

YOUR FARNHAM

# OPEN FOR BUSINESS



OCTOBER 2020

*'Working together for local businesses'*



HM Government



**Farnham**  
Town Council



**European Union**  
European Regional  
Development Fund

# CHANGES ARE COMING TO FARNHAM

**Business consultation – 2nd November 4pm**

We need your help to shape what is happening in and around the town.

Farnham, Waverley and Surrey councils are working together to reshape Farnham for the 21st century. We will be planning significant infrastructure investment for the town centre, the major roads that go through Farnham and the surrounding neighbourhoods, so we want to know what you think. It is really important that you share your views with us at a business consultation held via Zoom.

To find out more details and the draft vision see [www.farnham.gov.uk/LLF](http://www.farnham.gov.uk/LLF)

Join Zoom Meeting on Monday 2nd November at 4pm:

Meeting ID: 840 8029 4343

Passcode: 653676



**Farnham**  
Town Council



**SURREY**  
COUNTY COUNCIL

## SOCIAL DISTANCING IN THE TOWN CENTRE

With the rise in cases of Coronavirus social distancing is still paramount to suppress the virus. After a considerable amount of lobbying by Farnham Town Council, the unsightly crowd barriers on the roads in the centre of Farnham were taken away. The cones that remain will be replaced by kerb orca's which will sit nicely alongside the planters. These are due to be in place in November.



#SHOPSAFELY

#SHOPLOCAL

# HALLOWEEN AND CHRISTMAS TRAILS

To help drive footfall to the town centre we have signed up to two trails that guide families through Farnham scanning bar codes on stickers placed in the windows of 10 shops.

The October 'Monster villain safari' has proved very popular so far and we expect to have many families walking throughout the town scanning the stickers in half term. Once all 10 stickers are scanned they will receive an ebook.

If you would like to have a sticker in your window for the Christmas trail please email [events@farnham.gov.uk](mailto:events@farnham.gov.uk). We are limited to 10 per trail.

## CHRISTMAS LIGHTS

**Saturday 14th November**

To celebrate the start of Farnham's countdown to Christmas, we are marking the switching on of the Christmas lights with a new community wide event. At 5pm on Saturday 14th November, beacons of light will be seen beaming from Badshot Lea, Weybourne, Upper Hale, Rowledge, Wrecclesham, The Bourne, Farnham Castle and Gostrey Meadow. Spread the word!

## CHRISTMAS MARKET

**Sunday 13th December**

Subject to any changes to Government guidelines, we will be holding a Christmas market on Castle Street. The market will be smaller than usual being just on Castle Street and will be fully enclosed and 'COVID secure' with a queuing system on The Borough. We hope this helps drive footfall to the Town Centre. We particularly welcome local business participation. Please contact [events@farnham.gov.uk](mailto:events@farnham.gov.uk)



#SHOPFARNHAM

#ENJOYFARNHAM

# CHRISTMAS IN FARNHAM BROCHURE

To support the town we will be publishing a Christmas in Farnham brochure. The emphasis will be on promoting the wonderful shops, restaurants, cafes and pubs in Farnham and encouraging people to shop local.

We will be looking to include shopping vouchers, Christmas recipes and our 24 days of Christmas events (see below) with advertising and sponsorship opportunities of course!

Please contact [events@farnham.gov.uk](mailto:events@farnham.gov.uk) by 15th November for further details.

## THE 24 DAYS OF CHRISTMAS

Farnham Town Council will also be promoting the '24 days of Christmas', where there will be 24 small events held throughout Farnham each day from the 1st December.

If you are holding an event, whatever the size, and would like it to be one of our 24, please contact [events@farnham.gov.uk](mailto:events@farnham.gov.uk)

## SHOP SAFELY, SHOP EARLY!

With some of our shops being fairly small and numbers limited we are encouraging shoppers to spread out their Christmas shopping to promote business and avoid busyness.

Please help to promote the shop safely, shop early message.

#SHOPSAFELY #SHOPEARLY

Published by Farnham Town Council



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  : [@farnhamofficial](https://www.facebook.com/farnhamofficial)



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MARCH 2021

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# FARNHAM INFRASTRUCTURE PROGRAMME

## Local Liaison Forums: Get involved!

Businesses in Farnham can now comment on proposals to transform travel in Farnham at [www.bit.ly/farnhaminfrastructure](http://www.bit.ly/farnhaminfrastructure). The new infrastructure plan includes considerations for the town centre, North Farnham, South Farnham and the A31 corridor. There are also town-wide proposals.

We would like to hear from businesses about the town centre, including changes to the road layout, with pedestrian space and a vibrant area where the community can come together. A review of car parking is proposed, as well as improvements to walking, cycling and public transport, and integration of new developments like Brightwells.

A Local Liaison Forum webinar for businesses will take place on Wednesday 10 March at 6.30pm. There are also webinars for the public on Thursday 4 March and Monday 8 March at 6.30pm and a Facebook live event on Wednesday 10th March at 12.30pm.

Please register at [www.farnham.gov.uk/llf](http://www.farnham.gov.uk/llf)



## ROADMAP OUT OF LOCKDOWN

On 22nd February, the Prime Minister revealed 4 stages out of lockdown. There are three key dates for businesses with many able to open in some form on 12th April. 17th May is a key date for indoor venues, sports and events with 21st June being the proposed date for all legal limits to be removed. Whilst it is great to have dates to aim for, three key words must be remembered - NO EARLIER THAN. If everyone sticks to the rules, the 21st June could be a great day! Details are at [www.gov.uk](http://www.gov.uk)



#SHOPSAFELY

#SHOPLOCAL

YOUR FARNHAM

# BUSINESS IMPROVEMENT DISTRICT

Farnham has been considering a business-led Business Improvement District over the past 18 months. BIDs bring businesses together and fund extra services or improvements, creating safe and vibrant town in which business can thrive. BIDs provide additional or improved services, identified by the local businesses. They are funded by a levy on all eligible businesses after a successful ballot on projects agreed by the businesses. As more business rates are retained by government and spent elsewhere. A BID puts local business in control of what is spent locally.

The business benefits of BIDs include:

- BID levy money is ring-fenced for use only in the BID area
- businesses decide and direct what they want for the area
- business cost reduction, for example, from reduced crime and joint procurement
- mediating with local councils, the police and other public bodies
- increased footfall and staff retention
- place promotion
- networking opportunities with neighbouring businesses

There are now over 200 BID areas in England including local towns Camberley, Guildford, Reading and Fleet who are all seeing the benefits of this collective investment. With many changes happening in and around Farnham and as we exit the Coronavirus pandemic it will be critical that our businesses work collectively to ensure the successful future of Farnham Town Centre. The time is right for a Farnham BID.

Eddie Pearce of the Farnham Herald is leading a local initiative with the support of Farnham Town Council and we are looking for businesses to get involved. If you would like to get involved with the BID email [events@farnham.gov.uk](mailto:events@farnham.gov.uk)



#SHOPFARNHAM

#ENJOYFARNHAM



# WWW.WEAREFARNHAM.CO.UK

'We are Farnham' is a Farnham Town Council backed online solution for all businesses with products to sell who are based in Farnham. Whether you have a shop online or not, this gives another platform for you to advertise and sell your products. It is completely FREE with no monthly costs and just 1%-1.15% + 10-12p per transaction. It's an absolute no brainer to sign up and you can put as many products as you want on your page.

A bespoke leaflet will be posted through each retail address with your own personal login details that 'we are locals' have set up. Log in and see what it's all about. Contact [christian@wearelocals.co.uk](mailto:christian@wearelocals.co.uk)

## FARNHAM - 14TH IN THE VITALITY RANKINGS

The Harper Dennis Hobbs (HDH) Vitality Rankings 2021 has placed Farnham 14th out of 1,000 town centres. The table weighs up the health of high streets and shopping centres, based on factors including the change in residents' movement, vacancy rates, and suitability to local consumers' demands. Rising 61 places from 75th in 2019, this gives us great optimism that as a medium sized market town with a strong offering of quality independent and national retailers, the future is bright. We just need to get through lockdown!

If you are reading a printed version of this document go to [www.hdh.co.uk](http://www.hdh.co.uk) and once you are on the site, go to 'news' and search for 'Vitality rankings'.

Otherwise, the HDH research can be seen at [www.hdh.co.uk/wp-content/uploads/2021/02/HDH-Vitality-Rankings-2021-Commentary-and-Methodology.pdf](http://www.hdh.co.uk/wp-content/uploads/2021/02/HDH-Vitality-Rankings-2021-Commentary-and-Methodology.pdf)

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