The background is a stylized illustration. The top half shows a city skyline with various buildings in shades of blue and teal against a light blue sky with two white clouds. The bottom half shows a green park with rolling hills, several trees of different shapes and shades of green, a black lamppost, a brown bench, and a small red cardinal perched on the bench.

Civic Quarter Member Workshop

Results



Summary

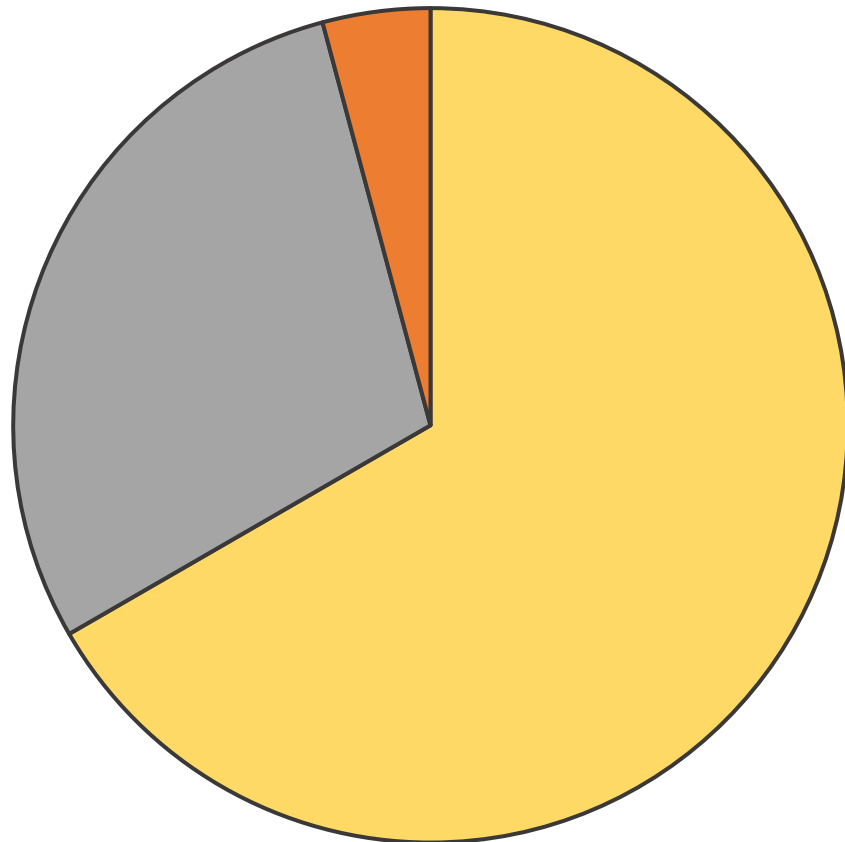
- 24 Responses
- Green Agenda given Gold priority.
- Identified 16 emerging priorities to be considered by PPAB to inform the next stage of the masterplan.

What priority would you give to the 'Green Agenda'?

Gold – 16

Silver – 7

Bronze – 1



GOLD



SILVER



BRONZE



Create community heart



Green Agenda



Develop strong identity & raise profile



Encourage community cohesion



Improve health and wellbeing



Connect the town



Increase participation in facilities



Increase visitor numbers, footfall & spend

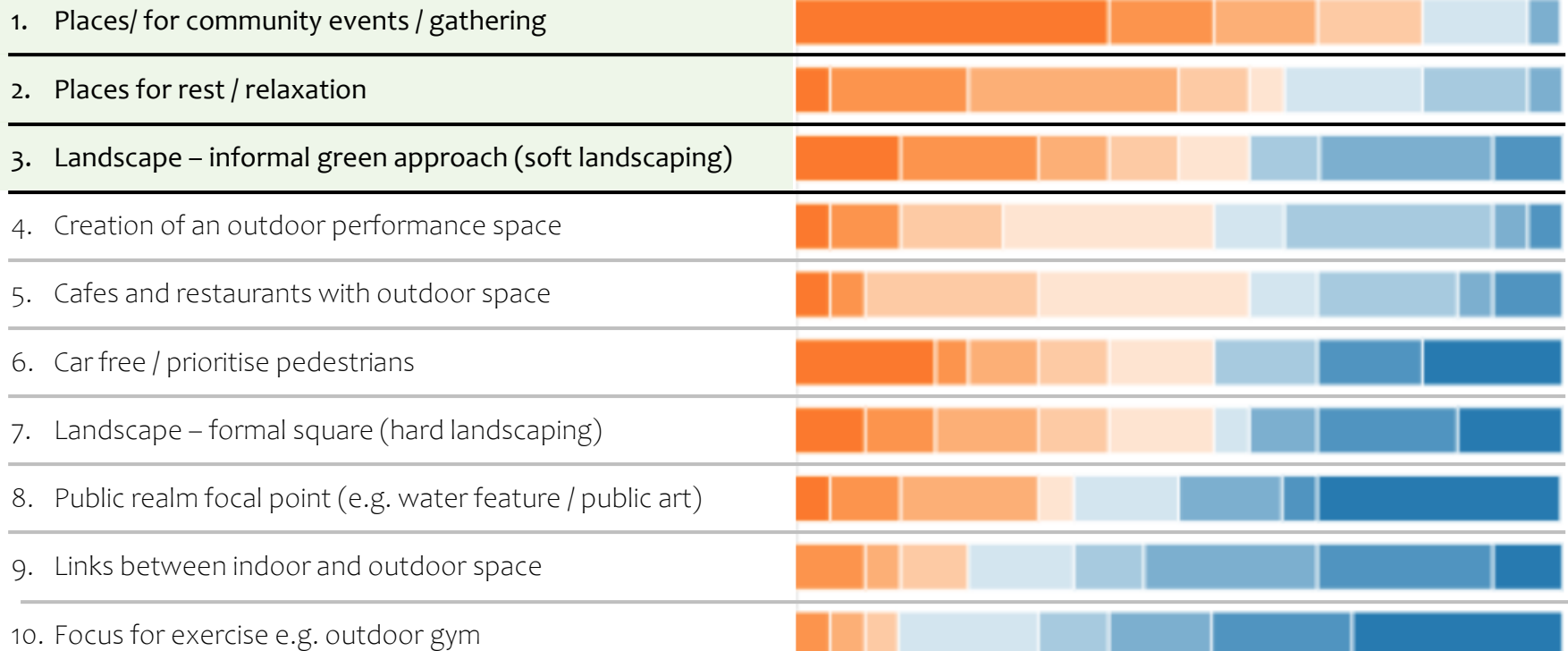


Develop Arts & Culture facilities / heritage

What options do you consider the most important in ensuring the Civic Quarter Development becomes a centre or heart for the community?



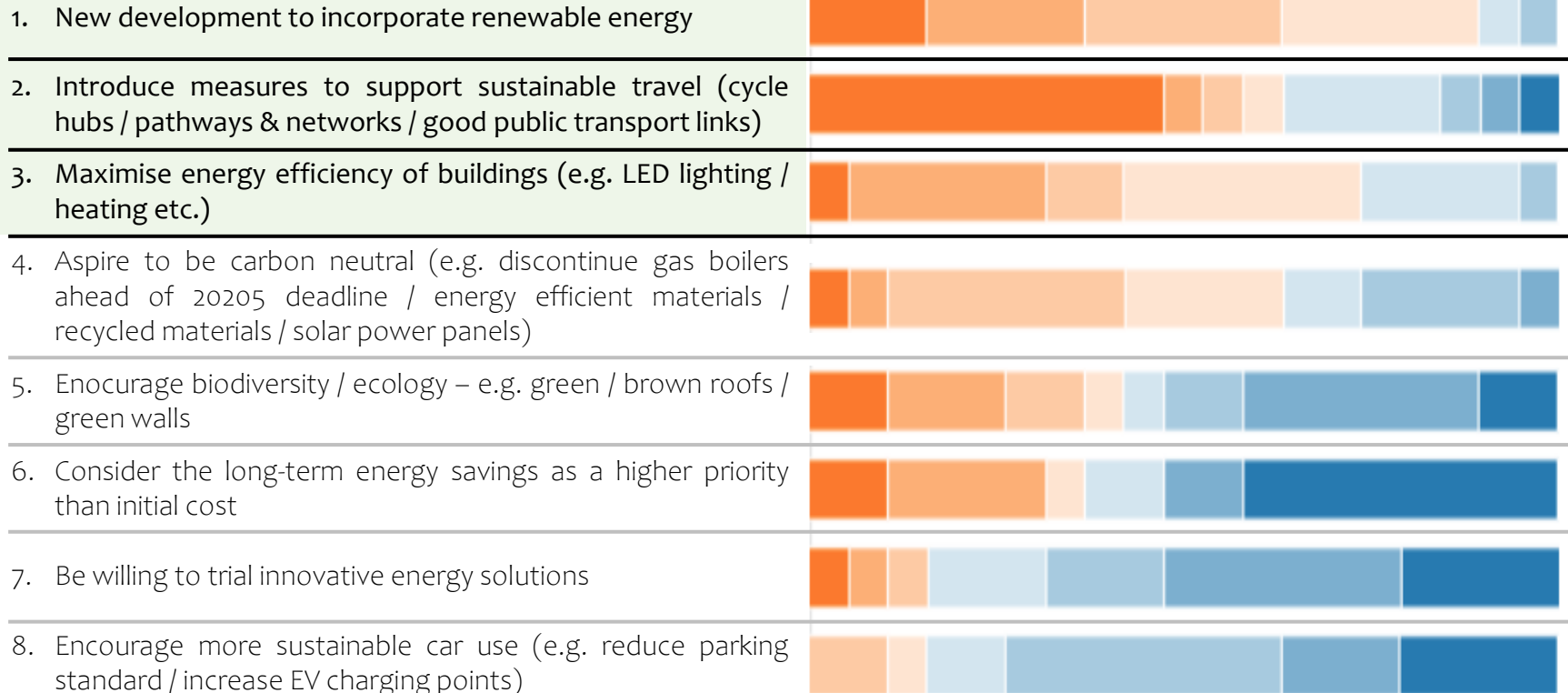
First choice Last choice



What options do you consider the most important in ensuring the Civic Quarter promotes the 'Green Agenda'?



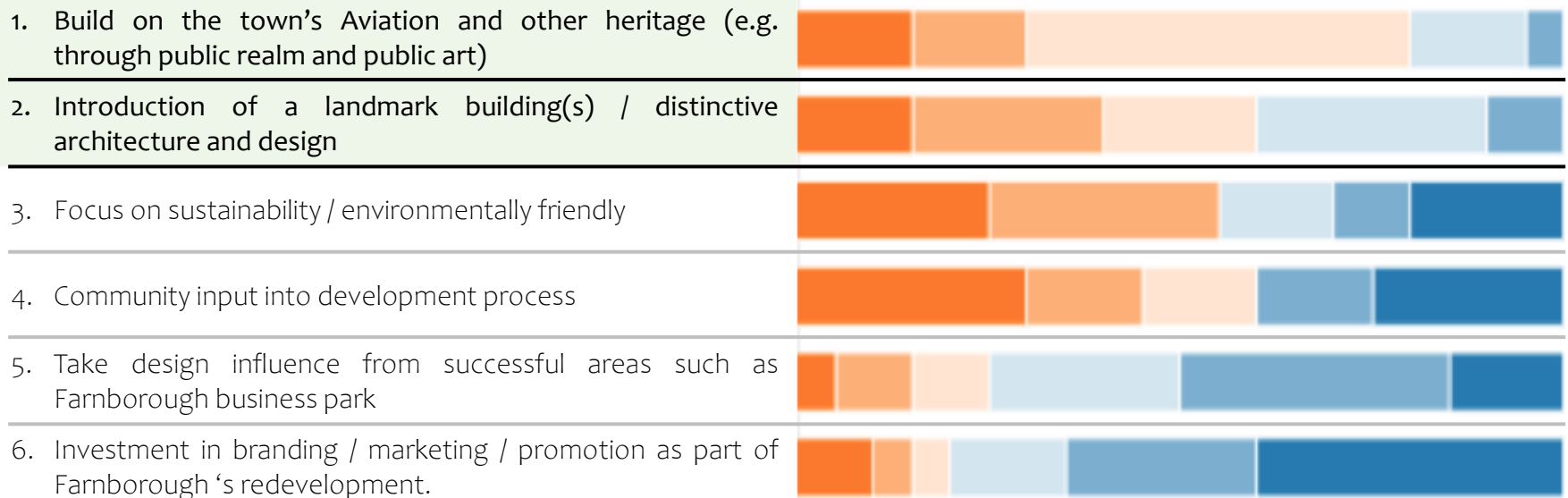
First choice Last choice



What options do you consider the most important in ensuring the Civic Quarter develops a strong identity and raised profile?



First choice Last choice



What options do you consider the most important in ensuring the Civic Quarter encourages community cohesion?



First choice Last choice

1. Flexible community space to accommodate a variety of activities and groups



2. A wide mix of uses that appeals to different groups and encourages people from all ages and backgrounds to use the Civic Quarter



3. Affordable space to rent e.g. for start-up business / community groups



4. A programme of community events focused around the Civic Quarter and the wider town.



5. Easily accessible and navigable for all the community.



What options do you consider the most important in ensuring the Civic Quarter improves health and wellbeing?



First choice Last choice

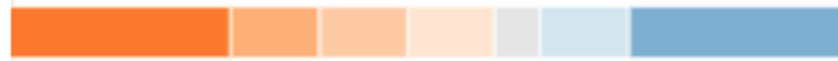
1. Places to sit / rest / reflect



2. Provide space for indoor leisure facilities



3. Promote active modes of transport e.g. cycling / walking



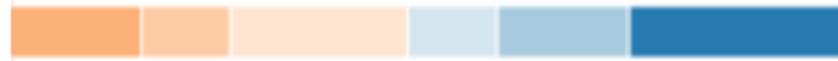
4. Provide a safe environment



5. Places for young children to play



6. Provide space for outdoor leisure facilities e.g. outdoor gym



7. Provide flexible outdoor space



8. Mature landscape setting



9. Provide a skatepark



What options do you consider the most important in ensuring the Civic Quarter connects the town?



First choice Last choice

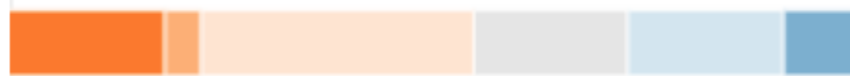
1. Improve pedestrian connections to the business park



2. Improve pedestrian connections to the east of the town (beyond the A325)



3. Improved cycle links



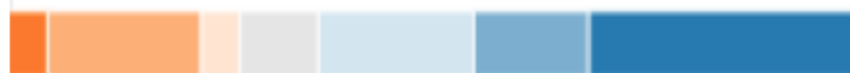
4. Improved wayfinding / signposting



5. Improved public transport



6. Provide a cycle hub / car club / electric bike charging



7. Rationalise parking e.g. multi-storey car park to serve development



What options do you consider the most important in increasing participation in facilities on the Civic Quarter?



First choice Last choice

1. Combine community / civic uses in a hub building



2. Provide a mix of uses that complement each other



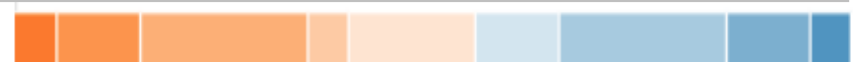
3. A variety of homes provided as part of the development



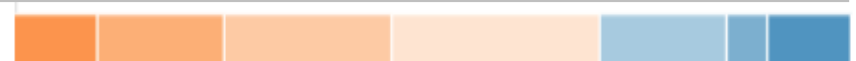
4. A mix of places to eat and drink



5. Retain a library offer



5. Ensure facilities are easily accessible by all transport options



6. A mix of commercial and office space



7. Quality of design and materials



8. Secure and safe by design



9. Provision of a hotel



What options do you consider the most important in ensuring the Civic Quarter increases visitor numbers, footfall and spend in Farnborough?



First choice Last choice

1. Ensure the site is well integrated with the wider town centre / business parks (access routes and wayfinding)



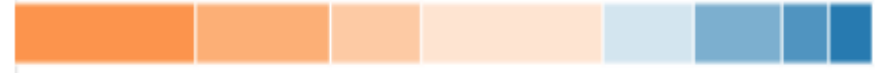
2. Provide for an evening economy



3. Develop a unique selling point and identity – offer that contrasts with other areas



4. Actively promoted e.g. marketing special events



5. Markets and Fairs



6. Places to eat and drink



7. Provision of an anchor store (major retailer)



8. Homes for increased town centre living (doorstep audience)



9. Attractive car parking offer (proximity / prices)



10. Employment space



What options do you consider the most important in ensuring the Civic Quarter enables a stronger arts & culture scene for Farnborough?



First choice Last choice

1. Regular cultural events

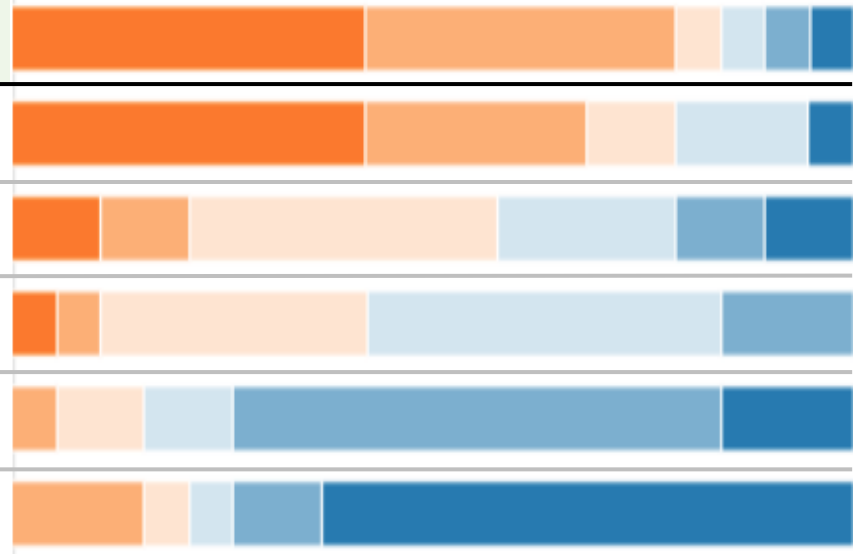
2. Flexible indoor and outdoor spaces that can be used for music and theatre

3. Gallery / Exhibition / Museum space

4. Library

5. A heritage trail / link with local heritage sites

6. Public art



16 Emerging Priorities

Places for community events / gathering		Flexible community space to accommodate a variety of activities / groups	
Places for rest / relaxation		A wide mix of uses that appeals to different groups and encourages people from all ages and backgrounds to use the Civic Quarter	
Landscape – informal green approach (soft landscaping)		Places to sit / rest / reflect	
New development to incorporate renewable energy		Provide space for indoor leisure facilities	
Introduce measures to support sustainable travel		Improving pedestrian connections to the business park	
Maximise energy efficiency of buildings		Combine community / civic uses in a hub building	
Build on the town's aviation and other heritage (e.g. through public realm / public art)		Ensure the site is well integrated with the wider town centre / business parks (access routes and wayfinding)	
Introduction of a landmark building(s) / distinctive architecture and design.		Regular cultural events	

Additional Comments

- Question 9. The options given in my view don't really give a long term growth for culture within the town. We have hundreds of students on the doorstep and a facility/building for performance inside for public to buy a ticket to view would be top of my list. A room in the leisure centre doesn't do it for me. I think post covid an anchor store would be one that draws the public due to a need (not a want) ie. GP Surgery, Leisure facility, Council office etc and then they double up the visit with a shop / restaurant etc. (Anchor store is listed as a retail store above) Although difficult as still early stages, but I would have liked to have seen a Covid-19 question of how members feel due to this, perhaps what they foresee priorities are for the town - e.g. More/less commuting, more/less open space, (inside and outside) - sure other ideas..etc I think this is an excellent way of getting feedback, thank you for implementing.
- It's import to encourage people to our town, we must not be afraid to bring in new concepts that may be costly at first but will allow us to have sustainability in the future. A big retailer will help and a more open atmosphere to eat and drink and relax. We must ensure we cater for all ages
- Taking into account the economic impact of the COVID-19 pandemic on the UK and locally, I would establish new priorities for the Civic Quarter that are not so much concerned with physical structures and site allocations, but focus on the human needs of our communities. These priorities would take into account the lessons learned already in the COVID-10 pandemic - the huge increase in need for social housing to eradicate homelessness; provision for the vulnerable and the isolated in our communities; social enterprises with services that reach out into the community; bases for health and social care; and, disabled access and support. Only a local-authority driven regeneration project can meet these basic human needs.
- I cannot see any mention specifically under Theme 4 (What options do you consider the most important in ensuring the Civic Quarter encourages community cohesion?) of accessibility for those with disabilities eg physical, vision, mental.
- The heritage of flight is so important in Farnborough. This theme should definitely be included within the quarter. There could events such as air fairs, e.g. perhaps a twice a year market specifically aimed at aircraft, both real and models, to attract people from around the country. There are items such as this for cars and railways, so why not for aircraft and associated items too. I also would like to see a 'sweep' through from Queensmead/The Meads to the new quarter. This should have some continuity of design - e.g. bigger, more attractive paving, similar facades etc.. The idea of a better link with the east of the A325 is very important. The A325 is actually seen as a barrier in the Knellwood area. In the hard surface central area, if there is one, I would like to see within the paving, an attractive area for big games, such as chess, draughts, perhaps even hopscotch (!) that could be played in the open air. It may be a crazy idea, but worth a thought. This is an architect issue, but beware of too many blocks of buildings creating an element of 'windy city' when the wind blows.
- To ensure that the whole area is a decent design front and back and a safe and welcoming place to live.
- Without a doubt a mix of businesses and places to eat and entertain. Easy access for everyone walking or in pushchairs etc. A few 'wow' points! The assurance that the layout for open areas will be maintained!
- The hole discussion needs to be community led and owned
- Relocate a smaller, modern adapted for flexible working new RBC HQ.

Additional Comments

- I would also, as suggested during the Workshop, like to see us draw on the work of the Vision 2030 engagement too - as I think it may provide some useful steers, and perhaps confirm/challenge some of the conclusions of the specific work done through GT3 etc.
- The demand for office space is very likely to decline as businesses ask workers to continue working remotely and put together longer phased returns. I think the trend in many white-collar industries will be permanent, with businesses will be looking for more flexible meeting/storage space and to reduce their assets. I think the Games Hub that is being pioneered in Aldershot Town Hall could be a good model for any commercial development on the Civic Quarter site.

Residential development will be even more vital to maintaining the viability of the Civic Quarter sites following COVID-19. There remains good demand for private rented sector accommodation and this is important for ensuring we can attract/retain "Young Urban Residents" identified in the EM3's Strategic Economic Plan. This will not be popular with local residents but we could secure some buy in with attractive design that either reflects historical character of buildings in Farnborough or incorporates green design. The recommendations contained in Roger Scruton's report to Government on beauty in design may be helpful for ideas in how to embed this in the Civic Quarter design: <https://bit.ly/2TmAnfo>

Soft landscaping and embedding biodiversity in design (i.e. through green roofs) is probably the most viable way of incorporating environmentally-friendly measures in the development. This outward facing design will contribute strongly to the sense of place that people can see, even if it is in a residential development. This is a good example of green roofs from the University of Warsaw Library complex in Poland: <https://www.greenroofs.com/projects/warsaw-university-library/>

Road traffic forecasts from the Department of Transport suggests that levels of car ownership are unlikely to change substantially, although over time the type of car people drive is projected to change to low carbon options. Modal shift into the town centre is going to be hard to achieve even with better cycling and walking routes, when a substantial number of residents in wards like Cherrywood, Fernhill, St John's and Cove & Southwood live up to 4 miles away with limited public transport options in some areas. Therefore, car parking space will remain an important consideration. My own preference would be for a multi-storey facility that concentrates car parking and provides some options (where practical) for additional electric vehicle charging points.

I think that Health and Wellbeing elements are better focused on the Farnborough Leisure Centre when it is eventually rebuilt, rather than the Civic Quarter itself. The Joint Strategic Needs Assessment for North Hampshire and Farnham CCG shows that long-term conditions like arthritis, diabetes and COPD are a key risk factor across the area. As part of the procurement for the new operator, I would encourage us to consider how we can build on the numbers of people referred into the existing Leisure Centre for exercise classes and rehabilitation - increasing physical activity among the least active in our community.

On nurturing a night-time economy, let's draw on what works elsewhere in the town. For example, I think that the Village Hotel works well because it offers a variety of options that draws in a range of demographics/footfall throughout the day and can be sustained into the evening - a Starbucks where you can work remotely, a bar with live Sport and food options, some accommodation, meeting and leisure space. It provides a distinctive, higher quality offer and feel from the identikit, tired pubs in the town that tend to attract an older demographic and are more limited. I think those elements could work well in a Hotel based in the Civic Quarter.