss the

scheme and gather feedback from attendees (Figure 7). Staff were also able to support attendees to submit their views via the Commonplace Survey if required.



Figure 6 Photo of boards used at engagement sessions (photo taken at second session at Farncombe Day Centre Car Park on 28 September 2024)



Figure 7 Photos of engagement sessions. On left, first session at Farncombe Railway Station Car Park on 16 September 2024. On right, second session at Farncombe Day Centre Car Park on 28 September 2024.

2.3 Engagement milestones

- **September 2023: Briefing with Surrey County Council Cabinet Member for Highways, Transport and Economic Growth.** Farncombe LSI, along with other pilot zones (Tranche 1A) gained approval for design development and early public engagement.

- **April – May 2024: Collaborated with Surrey County Council Community Liaison Officer (CLO) for Farncombe**. Gaining insight into best strategies of engagement in Farncombe, establishing connection to key local stakeholders and support on deciding engagement venue/locations.

- **May 2024: Initial work with Surrey County Council Communications Team and Commonplace - online citizen engagement platform.** The start of planning, designing and distribution of engagement materials: leaflets, posters, residents' letter, social media engagement and a dedicated commonplace website.

- **August 2024: Early engagement with Farncombe Divisional County Councillor.** Meeting was hosted by the Farncombe LSI team to introduce the scheme and provisional programme. Meeting notes and presentations were shared with the County Councillor for review and open invitation to future meetings.

- **August 2024: Early engagement with Waverley Borough Council.** The Sustainable Transport Projects Officer was introduced to the Farncombe LSI and provisional programme for advice and coordination.

- **August 2024: Early engagement with Borough and Town Councillors**. Meeting was hosted by the Farncombe LSI team to introduce the scheme and provisional programme. Meeting notes and presentations were shared with all invited members for review and open invitation to future meetings.

- **26 August 2024: Start of public early engagement period.** Residents' letters were distributed to households within the Farncombe LSI proposed zone boundary, while emails were sent to schools, businesses, organisations, emergency services and residents associations in the area. Along with the launch of Commonplace site and social media promotion, posters were put up in the neighbourhood.

- **16 and 28 September 2024 - Early Engagement drop-in sessions.** Over 130 residents attended our drop-in sessions (held at Farncombe Railway Station Car Park and Farncombe Day Centre Car Park respectively) and spoke to our representatives about what they feel are the key local transport issues in Farncombe and what could be changed to improve the streets. Emails were sent to key stakeholders, businesses and schools in advance of the drop-in sessions. Reminders were sent to those registered on Commonplace prior to each drop-in session.

- **06 October 2024: The end of public early engagement period.** All feedback was reviewed and summarised in this Early Engagement Report, published in February 2025.

3. Engagement Findings

3.1 Who responded to the engagement?

Our Commonplace website has tracked a total of 3,240 unique visitors to the page during the consultation period and recorded 754 responses to the interactive map survey (a further 69 comments have been recorded which weren't confirmed by the users). Moreover, a further 680 reactions to those comments were also posted (Figure 8). The survey (questions shown in Appendix A) collected demographic details of respondents to ensure a representative sample was reached. There were questions which provided qualitative data for further analysis specific to local transport issues and solutions.

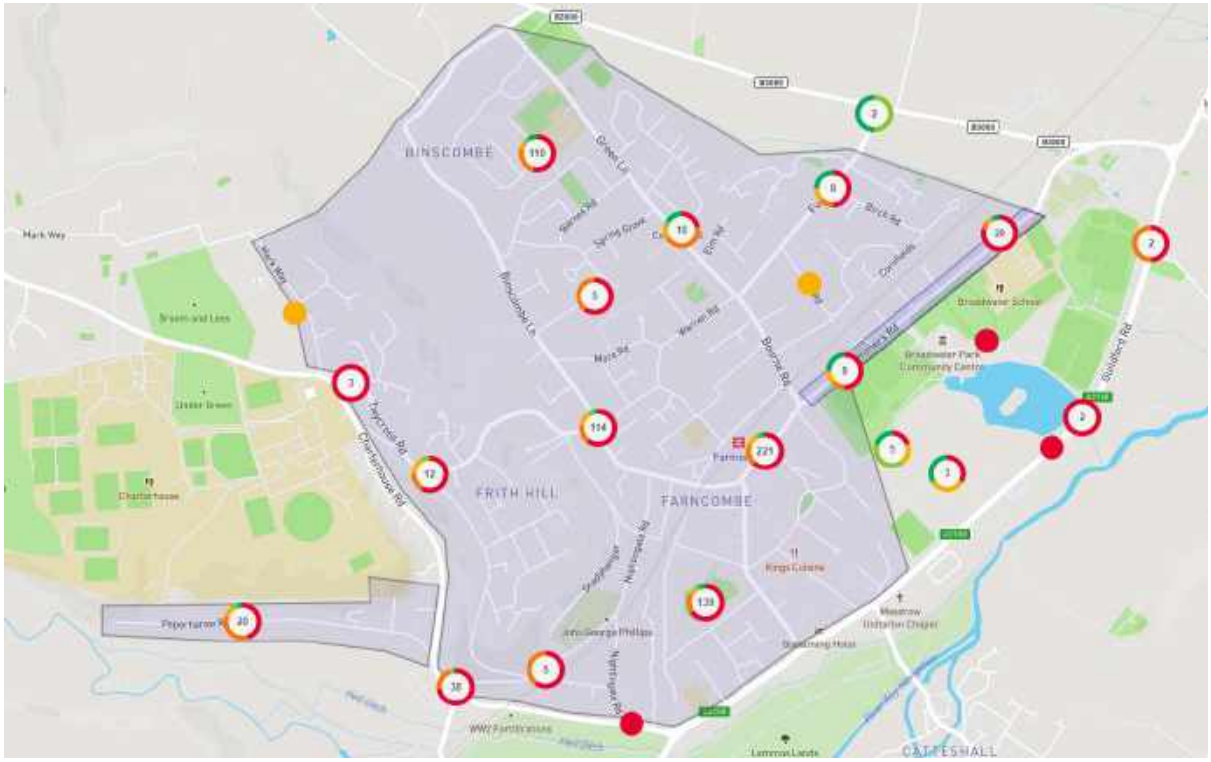


Figure 8 Interactive Map survey on Farncombe LSI Commonplace page[1]

The quantification of engagement considers session attendance and collective responses from organisations and groups (Table 2).

[1] Farncombe Local Street Improvements | Commonplace – Interactive Map Farncombe Local Street Improvements

Engagement responses metric	Total
Commonplace survey responses	754 (additional 640 reactions and a further 69 unconfirmed comments)
Commonplace website visitors	3,240
News Subscribers	501
Session attendance	130+
Emails or other	20
Elected members	County Councillor attended engagement sessions and the briefing. One Borough Councillor attended a briefing. Other Borough and Town Councillors also attended the sessions and introduced themselves to the project team.

Table 2 Engagement counts through various metrics

Age of respondents

To understand the degree to which the survey respondents are representative of the wider population, key characteristics of respondents are considered and compared with Waverley Borough's Census data 2021.

Concerning the age of respondents of the 479 respondents, 7 respondents did not disclose their age information, while 111 respondents did not answer the question. Those that did respond age groups are shown in Figure 9.

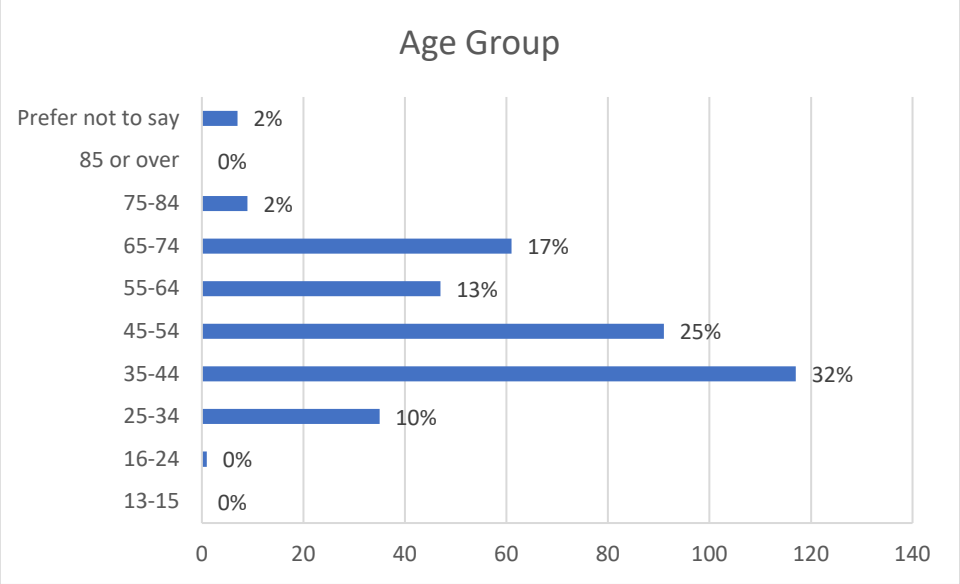


Figure 9 Age of respondents from Farncombe LSI Commonplace Survey.

According to the latest Census data, the average (median) age in Waverley Borough is 44 years[2], and in Godalming, Farncombe and Catteshall ward it is 41 years. This trend is reflected in the graph above, which indicates that the age groups with the highest number of comments are from those aged 35-44.

[2] https://www.ons.gov.uk/visualisations/censusareachanges/E07000216/

Figure 9 illustrates a lack of involvement from younger demographics at the outset of the engagement process. This indicates the necessity to explore the methods which we engage with younger individuals at the next stage.

Gender

Regarding gender, of the 479 individual people who provided comments to the survey, 312 answered the question on gender, 4% of these respondents did not disclose their gender through the survey. 51% identified as female, 44% as male, 1% as non-binary and 0.3% selected other (Figure 10).

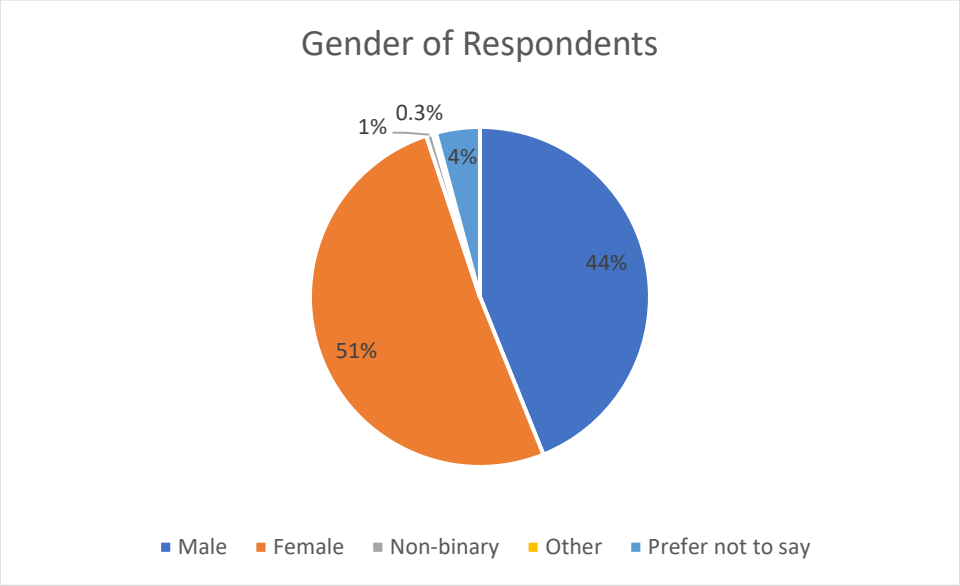


Figure 10 Gender of respondents from Farncombe LSI Commonplace Survey

Employment

376 respondents answered the employment question (Figure 11) of which 47% were 'working full-time', 17% 'retired' and 16% 'working part-time'. Only 1% were students which would suggest more needs to be done to reach out to this group.

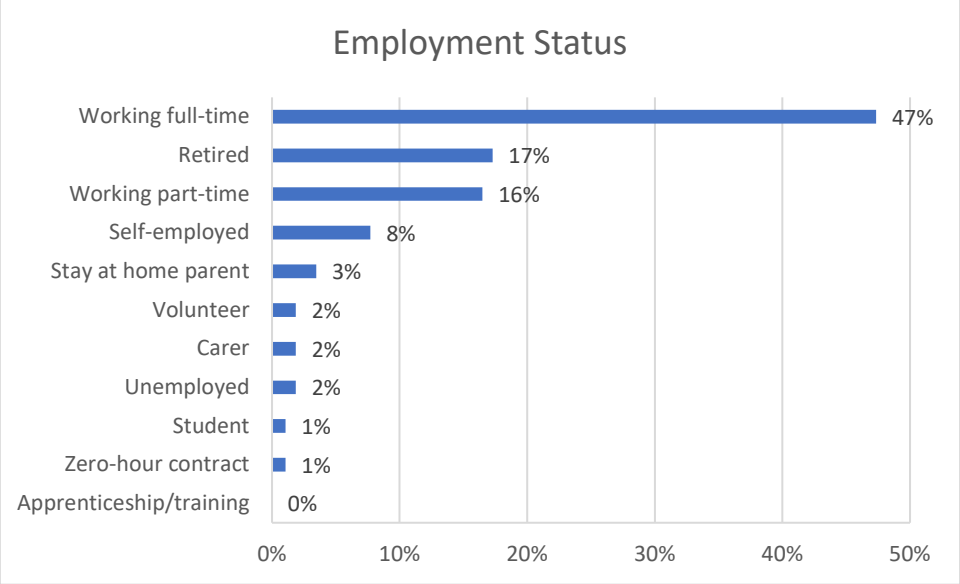


Figure 11 Employment status of respondents from Farncombe LSI Commonplace Survey

Connection to Farncombe

According to our records of the 451 who answered this question, 384 (85%) respondents reside in the area, with 56 (12%) indicating employment within the area and an additional 8 (2%) have a business in the area (Figure 12).

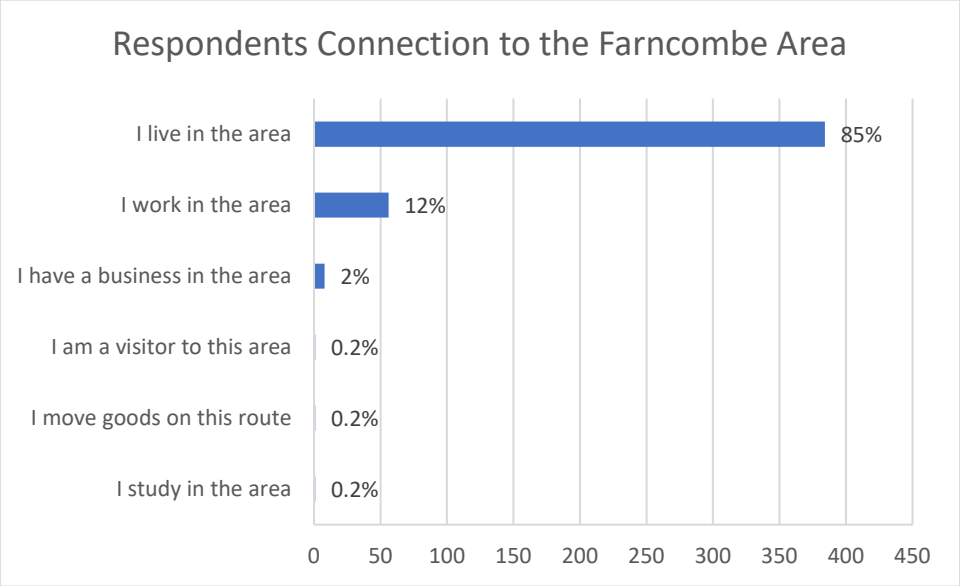


Figure 12 Respondents' connection from the Farncombe LSI Commonplace Survey

Respondents Wards

Respondents were geographically identified by ward, the Farncombe and Catteshall ward had 432 respondents based there, with 376 from the Binscombe and Charterhouse Ward. The wards covered by the Farncombe LSI zone being where the majority of respondents were based, shown in Figure 13. Only 14 were from adjacent Shalford.

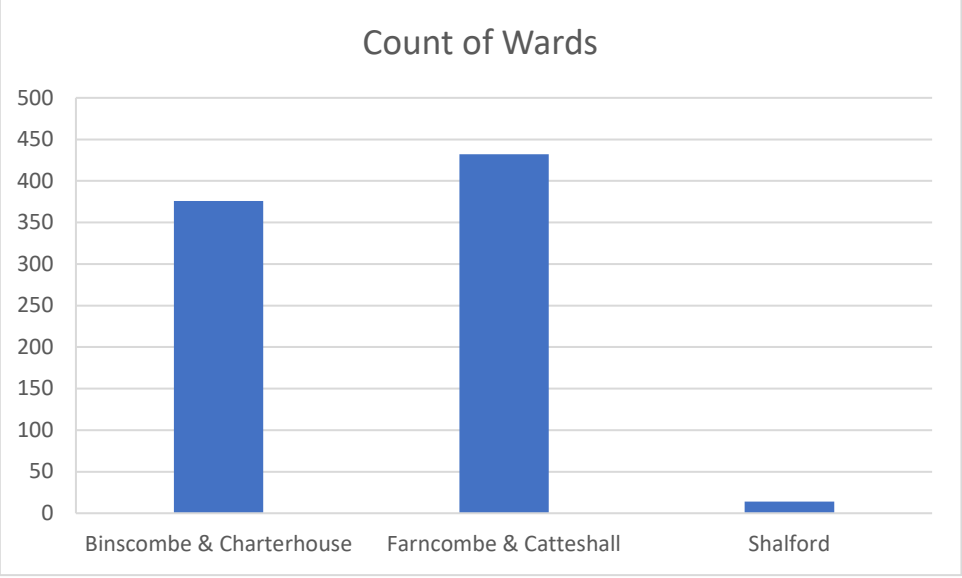


Figure 13 Commonplace Respondent's Wards

3.2 Travel mode in Farncombe

The responses in Figure 14 show that both walking (including with pram) and car (including driver and passenger) are the most used mode of transport in Farncombe with 384 and 370 respondents respectively. Respondents were able to select multiple choices in this survey question of "How do you usually travel in or around the area?".

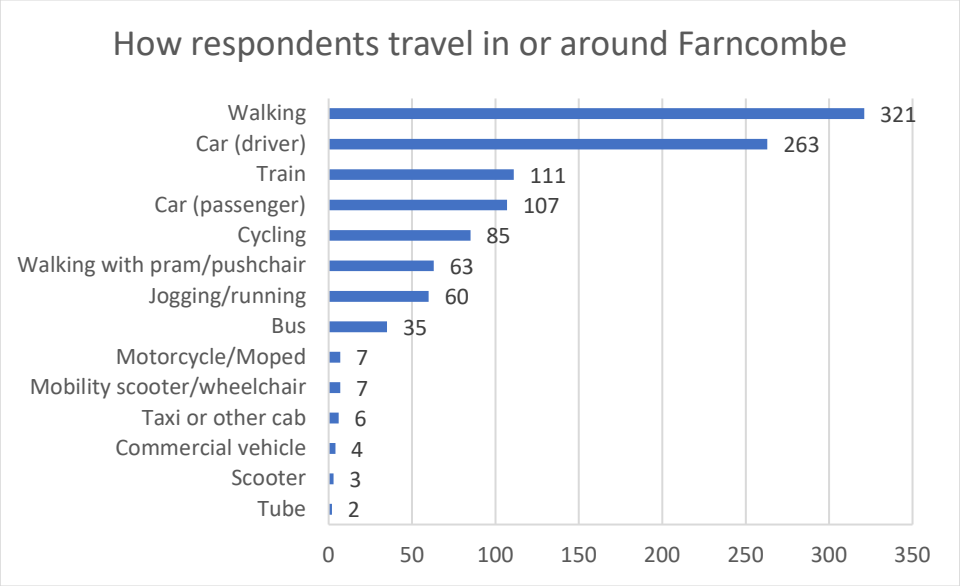


Figure 14 Response to "How do you usually travel in or around the area?" from the Farncombe LSI Commonplace Survey

3.3 Issues and opportunities

The survey prompted participants to mark a location on the interactive map where they pinpointed local transport issues or suggested solutions for the street improvements in Farncombe. It then inquired about their current feelings towards the chosen location.

Current feelings towards the area

There were predominantly negative sentiments towards the pinned locations which aligns to people identifying issues in the zone. As shown in Figure 15, the most common response to the question was 'negative' (60%), followed by 'mostly negative' (20%). Only 6% stating that they felt 'positive' and 5% 'mostly positive', with 9% 'neutral' about the selected location.

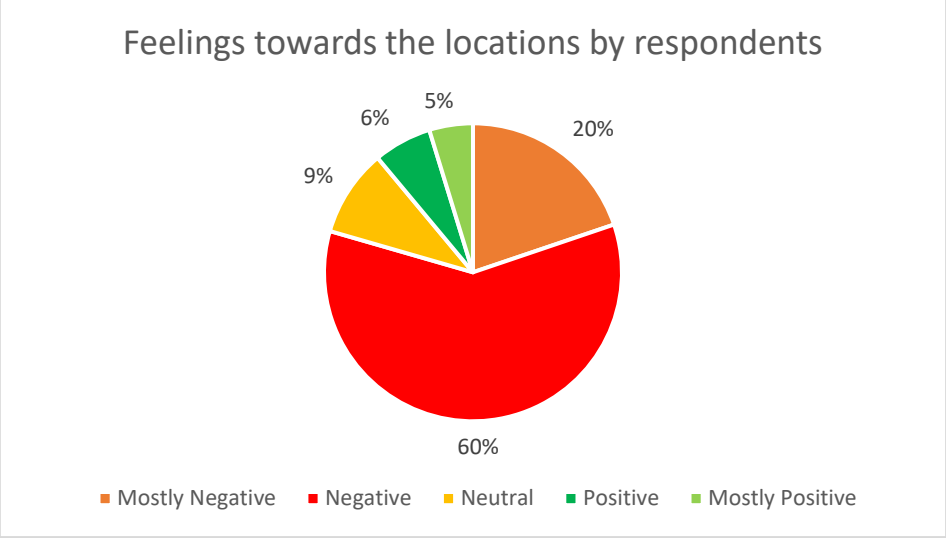


Figure 15 Respondents current feeling towards the area from the Farncombe LSI Commonplace Survey

Biggest issues by theme

The survey asked respondents to choose what they feel are the biggest issues in the zone, which gives an indication of what needs addressing. This question allowed respondents to select multiple answers while providing an option to add their own responses in a comments box (this is included in 'Other').

Figure 16 illustrates the most common issues that were highlighted on Commonplace.

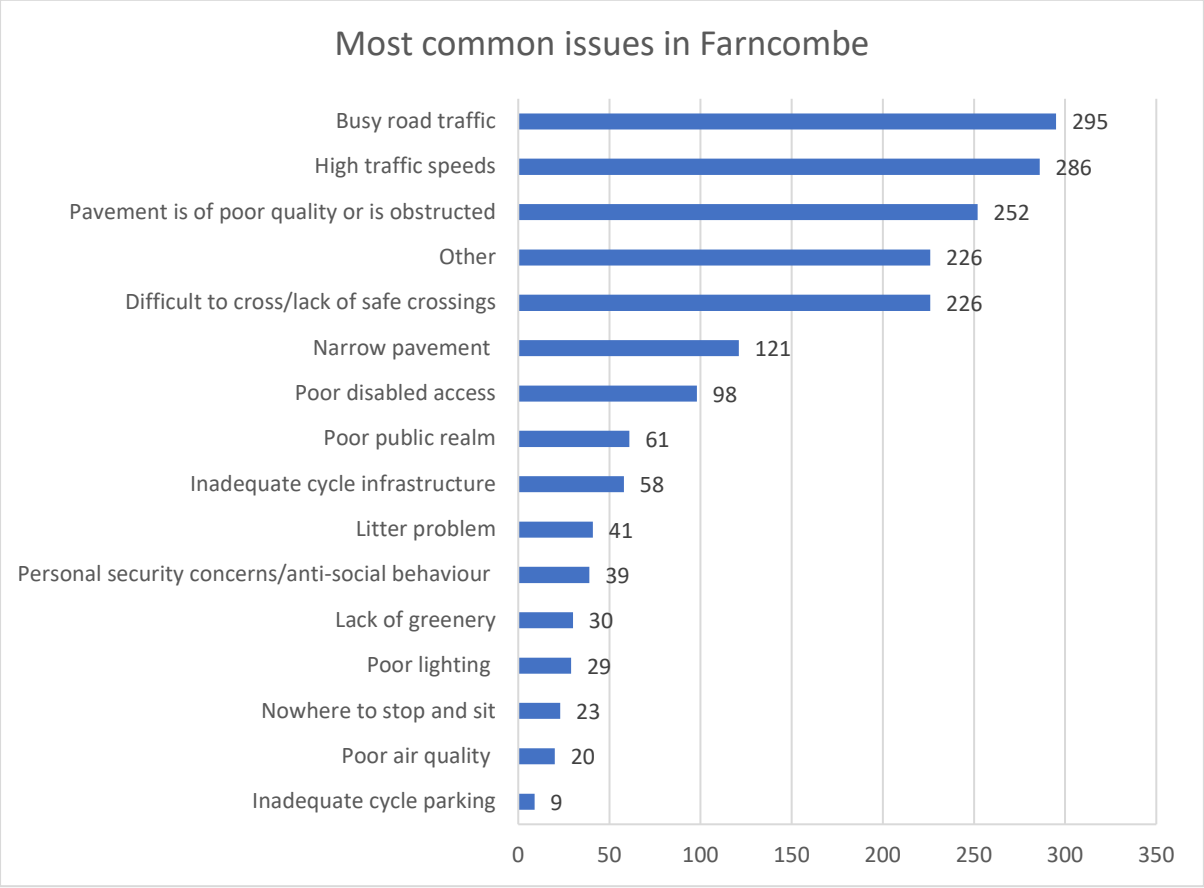


Figure 16 Most common issues in Farncombe

The results, as shown above in Figure 16, concluded that 'busy road traffic' and 'high traffic speeds' were raised the most, accumulating 295 and 286 responses respectively. The next popular was 'pavement is of poor quality or obstructed', which included parked cars (252 responses). It is important to consider the 'other' category which gained 226 responses. Within this category the following came up as common issues:

- Parking / Pavement Parking
- Unsafe road conditions / poor surface
- Lack of seat/shelter at bus stops
- Poor drainage
- Lack of / poor cycling infrastructure
- Poor accessibility
- Worn road markings

Biggest issues by road

There are varying issues noted across the roads in Farncombe with some issues on certain roads highlighted more frequently than others. Table 3 ranks the roads in descending order of transport issues raised in the survey. The top three issues noted within these roads are then listed. This was in response to the question "Please provide any further details on the issues in this location".

All comments have been assigned to a category or multiple where they cover more than one. The categories used are:

- **Traffic:** relates to high levels of vehicular traffic in an area and related issues such as congestion, delays and capacity.
- **Speed:** relates to speeds of vehicular traffic in an area, particularly speeding vehicles, speed limits and enforcement.
- **Road safety:** largely relates to safety issues affecting the carriageway, and encompasses a range of issues including road layout (e.g. junctions, carriageway width), visibility, and driver behaviour.
- **Parking:** relates to parking issues, such as inappropriate parking, lack of resident parking, parking on pavements and enforcement.
- **Poor pedestrian infrastructure:** includes a range of issues impacting pedestrians, such as pavement provision and quality (lack of and/or narrow pavements), dropped kerb provision, crossing points, safety and lighting.
- **Poor cycle infrastructure:** includes a range of issues impacting cyclists, such as safety, provision, and cycle parking.
- **Other:** includes a range of issues, largely relating to carriageway resurfacing, vegetation maintenance, and drainage, and also litter/bin collection, buses, and antisocial behaviour.

Issues	Count	Issues (Top 3 for each road)
Summers Road	64	Poor pedestrian infrastructure, parking issues, road safety
Farncombe Street	59	Poor pedestrian infrastructure, speed, parking issues
Binscombe Lane	51	Poor pedestrian infrastructure, speed, parking issues
Green Lane	43	Poor pedestrian infrastructure, parking issues, road safety
Farncombe Railway Station / Station Road	38	Poor pedestrian infrastructure, speed, parking issues
St John's Street	37	Poor pedestrian infrastructure, parking issues, speed
Binscombe	35	Speed, poor pedestrian infrastructure, road safety
Bourne Road	32	Poor pedestrian infrastructure, speed, parking issues
Peperharow Road	32	Parking issues, speed, poor pedestrian infrastructure
Hare Lane	30	Poor pedestrian infrastructure, parking issues, road safety
Nightingale Road	28	Parking, poor pedestrian infrastructure, speed
Meadrow	25	Poor pedestrian infrastructure, speed, road safety
Chalk Road	24	Poor pedestrian infrastructure, road safety, speed
Farncombe Hill	23	Poor pedestrian infrastructure, road safety, speed
The Oval / Fern Road	23	Parking issues, road safety, speed
Kings Road	22	Parking, poor pedestrian infrastructure, speed
Marshall Road	22	Poor pedestrian infrastructure, parking issues, poor cycle infrastructure
Upper Manor Road	21	Poor pedestrian infrastructure, speed, road safety

Deanery Road	20	Poor pedestrian infrastructure, road safety, speed
Furze Lane	19	Speed, road safety, poor pedestrian infrastructure
Railway footpath (Marshall Road to Farncombe Street)	18	Poor pedestrian infrastructure, poor cycle infrastructure
Llanaway Road / Llanaway Close	17	Poor pedestrian infrastructure, road safety, parking
Elizabeth Road	17	Parking, road safety, speed
Charterhouse Road	17	Poor pedestrian infrastructure, speed, road safety
Oak Mead	15	Poor pedestrian infrastructure, parking, speed
Badgers Close	14	Poor pedestrian infrastructure, parking, speed
Barnes Road	13	Poor pedestrian infrastructure, parking, road safety
Lower Manor Road	13	Poor pedestrian infrastructure, parking, road safety
Grays Road	12	Poor pedestrian infrastructure, parking, road safety
Twycross Road	12	Road safety, parking, poor pedestrian infrastructure
Frith Hill Road	10	Poor pedestrian infrastructure, road safety, speed
George Road	10	Parking, poor pedestrian infrastructure, traffic
Other (roads that were mentioned less than 10 times are included here)	200	Traffic, speed, poor pedestrian safety

Table 3 Biggest issues by road within the Farncombe LSI boundary

Some respondents placed a location pin on roads that border the Farncombe LSI scheme and these have been included. Following feedback, Charterhouse Road will now be included within the LSI zone.

Figure 17 shows the most commented issues for the Farncombe LSI zone, categorised from comments provided.

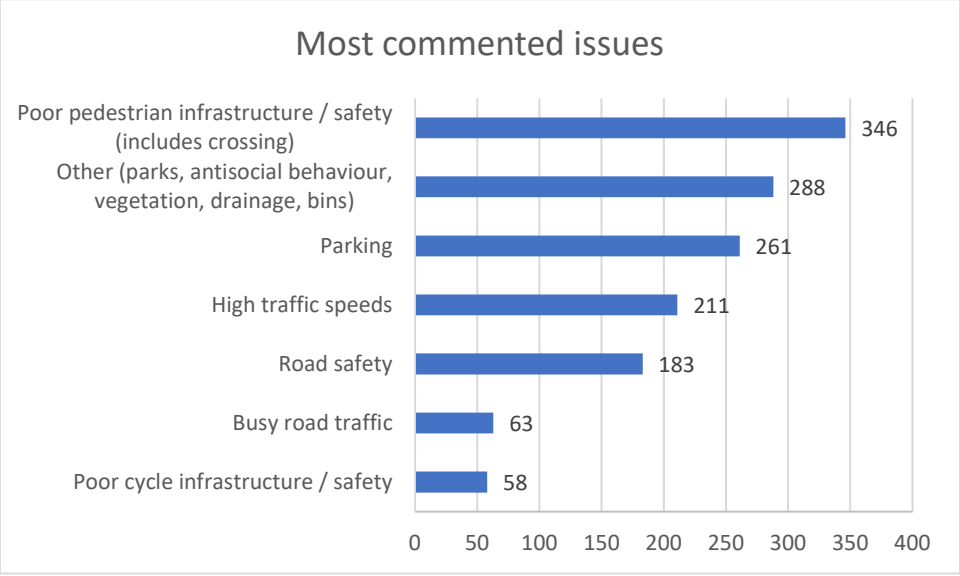


Figure 17 Most commented issues across the Farncombe LSI Zone

The top issues mentioned in the comments were poor pedestrian infrastructure, parking and high traffic speeds. The other category was also highly commented on, but this covers an array of issues.

Any issues out of scope for the local street improvements scheme will all be passed on to relevant teams and/or organisations. This includes general maintenance issues (including surfacing), fly tipping, playground/recreational improvements and anti-social behaviour.

How could we make it better?

In the survey, respondents were asked 'How could we make it better?'. This allowed them to make suggestions regarding how the location could be improved through delivery of the LSI scheme. The suggested improvements generally correlate with the issues identified in the previous section. Table 4 summarises the suggested solutions to key transport issues.

Issues	Issues Count	Suggested solutions
Poor pedestrian infrastructure and safety	**346**	Widening pavements in areas, adding more greenery, levelling/resurfacing of pavements, stopping pavement parking, address lack of pavements in specified areas and new crossing points.
Other	**288**	Vegetation maintenance, railway station improvements, drainage improvements, road maintenance, improved security and safety, bin collections and bus improvements
Parking	**261**	Parking enforcement, parking patrols, changes to permit system, parking cameras to restrict illegal parking, more double yellow lines, addressing parked delivery vehicles and other
Speed	**211**	Traffic calming measures, reduced speed limits, speed cameras and enforcement
Road safety	**183**	Increased visibility for drivers (i.e. reducing height of fences/hedges where it restricts drivers view), improved signage, resurfacing of roads
Traffic	**63**	Restrict HGV movements on particular routes, schools should encourage walking, cycle lanes to schools, high levels of traffic.
Poor cycle infrastructure and safety	**58**	Improved cycle lanes, better signage, collaborate with LCWIP

Table 4 Summarised suggestions targeted to main transport issues

To give an overall picture of suggested solutions across the Farncombe LSI zone, Figure 18 shows the most commented solutions. Pedestrian improvements are the most frequently commented solution, with 'other', parking changes / enforcement and reduced speed as the other top solutions.

The 'other' category covers an array of solutions such a vegetation maintenance, railway station improvements, drainage improvements, road maintenance, improved security and safety, bin collections and bus improvements. The solutions noted in the 'other category' are largely solutions which will be tackled separately to the scheme. Issues and solutions covered here will be passed on to the relevant teams within Surrey County Council.

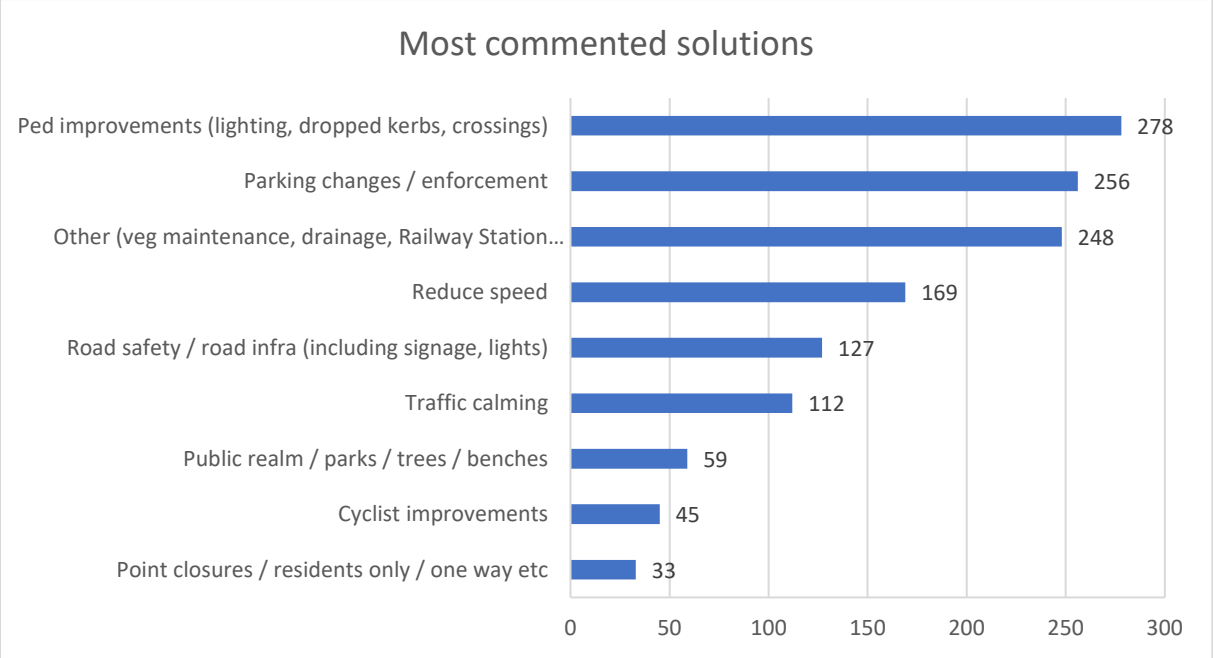


Figure 18 Most commented solutions across the Farncombe LSI Zone

Figure 19 below is a word cloud from all the comments submitted under solutions. The key words here are road, speed, parking, traffic, pavement and crossing. These match up with the analysis in the previous sections which suggest solutions of parking enforcement, reducing speed limit, speed cameras and traffic calming.

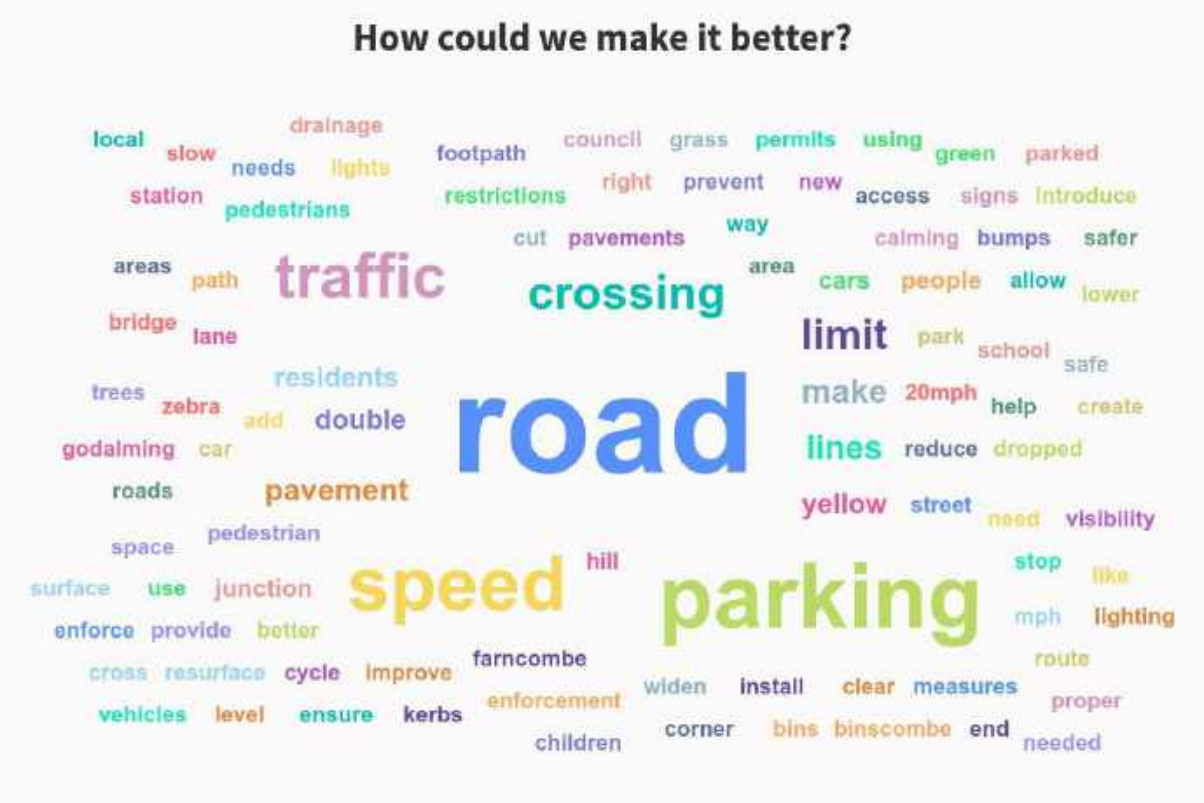


Figure 19 Word cloud from respondents showing the most used words related to solutions

Issues and solutions from the drop-in engagement sessions

We held two drop-in engagement sessions which were attended by over 130 members of the public. Below are the key transport issues and roads identified at engagement sessions which were noted by our Surrey County Council officers. Specific locations with issues and solutions discussed with members of the public has also been noted separately to ensure these can feed into the designs at the next stage.

Issues

- Narrow and uneven pavements (due to pavement parking, overgrown vegetation etc) and lack of pavements
- Poor accessibility (for wheelchair users, visually impaired)
- Difficult to use pushchairs and wheelchairs on some pavements due to pavement width and lack of dropped kerbs
- Maintenance of public highway and pavements (vegetation, road markings, surfacing)
- Parking in Farncombe generally and in particular Farncombe Railway Station (lack of parking, parking on nearby residential roads, cost of car parks) and inappropriate parking
- Difficulty cycling due to road surfacing, e.g. on Summers Road rat running on some roads at excessive speeds, and speeding. Drainage issues within the highway boundary and leaves blocking drains
- Poor visibility in some locations due to parked cars and overgrown hedges
- HGVs damage pavements (especially for shop deliveries)
- Limited bus frequency
- Need for pedestrian crossings (particularly to serve schools)

Solutions

- 20mph zone around schools and shopping areas (some residents wanted focused 20mph whilst others wanted 20mph for the whole of the Farncombe LSI zone)
- Suggestion of speed cameras
- Traffic calming and speed bumps where appropriate
- Hedge trimming should be enforced/encouraged for residents and/or mirrors to improve visibility
- Double yellow lines in specific locations
- Discussion of permit parking (some attendees were supportive and others were not supportive)
- Short term free parking near shops
- Bus investment and improvements (bus stops/shelters, frequency, real time information)
- Widen footpath along railway line (connecting Marshall Road and Farncombe Street)
- Pedestrian crossings, for example on St Johns Street, near schools, and other suggested locations
- Dropped kerbs and improve pavements (address camber issues)
- Introduce more greenery
- Collaboration with LCWIP proposals
- One-way systems e.g. around Farncombe Railway Station

Issues and Suggestions from Emails

In total 20 emails were received by the project team. A range of issues and solutions were identified. Issues commented that are unrelated to this project have been passed on to the relevant teams. The LSI related emails have been summarised into issues and solutions.

Issues:

- Uneven and unsafe footpaths
- High traffic speeds
- Dangerous junctions such as New Pond Road and Summers Road
- Lack of seating and shelters at bus stops
- Hedges/vegetation blocking driver visibility and causing issues for visually impaired, wheelchair and buggy/pushchair users.
- Weeds/undergrowth on pavements
- Inappropriate parking, for example at junctions or opposite driveways, which can impact access (e.g. for buses) and obstruct sightlines.
- Parking on pavement which can impact pedestrian access
- Lack of parking for Binscombe Surgery
- Lack of parking for residents
- Lack of dropped kerbs (e.g. Badgers Close)
- Drainage issues and flooding

Solutions:

- Resurfacing of pavements and shared use paths
- 20mph speed limits
- Double yellow lines at junctions to improve safety and access
- Create a no left turn out of Summers Road and a no right turn into Summers Road.
- Handrail provision on steep pavements
- 4-hour parking on streets so those who use street parking can get a permit
- Clean up the shops and pavements at St Johns Street/Farncombe Street (litter, dog waste)
- Provision of dropped kerbs
- Enforce no entry and one way round North Street
- Remove speed bumps (keep near schools)
- Make things more pleasant
- Camber and surfacing of pavements
- Provision of cycle paths, and cyclist safety along specific roads such as Summers Road (the Oval to St Johns Street)

Issues noted that have been passed on to relevant teams:

- Highway resurfacing/maintenance.
- More police / traffic wardens to enforce traffic regulations.
- Regular litter and street cleaning, and litter and rubbish collection to be improved. More facilities for litter and recycling.
- Contractors to remove signage when works complete.
- Ensuring residents cut back hedges close to pathways so people can walk by safely. General vegetation maintenance and clearing pavements.
- Improve cycle path along the Guildford Road to ensure cyclists do use these.
- Address drainage issues, including those related to vegetation, and flooding.
- Level crossing noise alert has increased in noise level.
- Charging cables over pavements (for electric vehicles).

4. Lessons Learnt and Recommendations

4.1 Communications and promotion

Along with the residents' letter distribution, posters (Figure 3) were put up across the LSI zone during the engagement period. Additionally, Farncombe LSI had paid social media ads and various posts on the Surrey County Council social media to ensure a wider audience were reached and aware of the early engagement.

Our Commonplace page tracked visitors which included 1,163 direct traffic, 813 email traffic, 645 referral traffic and 463 paid social out of the total 3,240 visits by unique visitors.

Of the survey respondents 44% found out about the engagement by letter, 21% via posters, 17% via social media, 17% by word of mouth and 1% via the drop-in events, shown in Figure 20.

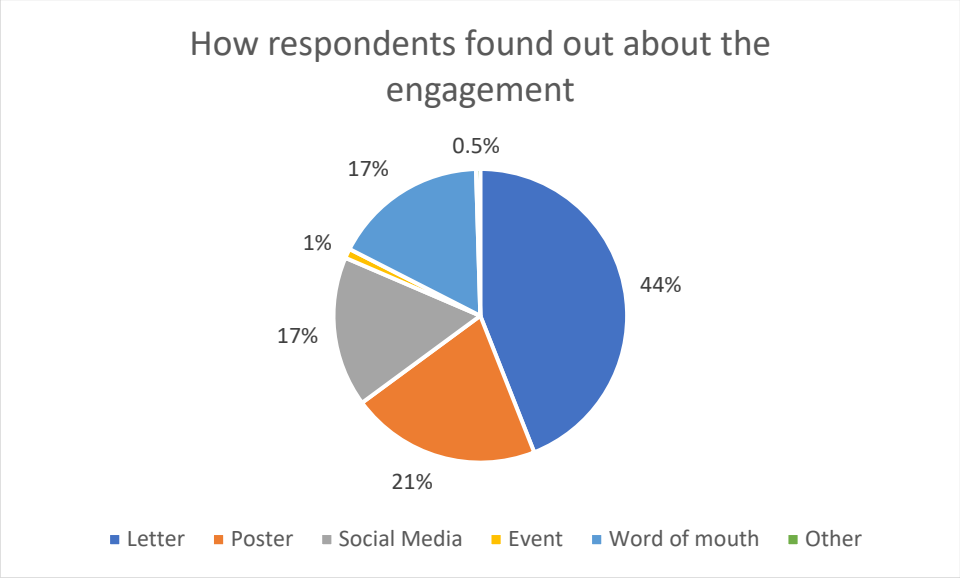


Figure 20 How respondents heard about the survey

Based on the above for the next round of engagement it is critical the letter distribution is conducted to inform residents and businesses. The letter must be delivered in a timely manner with plenty of notice of the engagement and in-person drop-in sessions.

An important lesson learnt is the lead time on production and distribution of promotion materials should not be underestimated, and working closely with the Surrey County Council Communication Team to coordinate engagement launch is critical. Measures to improve consistency across promotion includes rolling out schemes in close succession and coordination with 3rd party projects. This includes close coordination with the Waverley LCWIP (Local Cycling and Walking Infrastructure Plans).

4.2 Representativeness of engagement

The next stage of engagement for Farncombe LSI could consider more targeted engagement activities with the aim to reach stakeholders that are less likely to respond to the online survey. It was hard to reach the younger population and those who study in the area.

4.3 Engagement session planning

Thoughtful consideration on sessions location and dates are influential to the success of a session. Some key points of consideration when session planning for the next stage are the accessibility and connectivity of the venue, both venues were key destinations located at the centre of Farncombe. Furthermore, ensuring the timing of the sessions will capture the largest audience is important, such as coinciding with other local sessions. We were unable to align the second session with Farncombe Market, however sessions still had good attendance and covered a range of times to maximise the number of people who could attend. Hosting the sessions outside and using the Surrey County Council branded gazebo worked very well, as people could find the session more easily and it attracted passersby. The weather forecast is a key consideration when planning this type of session and, depending on the timings of the next sessions, an inside venue may be required.

4.4 Survey design and accessibility

Commonplace has a built-in accessibility tool by UserWay allowing users to set various adjustments to the displayed content. While considering accessibility, we have also presented alternative methods to provide responses through emails or in person drop-in sessions. Additionally, a large print version could be requested. Going forward, more consideration should be placed on the design of web content and survey to facilitate the use of a screen reader allowing users to access the interactive map and/or survey.

Another consideration is that the survey should be designed not only by relying on the existing Commonplace template but be reviewed on its accessibility of language. One of the feedback items is peoples' comprehension to the 'Current Feelings Towards the Area' question which is not only subjective but also confusing. For example, some respondents voted 'Positive' despite wanting to see improvement at the pinned location.

In the next round of engagement, the survey prompt can be improved by setting a clearer analysis model to generate useful data for design.

5. Summary

5.1 Engagement dashboard

The engagement dashboard is a snapshot produced within the engagement plan, providing a summary of stakeholders' information, engagement activities and indicative level of support. Figure 21 is the dashboard captured at the end of Farncombe LSI Early Engagement. The profile will evolve as further engagement activities are conducted across the lifecycle of the project and new stakeholders are added as appropriate. It should be noted that the Amber RAG status does not mean they do not support the scheme, it just indicates no specific response/undecided at this early stage.

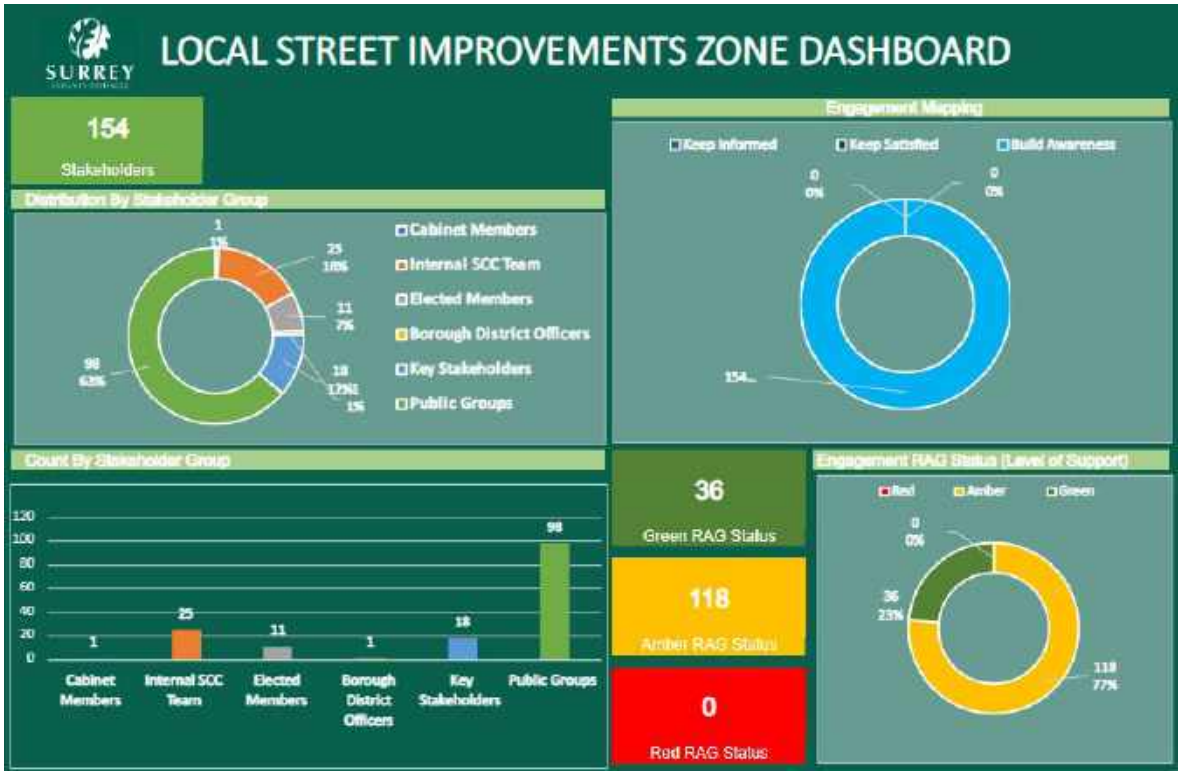


Figure 21 Engagement Dashboard created from Farncombe LSI Stakeholders Engagement Plan

At present, the Farncombe LSI project involves stakeholders and groups, predominantly comprised of members from public groups and local businesses.

5.2 Summary

This report has detailed the process and findings of the early engagement for the Farncombe LSI scheme, which was carried out between 26 August and 6 October 2024. Throughout the project timeline, we were able to build awareness with key stakeholders' groups via multiple calls and engagement sessions, including two drop-in sessions held at Farncombe Railway Station Car Park and Farncombe Day Centre Car Park.

Our Commonplace website has tracked a total of 3,240 unique visitors to the page during the consultation period and recorded 754 responses to the interactive map survey (a further 69 comments have been recorded which weren't confirmed by the users). A further 680 reactions to those comments were also posted.

In Farncombe the most used mode of transport was walking (including with pram) and car (driver and passenger) with 384 and 370 respondents respectively. There is scope to increase usage of sustainable transport and active travel modes within the zone.

As expected, given that respondents were requested to identify issues for improvements, there were predominantly negative sentiments towards the pinned locations. As shown in Figure 14, the most common response to the question was 'negative' (60%), followed by 'mostly negative' (20%). Only 6% stated that they felt 'positive' and 5% 'mostly positive' about the selected location, with 9% neutral. Given the questions were around identifying issues, these feelings towards the locations were to be expected.

The transport issues question which asked respondents to select specific issues concluded that 'busy road traffic' and 'high traffic speeds' were raised the most, accumulating 295 and 286 responses respectively. The next popular was 'pavement is of poor quality or obstructed', which included parked cars (252 responses). It is important to consider the 'other' category which gained 226 responses. When respondents were asked to expand their selection with a comment, the top issues mentioned were poor pedestrian infrastructure, parking and high traffic speeds. The other category was also highly commented on, but this covers an array of issues.

Pedestrian improvements are the most frequently commented solution, with 'other', parking changes / enforcement and reduced speed as the other top solutions. The 'other' category covers an array of solutions such as vegetation maintenance, railway station improvements, drainage improvements, road maintenance, improved security and safety, bin collections and bus improvements. The solutions noted in the 'other category' are largely solutions which will be tackled separately to the scheme. Issues and solutions raised will be passed on to the relevant teams within Surrey County Council.

Overall, responses were in favour and offered support for implementing street improvements across the Farncombe LSI zone. This was shown through commonplace suggested solutions of 20mph zones, improving pedestrian crossings, road safety, traffic calming and public realm improvements. Moreover, there were plenty of positive conversations at the public engagement events discussing various issues and solutions which could be implemented as part this scheme. All feedback will now feed into the feasibility design development, focussing on key areas and where the most benefits for the LSI objectives can be achieved.

The feedback and findings from the early engagement shows there is support for improvements in the area and to continue the LSI design development. Alongside this feedback, the project team will be using transport survey data to shape initial feasibility proposals. All design proposals will work towards the overall LSI scheme aims to plan, design and create safer, healthier and more attractive

local environments that encourage walking, wheeling and riding to increase opportunities to live and work locally. LSI schemes also aim to create welcoming neighbourhoods that people want to spend time in and residents take pride in. A further stage of informal engagement will be held giving the public the opportunity to feedback on the feasibility designs. Following this, there will be a further design stage and opportunity for local stakeholders to have their say again, ensuring a collaborative and community led design approach throughout.

Appendices

Appendix A: Commonplace interactive map survey questions

Part A: Survey questions

Where have you placed your pin? (Such as road name)

How do you feel about where you have placed your pin?

Positive, Mostly Positive, Neutral, Mostly Negative, Negative

What are the most important issues in this location? Please select from the below.

High traffic speeds, Busy road traffic, Poor air quality, Narrow pavement, Pavement is of poor quality or is obstructed (e.g. by parked vehicles), litter problem, difficult to cross/lack of safe crossings, poor disabled access, personal security concerns/antisocial behaviour, poor lighting, nowhere to stop and sit, lack of greenery, poor public realm, inadequate cycle infrastructure, inadequate cycle parking, add something else

Please provide any further details on the issues in this location.

How could we make it better?

How did you find out about us?

Letter, poster, social media (please specify), session, word of mouth, add something else

Part B: Information about respondents

What is your connection to the area?
I live in the area, I commute through here, I work in the area, I have a business in the area, I am a visitor to this area, I study in the area, I move goods on this route

What is your home postcode?

What is your work postcode?

What is your age group?

13-15, 16-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85 and over, Prefer not to say

What is your employment status?
Working full-time, Working part-time, Zero-hour contract, Self-employed, Apprenticeship/training, Student, Retired, Unemployed, Stay at home parent, Carer, Volunteer, Other

How do you usually travel in or around the area?

Walking, Walking with pram/pushchair, Jogging/running, Cycling, Mobility scooter/wheelchair, Motorcycle/Moped, Bus, Taxi or other cab, Car (passenger), Car (driver), Commercial vehicle, Scooter, Train, Tube, Other

How would you describe your gender?

Man, Woman, Non-binary, Prefer not to say

Do you consider yourself to be trans? (Trans is an umbrella term to describe people whose gender identity is not the same as the sex they were assigned at birth)
Yes, No, prefer not to say

Do you consider yourself as having a disability or long-term health condition?
Yes – sensory impairment, Yes – physical/mobility impairment, Yes – mental health condition, Yes – learning disability/difficulty, Yes – long standing illness or health condition, No, Prefer not to say

What is your ethnicity?

Options are those provided in 2021 Census to enable local benchmarking.

Appendix B: Residents letter

SURREY
COUNTY COUNCIL

August 2024

Dear Resident/ Occupier,

Subject: Farncombe Local Streets Improvements

We are writing to you as we want to work with and seek views from people who live, work, travel through and spend time in the Farncombe to help identify the key local transport issues in local community and what could be changed to improve the streets in Farncombe to make them a safer, healthier and more attractive spaces with appropriate vehicle speed limits and improved facilities for walking, wheeling and riding.

Farncombe has been identified as an area to be included within the first tranche. For this area funding has been made available to develop design proposals. However, a bid for further funding will be necessary for us to be able to construct our proposals.

The findings from this engagement stage will help shape our initial proposals. We will then carry out two further rounds of engagement and consultation where we will showcase our designs for local stakeholder comments.

Share your views

To Share your views please visit farncombelsi.commonplace.is or scan the QR code below. On these pages you will be able to find out more information about the project and share your views. If you require a printed or large print version, please contact us using the details at the bottom of this letter. The online survey will be open between 26 August 2024 till 6 October 2024.

Opportunities to share your views in-person

We are hosting two engagement sessions in Farncombe where officers from Surrey County Council will be on hand to answer your questions and gather your views and feedback.

- Monday 16 September, 3pm - 7pm at Farncombe Railway Station Car Park, GU7 3NF.
- Saturday 28 September, 10am - 1pm at Farncombe Day Centre Car Park, GU7 3EJ.

surreycc.gov.uk



If you would like to contact us:

- Phone: 03456 009 009
- Textphone via Relay UK: 18001 03456 009 009
- Text SMS: 07860 053 465
- Email: localstreetimprovements@surreycc.gov.uk
- Post: FAO Contact Centre, First Floor, Dakota, De Havilland Drive, Weybridge, Surrey KT13 0YP

If you contact us via Email or Post, please use the subject matter as Farncombe Local Street Improvements to enable us to deal with your enquiry quickly. Thank you.

We want to ensure everyone can have their say and that no one is left behind. If you would like this information in an alternative format, please contact us via our accessible contact details above.

Yours Faithfully,

Surrey County Council