

Former Social Club, Farnham

Private Client

● Heritage ● Engagement



Heritage and Communications Potential secured unanimous Listed Building Consent and Planning Permission for the change of use of a Grade II Listed Lutyens building to a restaurant and pub.

Demonstrating our ability to unlock sensitive heritage assets, combining detailed historic analysis, stakeholder collaboration and design-led engagement to secure consensus on a highly valued local building.

The Challenge

The former Social Club is one of the earliest works of Sir Edwin Lutyens, completed in 1895 and designated Grade II Listed. Over time, the building had suffered poorly considered extensions, significant internal alteration and deterioration through lack of investment, despite the survival of the original façade.

With the closure of the Social Club, proposals to bring the building back into viable economic use carried inherent heritage sensitivity and strong local interest, with a risk of objection from key stakeholders and statutory consultees.

Without a carefully balanced heritage and engagement strategy, the scheme risked refusal, local opposition and continued deterioration of an important historic building.

Our Approach

- Undertook detailed heritage analysis to inform a sensitive design-led approach
- Led early engagement with the Town Council and local stakeholder groups
- Worked collaboratively with the Farnham Society to address local concerns
- Balanced competing stakeholder views while respecting the original Lutyens design
- Supported design refinement to improve the building's long-term function and viability
- Managed heritage and stakeholder engagement to build consensus ahead of determination

The Outcome

- Unanimous Listed Building Consent and Planning Permission secured
- Local stakeholder and statutory heritage support achieved, including The Lutyens Trust
- Sensitive internal alterations and new rear extension approved
- Restoration of the Lutyens façade secured, ensuring long-term community benefit