



# ***AN OPPORTUNITY FOR A TRANSPORT REVOLUTION IN FARNHAM?***

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# VIEWS FROM OUTSIDE THE WORLD OF CYCLING!



[WEA](#)

1	Industrial 5G: Enterprise Untethered	
2	Cycling's digital transformation: Making cycling faster, easier, and safer	
3	The ears have it: The rise of podcasting	
4	AVOD arises: Half a billion pounds in 2020	
5	Robots on the move: Professional service robots set for double-digit growth	

U.K. version of Deloitte's innovations report cites cycling as second most important innovation to ... [\[+\]](#)

[Forbes New article](#)

# ***CURRENTLY IN FARNHAM***

- Pollution - in the top 3% of UK's most polluted towns in the UK
  - Air pollution now kills more people than smoking (Reuters 2019)
- Road congestion, even outside rush hours
- Car park congestion/full car parks most days
  - How will more shoppers get into the Brightwells development?
- Nationally 45% of children driven to school, average 1.6km, a 1% increase this year
- Climate emergency declarations by all 3 councils



# GRIDLOCK IN 2021?



Approved builds, occupation starts 2021

400 new parking spaces in Brightwells  
Yard Development

139 new flats in Woolmead  
Development

120 new homes in Crondall Lane

95 new homes, Folly Heights

350 new homes, Badshot Lea

*Increases in*

Air Pollution  
Traffic Congestion  
Parking Congestion  
Struggling retail

Being considered

1. Northbrook Park 800 homes

Being considered

2. Coxbridge Farm 340 homes

Ready 2025-32

3. Government targets added to Local Plan

The Last Queen's Speech included legally  
enforceable air pollution targets after Brexit

# ***NEW AFFORDABLE TECHNOLOGY***

- A revolution in affordable cycle technology has taken place
- New consumer technology has arrived
- Electric-assist bikes make hills disappear → cycling for the masses
- 40% of bikes sold in Germany are electric-assist



Argos electric-assist bikes



Halfords cycle trailers from £80



Hopefully legalised soon

# DfT NATIONAL TRAVEL SURVEY 2016



**Over half of all trips by car are short enough to be walked or cycled** NTS

In 2016, 56% of car driver trips were under 5 miles, with 17% between 1 and 2 miles and just 6% under 1 mile. Travelling by car (both driver and passenger) accounted for 59% of all trips between 1 and 2 miles and 17% of all trips under 1 mile.

Chart 25: Mode share of trips, by length and main mode, England, 2016 [NTS0308]

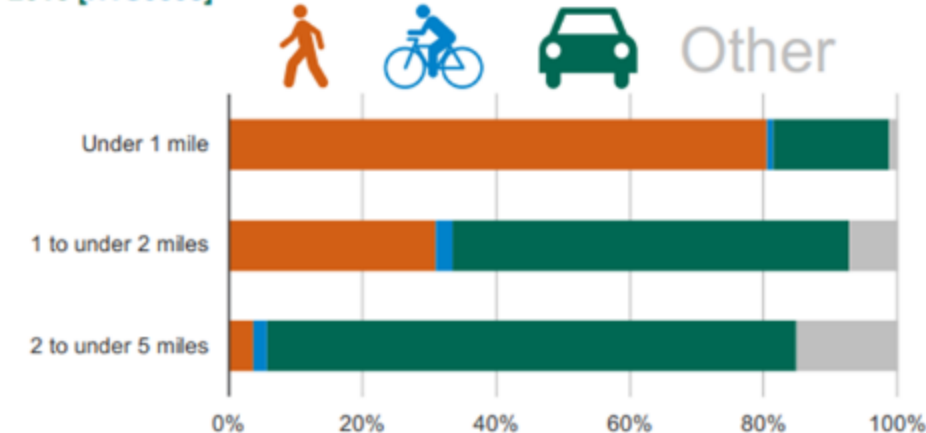
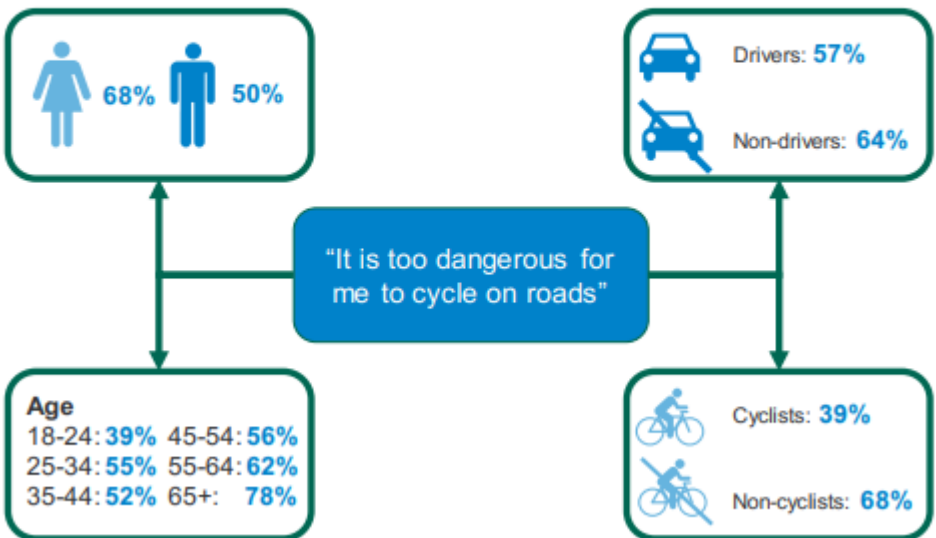


Chart 29: Proportion of adults aged 18+ who agree with the statement "It is too dangerous for me to cycle on the roads", by gender, age band, cycling and driving status, England, 2016 [ATT0313]



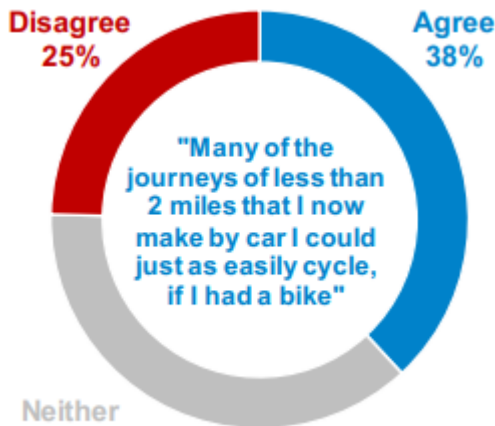
Department  
for Transport



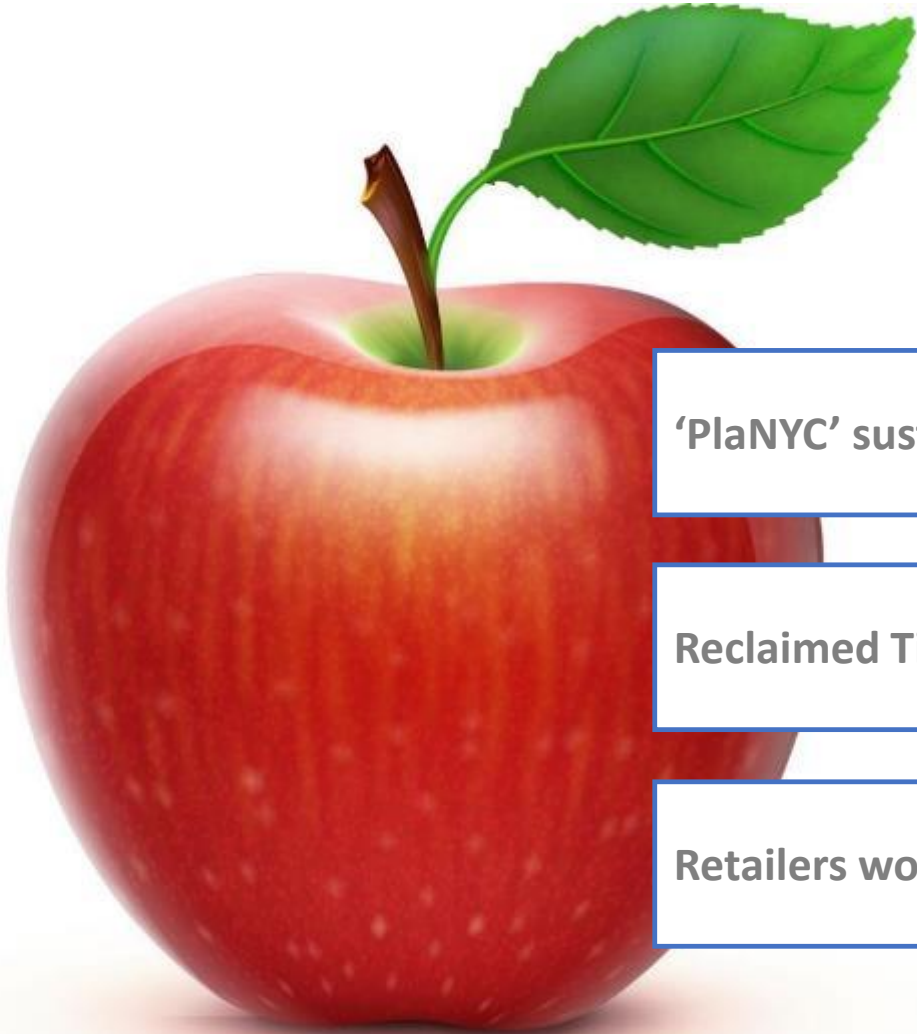
**Walking and cycling are the most enjoyable modes of travel** TUS

According to the UK Time Use Survey 2014/15, where respondents were asked to report on their enjoyment of their time throughout the day on a scale from 1 ("not at all") to 7 ("very much"):

- ▶ Walking had an enjoyment level of 5.35 and cycling had an enjoyment level of 5.38 (although there was a low sample size for cyclists). Both of these levels were significantly higher than the enjoyment level for travelling by car (5.05) and public transport (4.66).
- ▶ Walking was found to be a more enjoyable mode of travel than car and public transport, irrespective of the purpose of the travel.



# MEANWHILE IN NEW YORK



**'PlaNYC' sustainability plan: build 400 miles of bike lanes**

**Reclaimed Times Square for pedestrians & cyclists**

**Retailers worried about bike lanes saw a 49% increase sales increase \***

\* 'Building the Cycling City' – Melissa & Chris Bruntlett

# A CYCLE SUPERHIGHWAY THRO' THE TOWN?



## Requirements:

- Dutch style network will get people out of cars
- Physically segregated from road in town
- Better to avoid complete road closures
- Safe for 'unaccompanied 12 year old'
- There is a need to link up key destinations :
  - Train station, 4 schools, university, leisure centre, retail park, skate park, town centre shops, 2 supermarkets, library, doctors surgery, Maltings art centre
- There is a need to link into other existing cycle paths to form a wider network



London September 2019

(video on Youtube)

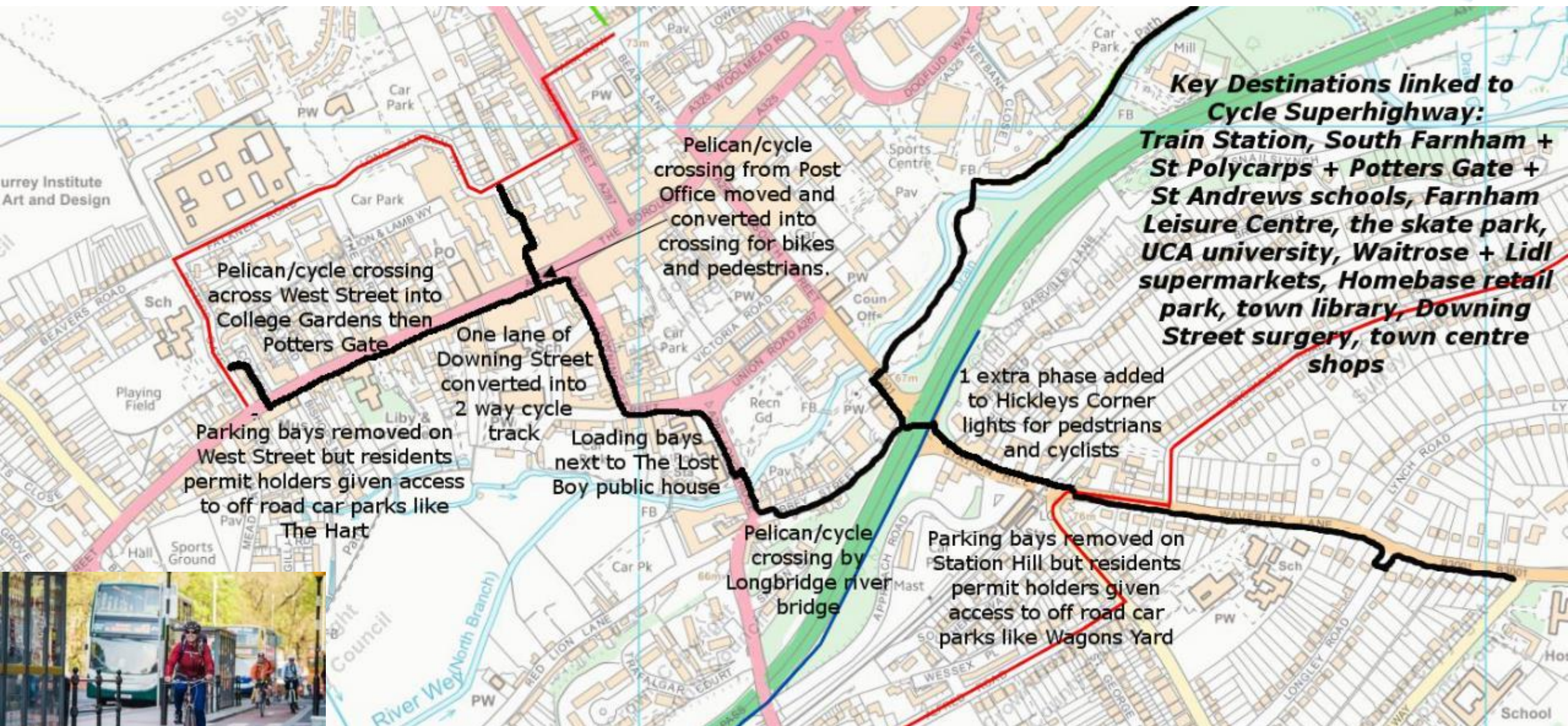
# INDEPENDENCE IN SAFETY IN CLEAN AIR



- Farnham public can **choose** to leave cars at home
- Relieves parking congestion
- Physical & mental health benefits
- Independence for young people
- Faster travel & parking in town



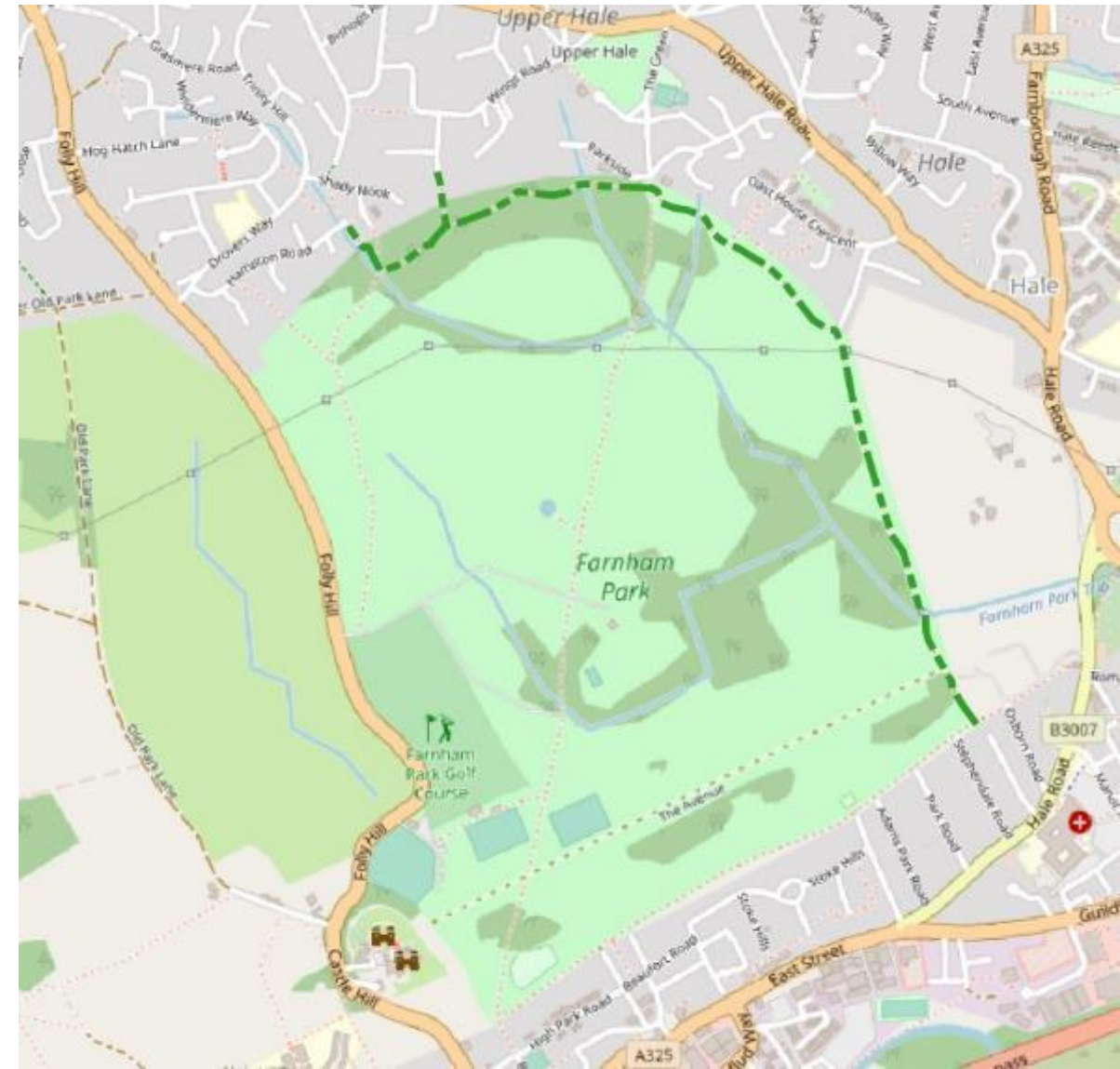
# ONE OPTION FOR A ROUTE THRO' TOWN CENTRE



# ***HALE TRAIL & WEYSIDE GREENWAY ONLY FORM A NETWORK IF LINKED ACROSS THE TOWN CENTRE***



- Eastern Border Path or 'Hale Trail' already part-way through official planning process
- Lights to be added Farnham Park at request of UCA university
- Weyside Greenway only needs small upgrade



# ***SURVEY OF TRAIN COMMUTERS – FARNHAM 22<sup>ND</sup> OCT 2019***

- Farnham's largest car park is at the station
- Gap in the 2011 census regarding commute to station

**'Yes, I would use the new cycle track'**

**667**

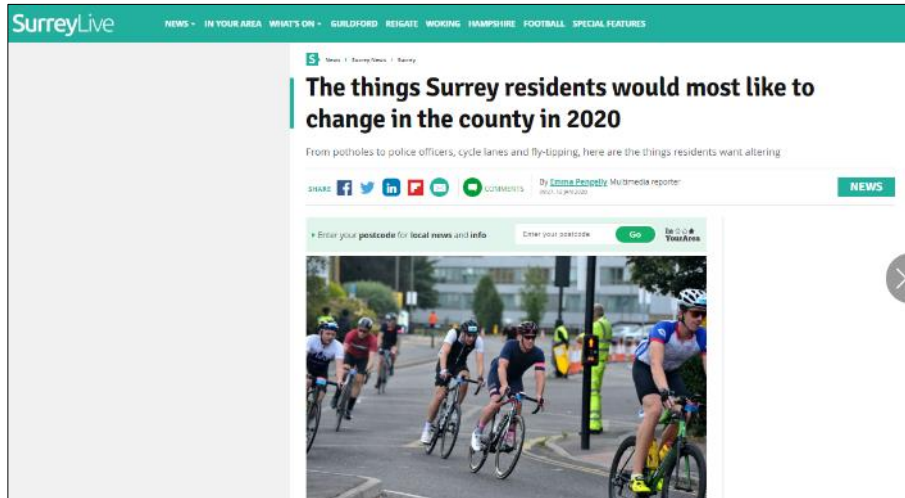
**'No, I would not use the new cycle track'**

**136**

- So 5:1 in favour, or more significantly
- Up to 1300 journeys per day by bike



# RECENT NEWSPAPERS ARTICLES



GetSurrey residents' survey showed cycle lanes in top 6 things to fix in Surrey – Jan 2020



ph - Dec 2019



Metro - Jan 2020



The Times reporting W.H.O. - Dec 2019



Herald - Nov 2019



Guardian - Dec 2019



[www.farnhamcyclecampaign.org.uk](http://www.farnhamcyclecampaign.org.uk)

[www.facebook.com/FarnhamCycleCampaign](http://www.facebook.com/FarnhamCycleCampaign)

[twitter.com/CycleFarnham](https://twitter.com/CycleFarnham)

[www.youtube.com](http://www.youtube.com)

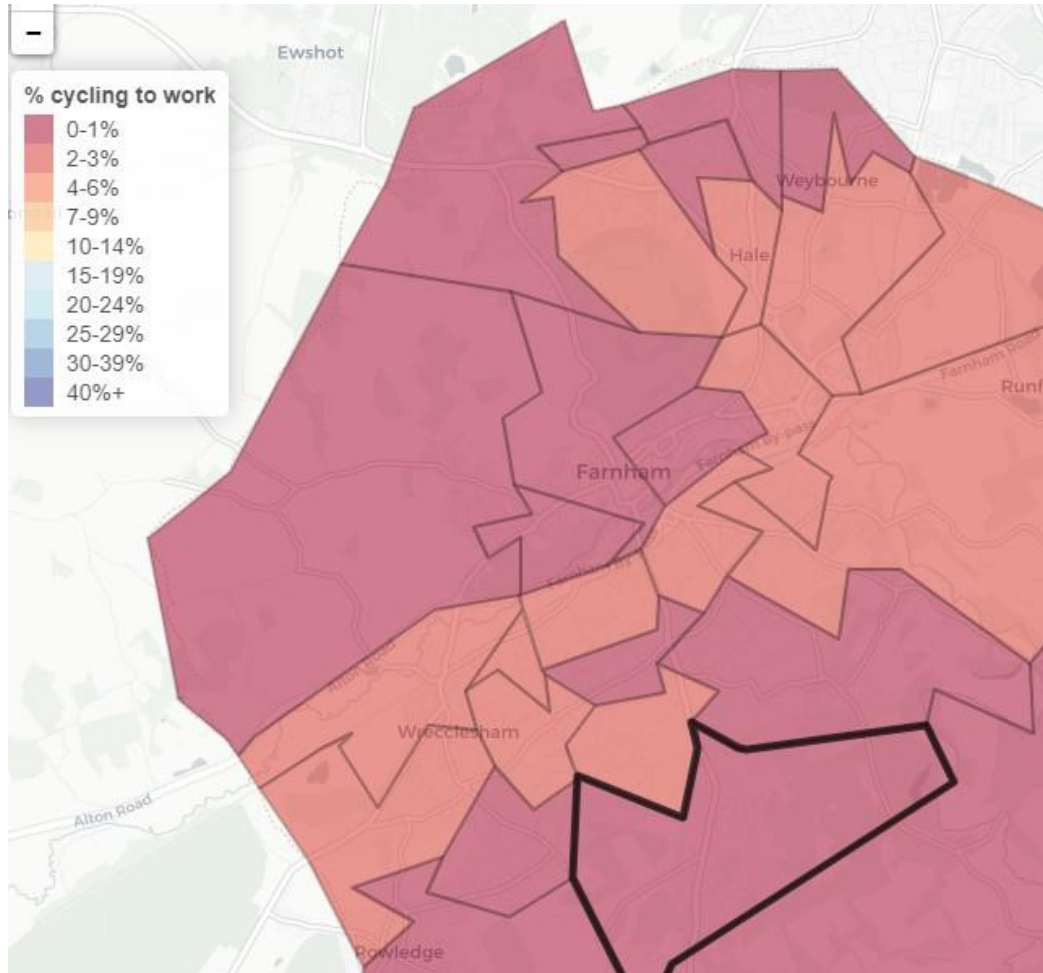
[farnhamcyclecampaign@gmail.com](mailto:farnhamcyclecampaign@gmail.com)



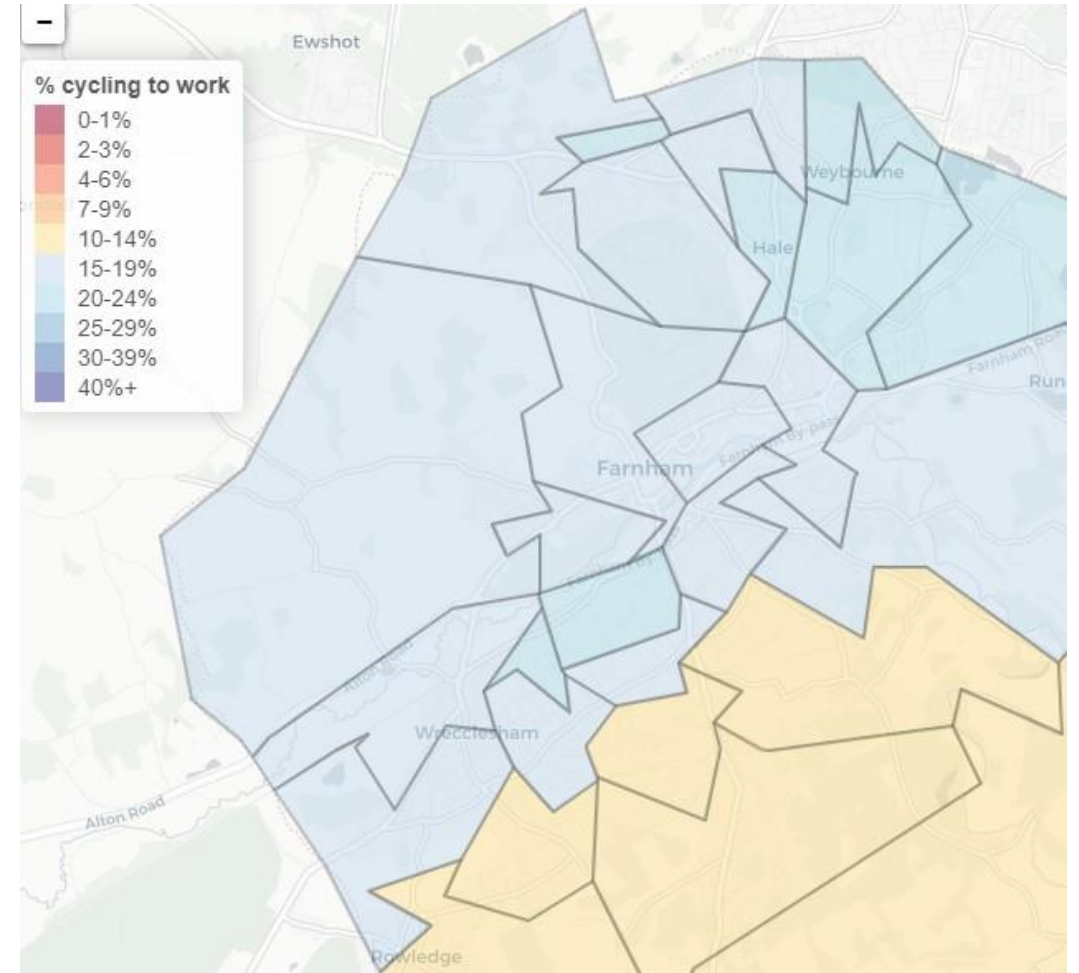
# Propensity to cycle (% commuting by bike)



Baseline – 2011 census



Dutch infrastructure + ebikes



# *Local Cycle and Walking Infrastructure Plan (LCWIP)*



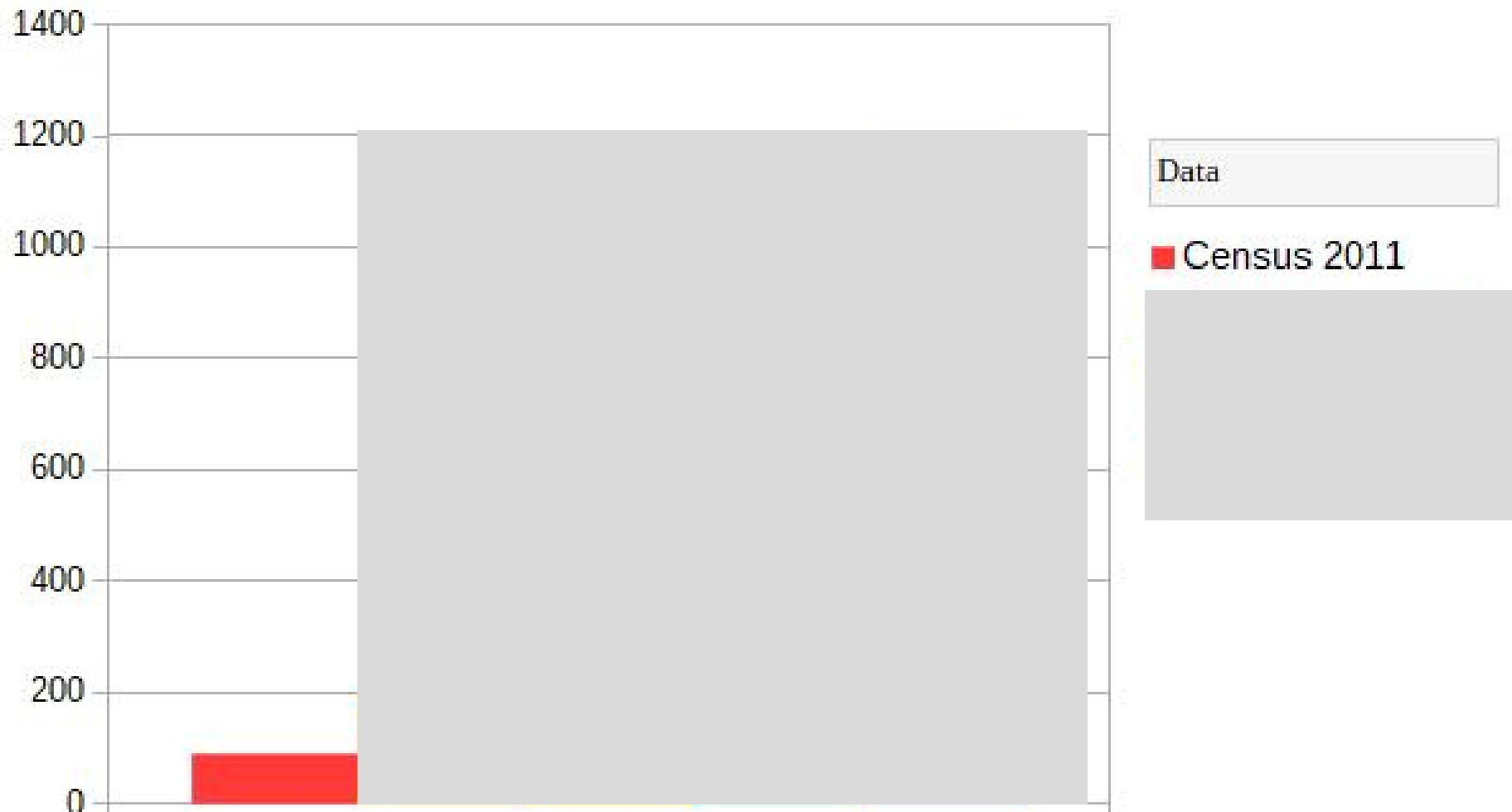
Two purposes:

1. provide a comprehensive, detailed and prioritised framework for implementation
2. the key to unlock central government (DfT) funding

# Central Farnham commuter numbers



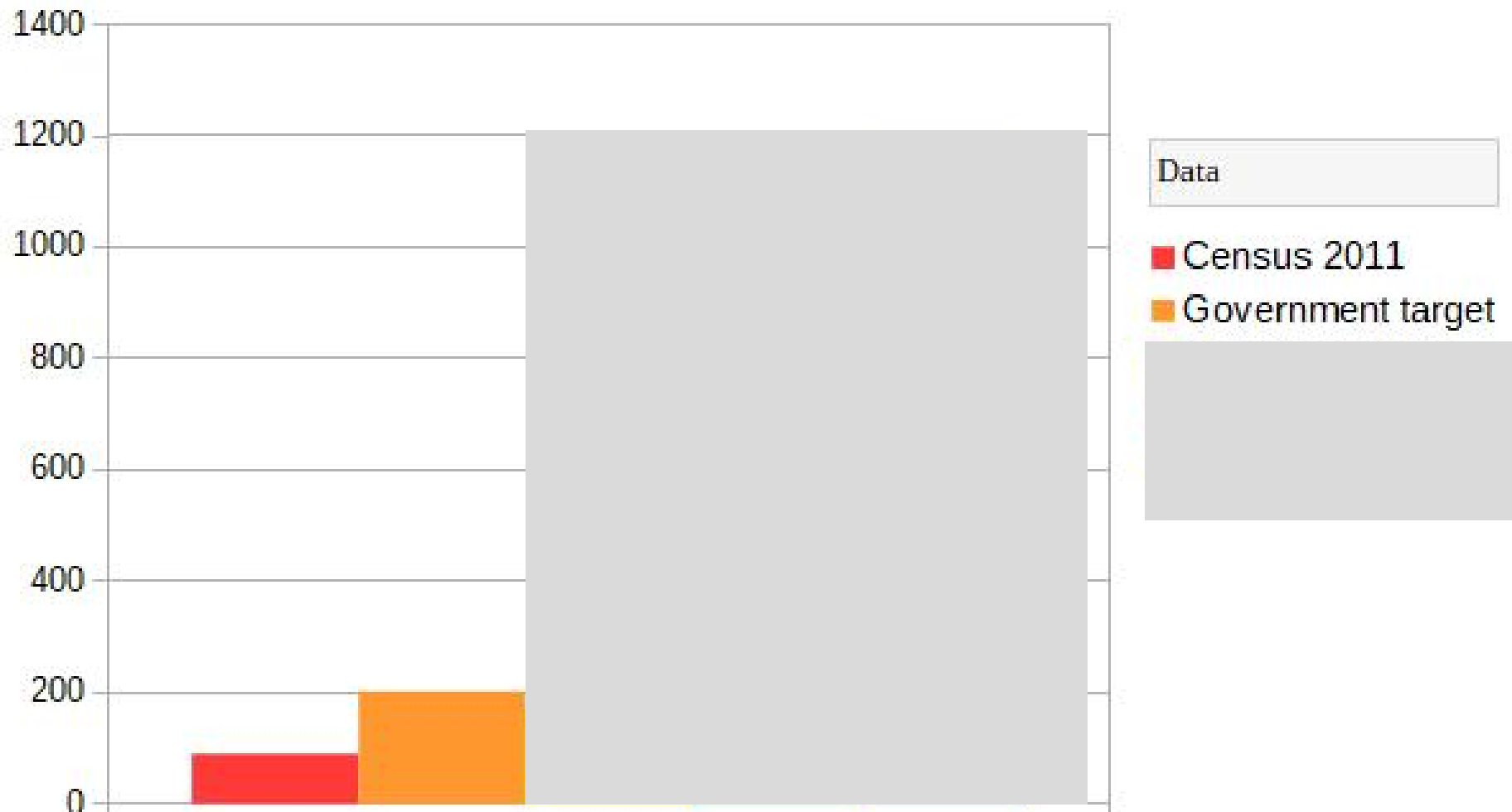
Number of commuters cycling through Farnham town centre  
(comparison of 2011 census data and 4 projected scenarios)



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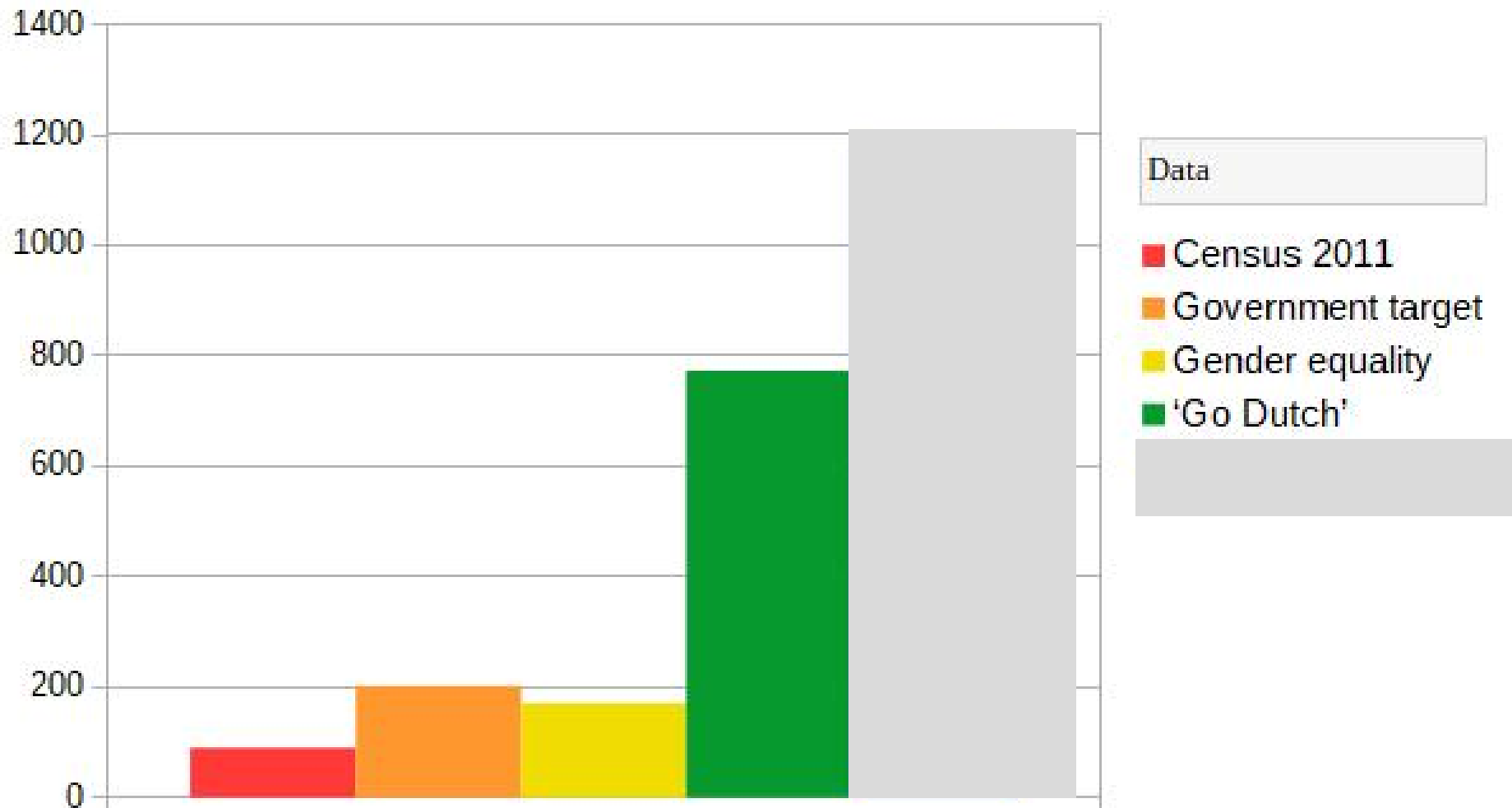
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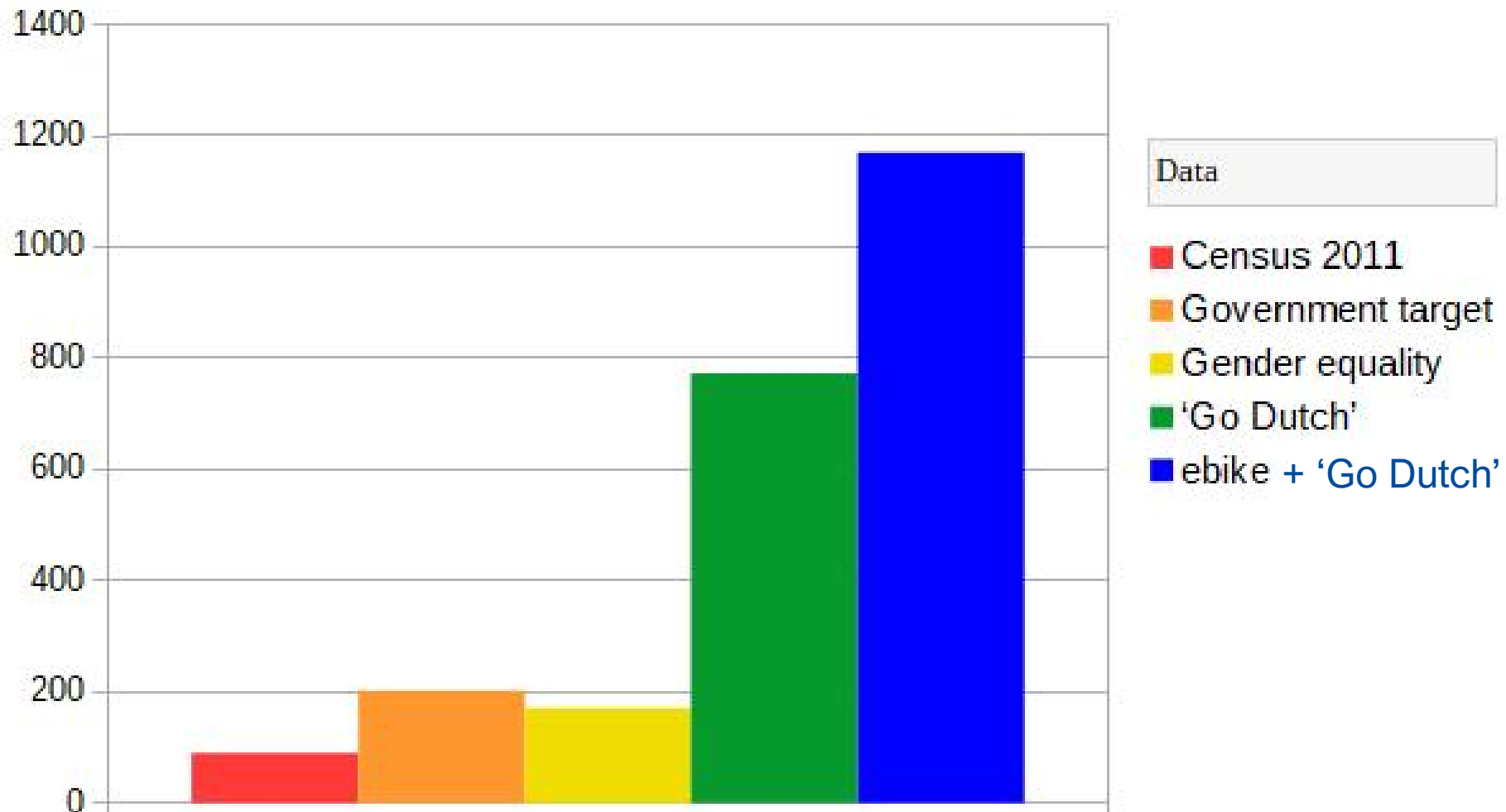
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 Cycle  
 SuperHighway  
 Greenways  
 Other route / links

