

businesses in Godalming comply with the access requirements of the Disability Discrimination Acts²⁸. Whilst the town centre is relatively flat the streets there and elsewhere in the town are not wheelchair friendly²⁹.

Principles

- 1.17** As a result of our work on the social & community issues that affect Godalming we established the following principles with regard to the future of Godalming:
- 1.18** Recognise that “no change” is not an option. We say this knowing that many Godalming residents are so satisfied with life in Godalming that they are resistant to change. Change is inevitable and it is better for the residents of Godalming that together we should shape that change and improve our town rather than have change imposed upon us.
- 1.19** Agree that Godalming needs to be a sustainable community with all age groups and household types represented
- 1.20** Recognise that all housing in the town should be of a decent standard
- 1.21** That services and facilities in the town, particularly those provided by public authorities, should be of high quality, meet the needs of service users and be accessible to all.
- 1.22** These general principles are developed from detailed research contained in the Healthcheck Social & Community Worksheets (see “**About this Report**” for details of how to obtain copies of the worksheets and copies of the detailed evidence). From these principles and supported by our detailed evidence we recommend the following action points:

Action Points

Housing

- SC.1 To increase the supply of social rented houses.
- SC.2 To ensure that social rented houses meet the Decent Homes Standard.
- SC.3 To facilitate the construction of more two to three bedroom houses for the owner occupied and shared ownership sectors.
- SC.4 To facilitate the provision of a greater variety of housing types for the elderly.

Community Legal Service

- SC.5 To create a Community Legal Service providing timely and low-cost advice on legal issues that the Citizens Advice Bureau is not resourced to handle.

Information

- SC.6 To improve the availability of information to residents and visitors.
- SC.7 To create a central information centre.

Young People

- SC.8 To provide a safe centre in which young people aged 10-16 can meet and to facilitate an appropriate activities programme.

Health Services

- SC.9 To provide a drop in clinic for offering a range of diagnostic and specialised treatments and providing support for mental and sexual health problems.
- SC.10 To provide improved respite care, especially for the mentally ill.

Sports & Leisure Facilities

- SC.11 To provide a performance centre in the town centre.
- SC.12 To rebuild the Godalming Leisure Centre on the current site to provide appropriate sports and leisure facilities for the town.

2 Transport

Summary of our findings

- 2.1** One of Godalming’s very real strengths is its accessibility through strategic transport links. It lies close to the A3, a major trunk road linking London and the south coast and connecting the town with the M25 motorway and the wider motorway network. By road London is about an hour away, the Channel tunnel around 90 minutes, Dover a little further, and the south coast, including Portsmouth’s ferries, between 45 minutes and an hour. The two major airports of the southeast, Heathrow and Gatwick, are readily accessible by road and rail each being about an hour away. Godalming and Farncombe have access through their railway stations to a mainline link to London, less than an hour away, and, through nearby Guildford, to Gatwick airport and to the Midlands and beyond.
- 2.2** But the town’s location produces its own problems. Its attractiveness as a place to live and work has created an increasingly unsustainable level of road congestion within and around the town. One of Godalming’s greatest environmental assets – the River Wey
- and its water meadows (the Lammas Lands) – occupies a large part of the valley bottom around which Godalming is built. Most residents live on the steep hills either side of the valley and this leads to the funnelling of traffic along just three roads that cross the Lammas Lands.
- 2.3** We know that 17% of the town’s households do not own a car. For local journeys these residents must rely on public transport, their feet or their cycles, but in all cases they are poorly served. The town lacks integration between its rail and bus services: there is no bus stop at either mainline station, for example. Bus services are focussed on the corridor through the valley and serve largely working hours. This isolates many of those living at the edges of the town and in the surrounding villages. Access to many key services, for example the Royal Surrey County Hospital on the outskirts of Guildford, is very difficult for those without cars.
- 2.4** Further, the supremacy of the car creates a disincentive for residents to walk or cycle. There is no network of cycle routes and pedestrian access to and within the town’s two centres is not attractive and poorly served with pedestrian crossings. This is particu-





larly true of the two main routes across the Lammas Lands, Bridge Road and Borough Road. Although many children wish to cycle or walk to school the perception is that these are not safe options and our state schools are not well served by public transport. Some 37% of residents have access to a cycle at home which figure suggests an enormous potential to increase the proportion of local non-car journeys, but it is not happening.

2.5 For residents of the central areas who do own a car the lack of residents' parking schemes can act as a disincentive to leave their car at home and instead walk or cycle for short journeys. Daytime parking in residential streets by both local workers and commuters can cause both congestion and tensions with residents unable to park their own cars.

Principles

2.6 As a result of our work on the transport and access issues that affect Godalming we established the following principles with regard to the future of Godalming.

2.7 Market Godalming as a place without big-town problems. Promote specialist shops,

quiet streets, pavement cafés, and a children-friendly environment. Farncombe and Godalming should provide a range of facilities that are both attractive and differentiate it from Guildford. Appropriate management of all forms of movement of people and goods must be an inherent part of this. The vision would be that the High Street, Bridge Street, and Church Street are at the very least safe enough areas for children to be able to wander independently³⁰.

2.8 Implement the 'hierarchy of users' as described in the Department for Transport 'Manual for Streets' providing a well-researched framework on which to base future developments affecting the local streets in this area, and to enhance the built environment for the town's residents. The hierarchy is: (First) pedestrians, cyclists, public transport users, specialist service vehicles, then other motor traffic^{31 32}.

2.9 Have a strong concept that everything possible should be considered to reduce the desire to use private cars and to promote the use of alternatives on the streets of Godalming and Farncombe³³. The current level of motorised usage actively suppresses non-motorised methods.

2.10 Make it easier to avoid the use of a private car for transport throughout the week by re-introducing bus services in the evenings and on Sundays.

2.11 Create a balance between providing parking schemes for residents, parking for commuters and visitors, facilities for businesses (including retail premises), restricting town centre traffic, and encouraging residents to park cars at home and use other transport. If restrictions are effective in reducing on-street parking by commuters, recognise that measures may be needed to control speeds in an otherwise empty street. Decisions should be made on a street-by-street basis. Town centre parking should emphasise short-term use, and care should be taken to observe the differences between Godalming and Farncombe³⁴.

2.12 Recognise the fact that cycle use plays a vital part of children's upbringing in fostering fitness and independence, as well as providing in addition an environmentally sound method of travel to older people. Most of Godalming's streets are not wide enough to provide segregation of cycles from motor traffic, and therefore motor traffic calming, reduction and diversion must be used instead³⁵.

2.13 Push hard for integration of transport methods such as buses to the rail stations, good footpaths to Godalming station, carriage of ordinary cycles on trains and buses, a stop for long distance coach services and a wheelchair-friendly environment including the stations. Tickets should be for travel for a certain distance, not for access to a particular facility³⁶.

2.14 Recognise the fact that Godalming and Farncombe/Binscombe are two halves of a community separated by a common highway - Bridge Road. Godalming has most of the facilities whilst large numbers of residents live in Farncombe/Binscombe (note that many parents and young children have to walk between Godalming Junior School and Moss Lane Infants School). Bridge Road should be widened to give explicit room for cycle traffic, and traffic calmed. A parallel Lammas Land route may be a useful addition, but is no alternative at 4pm on a dark wet December day when people are returning from school³⁷.

2.15 Recognise that any measures to change traffic patterns will take time to show results, and be affected by events external to the area. Plan for at least a ten-year



timescale. Consider also the likely effects from new legislation resulting from climate change that will probably affect personal mobility.

2.16 These general principles are developed from very detailed research contained in the Healthcheck Transport Worksheets (see "About this Report" for details of how to obtain copies of the worksheets and copies of the detailed evidence). From these principles and supported by our detailed evidence we recommend the following action points:



Action Points

A3100 Corridor

T.1. Find a way of increasing the attractiveness of the Bridge Road link between Godalming and Farncombe to pedestrians and cyclists. There are two possible recommended courses of action on Bridge Road. Doing nothing is not seen as an option:

(a) Widen the whole length of Bridge Road by 3 metres (10 feet). Use this to insert an advisory cycle lane each side, and do not allow the nominal motor traffic area in the centre to be any wider than the current road width. Restrict the entrances to the roundabouts at each end to be single lanes, and take out the centre white line completely to raise the perception of risk to drivers. Use of a brown road surface to look more like a country lane might be better than the existing surface. Consider a 20 mph limit, and enforce the speed limit whatever it is.

(b) Only if the resources cannot be found to implement (a), then build a path 3 metres wide as close as possible to Bridge Road on the southwest side (on the other side of the road from the fire station). This path would go behind the houses close to the Library, and exit alongside the Library onto The Burys.

This path would not be useable when the Lammas Lands were flooded, and there would be a small personal safety issue where the path was out of sight behind the Library. A significant number of cyclists would find this path too slow for their journey. As the path would not cope with all users and all occasions it would still be necessary to traffic calm Bridge Road by raising the perception of risk to drivers³⁸.

T.2. Recognise that the A3100 is a barrier to travel for non-motorised users due to the volume and speed of motor traffic, and the narrow nature of the road. Consider traffic calming measures from south of the Catteshall Road junction with Meadrow to the Ockford Road roundabout with

Shackstead Lane. These measures could be 20 mph limits with enforcement, and changes to driver risk perception by removing centre lines and change of road surface colouring³⁹.

- T.3. Make it easier for non-motorised users to cross the A3100 by changing to an immediate response for a pedestrian using a lights-controlled crossing. Introduce more crossings at key points, such as on Meadrow outside Godalming Junior School, and the Grove Road junction on Ockford Road. Change the South Street and Queen Street crossings to toucan (literally – “two can cross” i.e. a pedestrian and a cyclist) types to allow cycles to travel to the town centre more easily. Modify the Flambard Way / Wharf Street lights to include a toucan crossing for the Catteshall Lane junction⁴⁰.
- T.4. Improve pedestrian access on Bridge Road by reducing roundabout road entrances and exits to one lane, as implemented at the Chalk Road junction⁴¹.

Transport Integration

- T.5. Work with bus companies to introduce integrated services to Godalming and Farncombe stations that roughly link with scheduled train services. Ensure that the schools are better served by bus operators and that their services are integrated with South West Trains (SWT)⁴².
- T.6. Encourage bus, coach and train operators to develop an integrated ticket structure, and publish timetables to complement them. An example journey might be from Aarons Hill in Godalming to the Royal Surrey Hospital on the outskirts of Guildford⁴³.
- T.7. Work with bus, train and possibly taxi companies to implement a pre-payment electronic travel card, similar to the ‘Oyster’ card in London⁴⁴.
- T.8. Work with train and bus companies to make it easy to carry full-size cycles on a journey⁴⁵.

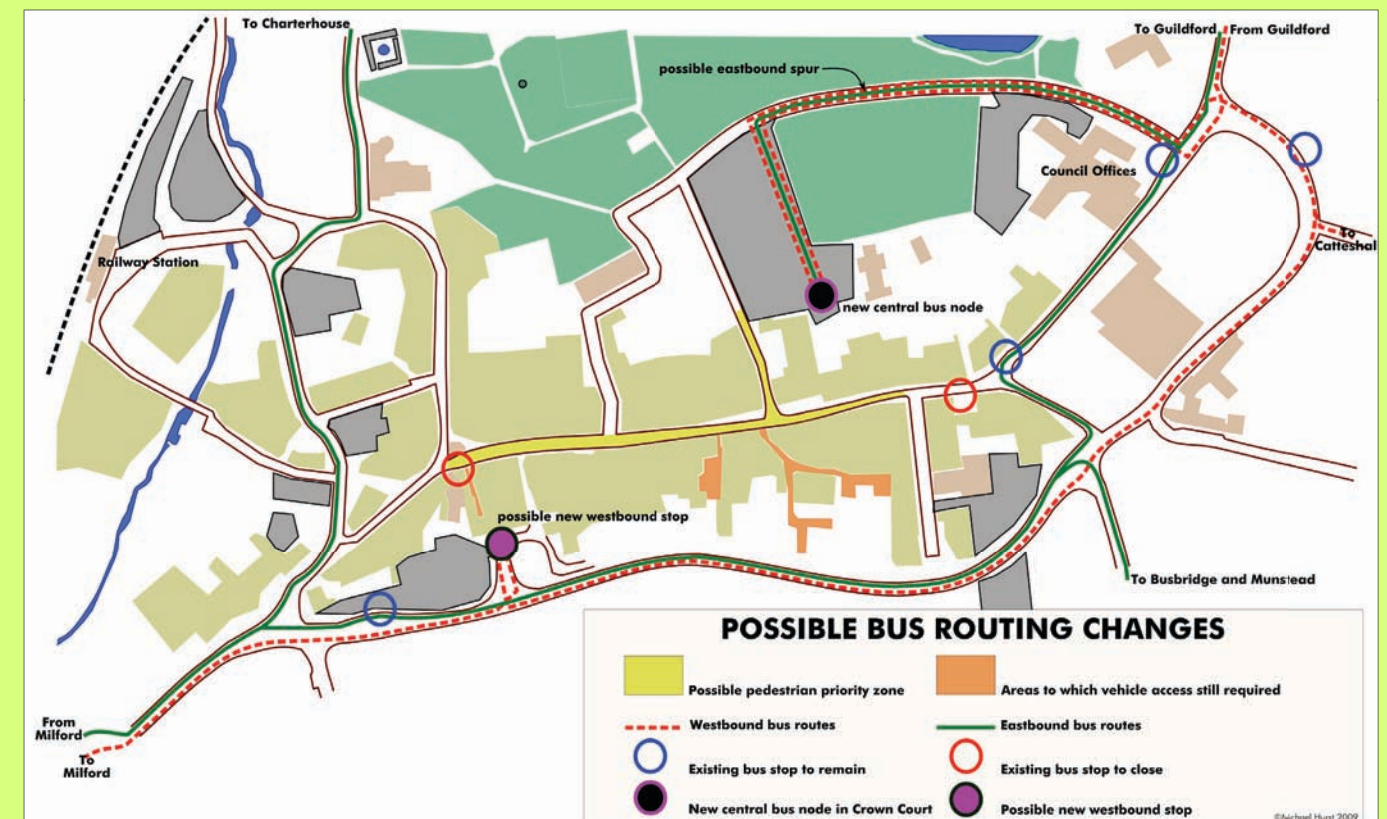
Coach Services

T.9. Negotiate with national long distance coach companies for a stop in Godalming⁴⁶.

Rail and Bus Services

- T.10. Work with bus companies to improve bus services to include evening and Sunday services. Outlying villages must be part of any plan. Use security or Police personnel on evening buses if the perceived risk of trouble is significant⁴⁷.
- T.11. Negotiate with SWT for a greater frequency of rail services during the working week, and for at least a half hourly service on Sundays⁴⁸.
- T.12. Ask local bus companies to introduce a bus service from Godalming to the Royal Surrey Hospital that does not require the passenger to change vehicles. Also a service to link Godalming with Cranleigh via the villages of Shamley Green, Wonerish, Bramley and Peaslake⁴⁹.
- T.13. Ask Surrey County Council to make the introduction of newer, fuel efficient and more comfortable buses with good disabled access a requirement for all bus operators when negotiating contracts⁵⁰.

- T.14. Introduce a publicly sponsored shuttle to link the principal destinations in and around the town, including the rail stations, schools, Broadwater Park and the new Catteshall Road medical centre⁵¹.
- T.15. Ensure there is a frequent and reliable bus service to the new Catteshall Mill Medical Practice in Catteshall Road⁵².
- T.16. Ensure the provision of Shelters and seating at most bus stops, with a priority for those particularly serving an elderly population such as outside the Wyatt’s almshouses on Meadrow. Provision of real time bus indicators should be regarded as normal⁵³.
- T.17. Negotiate with SWT to ensure better utilisation of existing space for commuter parking at Farncombe and Godalming stations, and that at Godalming parking is available before 09.00 to those who do not hold season tickets. SWT should be asked to provide CCTV cover for the cycle parking at both stations⁵⁴.
- T.18. Implement “free-phones” to call a taxi at the stations and in the town centre⁵⁵.



Private Cars

- T.19. Revise the car park charging structures to permit short free periods, payment on exit, and payment other than by cash⁵⁶.
- T.20. Provide more short-term charged on-street parking close to the town centre and make better provision for cheaper long stay parking for those working in the town.
- T.21. Provide initial funding at preferential rates for local car sharing clubs⁵⁷.
- T.22. Implement a residents' parking scheme in Godalming from Monday to Saturday, and consider a scheme in Farncombe around the station from Monday to Friday⁵⁸.
- T.23. Encourage Waverley Borough Council to show leadership to other local employers by improving the take-up of its TravelWISE travel plan for employees and councillors by progressively reducing the number of parking spaces reserved for their use⁵⁹.

Information and Signing

- T.24. Make it easy to find bus timetables, by using local shops, the Library, Waverley reception, on the buses themselves and in other places. Make the Hoppa service much more accessible by improving marketing and eligibility. Implement a regular maintenance programme to ensure bus stop timetables are always up to date⁶⁰.
- T.25. Create a Godalming 'Town Hall' or community centre in the heart of the town to provide easily affordable space for community groups, exhibitions, and sports activities⁶¹.
- T.26. Destination signs should be erected on all rights of way within the Godalming and Farncombe area to encourage more use of the network of public footpaths and bridleways⁶².

Pedestrians

- T.27. Implement pedestrian priority seven days a week in Godalming High Street between 10.00 and 16.00, and restrict motor traffic access to an absolute minimum. Delivery traffic access should normally be outside

these times. Remove buses completely and research the creation of a bus hub at Crown Court. Create a shop mobility scheme to meet the needs of those who might be physically unable to access the High Street on foot. Recognise two-way cycle access (as recommended by a public inquiry inspector) as part of this scheme⁶³.

- T.28. Adopt the creation of build-outs in pavements where appropriate to provide safer pedestrian crossing areas and parking bays for residents' only use⁶⁴.
- T.29. Implement the repair of and a continuing maintenance plan for pavements, and widen them where possible. Provide a remedy for interrupted sections such as in Hare Lane and Hurtmore Road⁶⁵.

Cycles

- T.30. Move away from traditional methods of traffic calming that disadvantage cyclists, such as speed tables and incorrectly installed speed cushions⁶⁶.
- T.31. Implement the Marshall Road cycle route scheme in Farncombe⁶⁷.
- T.32. Use bridleways and quiet roads to create a signed cycle route around the area of Godalming and Farncombe, aimed at families and newcomers to cycling⁶⁸.
- T.33. Introduce some secure cycle parking at both rail stations to allow cycles to be left for extended periods if desired⁶⁹.
- T.34. Provide robust Sheffield cycle stands at journey destination points such as Farncombe and Binscombe shops, Broadwater Community Centre and the Sports Centre.

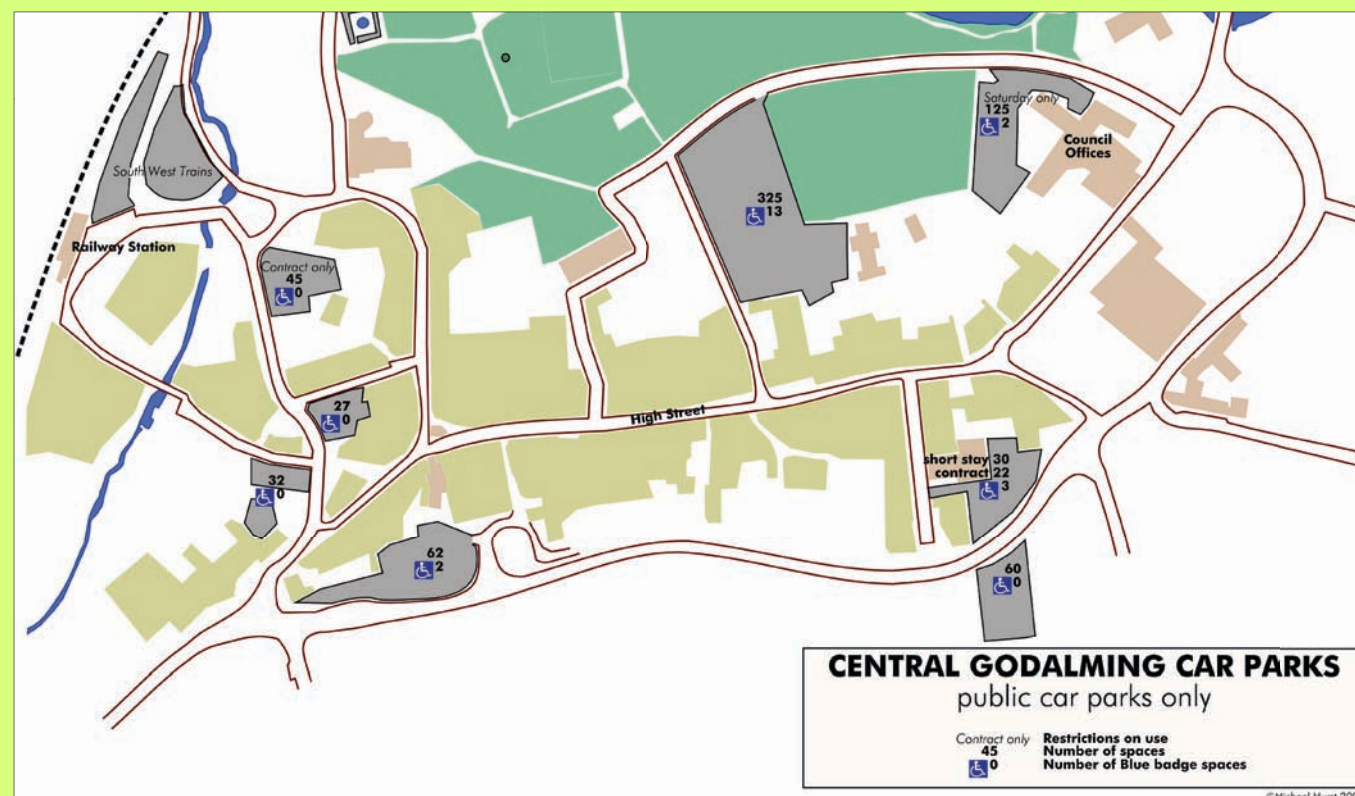
Disabled Access

- T.35. Make provision for disabled parking in Farncombe⁷⁰.
- T.36. Encourage disabled access to all businesses wherever possible⁷¹.

Street Design

- T.37. Adopt the policy that a 20mph limit will be the norm in all residential areas⁷².
- T.38. Recognise the importance of dropped and flush kerbs to wheelchair, pushchair and cycle users. There are still many inadequate examples around Godalming, such as the station taxi refuge, the South Street junction with the High Street, and Home Farm Road and Hambleton Road⁷³.
- T.39. Manage traffic speeds by tightening up the radii of road junctions, and reducing sight lines for vehicles. This will also reclaim pavement space. This is particularly relevant for some parts of Farncombe and Binscombe. Consider a pedestrian priority or shared space scheme in the shopping area of Farncombe Street⁷⁴.

- T.40. Improve the approaches for pedestrians, wheelchair users and cyclists to Godalming station. Implement crossings between Godalming station and the town centre. Create facilities for wheelchair users to transfer easily from one platform to another at both stations. Problems in these areas are already recognised in the Waverley Borough Plan (12.62 & 12.63), yet no improvements have been made⁷⁵.



3 Environment

Setting

3.1 Godalming straddles the River Wey and the town is virtually surrounded by wooded hills save where the river flows northeast towards Guildford and London. The town's most important distinguishing feature is probably the large meadow area known as the Lammas Lands that is very close to the town centre. During the summer months this still has animals grazing on it, usually cattle. The Lammas Lands is an important feature of the approach to Godalming from the north by car and by train. It is also an important backdrop to the historic town centre. Other notable features of the setting are the River Wey itself; the partially wooded hills to the north (Frith Hill), south (South Hill, Holloway Hill) west (Ockford Ridge and Westbrook), and north east (Farley Hill and Unsted); Broadwater Park on the northern outskirts; and Busbridge Lakes to the south. In general development on the riverside and especially on the Lammas Lands is strictly limited.

3.2 Godalming has no central open space of any sort making it fairly unusual amongst English country towns⁷⁶. Three narrow curved streets meet at the old Town Hall (known locally as the "Pepperpot") at the top of the High Street. In the centre of Godalming (around the High Street) there is relatively dense, closely clustered, residential, retail and commercial development. Moving out of the centre, there is extensive residential development, at varying density, throughout the town, with a second retail centre in Farncombe. There is also important commercial and industrial development along Catteshall Lane running parallel to the River Wey. Further out the town is surrounded on three sides by villages with a mixture, often quite scattered, of farms, houses, shops and churches etc within the Metropolitan Green Belt. To the northeast the town borders Guildford and significant new commercial development in that town comes almost to the borders of Godalming.

3.3 The town has a long history and the built environment reflects that heritage. There are five conservation areas in and around Godalming and more than 350 listed buildings⁷⁷. These conservation areas are the Town Centre; the Lammas Lands; Crownpits Lane; the area around the Inn on the Lake; and Munstead Wood. Godalming also has two Scheduled Ancient Monuments (including the ancient religious site near Ladywell Convent); and one site of special archaeological interest (on Holloway Hill).

3.4 Godalming and Farncombe have too many distinctive buildings to name them all but they include, for example: The Parish Church of SS Peter and Paul Church visible across the Lammas Lands; the Pepperpot; the 16th Century Wyatt Almshouses on Meadrow and the buildings of Charterhouse School to the north above the town.

3.5 The centre of Godalming around the High Street and in Church Street contains a mixture of 16C and 17C secular buildings, a number of which started life as hostels or public houses on the original route of the main London to Portsmouth road, which used to run through the centre of the town. Many have interesting architectural features; and the blend and diversity of styles combined with the human scale and uniform height give a visually attractive and distinctive character to the town centre. These have been recorded on a photographic database available to the public at Godalming Museum.

3.6 On the outskirts of the town are a number of notable houses designed by prominent architects of the Arts and Crafts movement of the late 19th century and early 20th century - including Lutyens, Voysey and Thackeray Turner - and of gardens designed by Gertrude Jekyll, notably at Orchards and Munstead Wood⁷⁸.

3.7 The quality of the surrounding countryside is evidenced by the extent of National Trust ownership in the immediate area such as Hydon's Ball, Witley Common, the Wey Navigation, Eashing and Winkworth

Arboretum. There is historic parkland at Peperharow, Witley Park and Busbridge. Some 30% of the Borough of Waverley is wooded; there are large tracts of lowland heath; and the Surrey Hills Area of Outstanding Natural Beauty (AONB) extends over much of the area around Godalming. This protection is extended further by the areas designated as Areas of Great Landscape Value (AGLV) on the fringes of the AONB. Around Godalming there are also areas designated by Waverley Borough Council (Waverley) as being of Strategic Visual Importance (ASVI) to prevent open land and countryside between urban settlements from being eroded⁷⁹.

Development

3.8 Two important development sites in and around Godalming were identified in the 2002 Local Plan prepared by Waverley Borough Council. The first, the "Godalming Key Site" on Flambard Way, comprises the current Godalming Police Station, the Wharf Nursery School and a number of empty buildings being defunct business premises - empty largely as a result of land assembly for the proposed development on the site. Current proposals to develop the site for very high density, mainly residential accommodation, were refused by the planning authority. The outcome (in the form of a decision by the Secretary of State following a planning inquiry subsequent to an appeal by the developer) was announced on 31 October 2008 with, unusually, the Planning Inspector recommending approval (with conditions) and the Secretary of State opting to refuse planning permission - but on design ground only - the principle of high density residential accommodation on the site being accepted.

3.9 The second site is formed by part of the grounds at Milford Hospital just outside the town's boundary to the west. Planning guidelines for the mainly residential development of this site were approved by Waverley Borough Council in February 2003 and the redundant section of the site was transferred

