

**Local Sustainable Travel Fund - Travel SMART
2012/13 Draft Programme**

Town: Guildford

Element	Original Bid Value of Scheme £k		Other funding	Scheme Title	Scheme Description	Why this scheme	Current project cost estimate	Spend to date	Balance of Spend	Risk factor	Out-turn estimate
	Rev	Cap									
Large Bid - Priority 1											
Park & Ride				Manor Farm - park & ride	Planned park & ride car park will be located at manor farm next to the A3. The site will accommodate 550 surface level parking spaces. This will complement the other three existing park & ride sites capturing traffic entering Guildford. A park & ride service will operate Monday to Saturday from the park & ride site to the town centre via Guildford railway station. (Note total funding is £4 million for capital and £0.5 million revenue).	The extension of the park & ride system is designed to help overcome congestion and accessibility problems in the town centre and along corridors leading to the town centre from the west. The scheme will offer drivers, particularly those using the A3 trunk road and the A31, an alternative to driving into the congested centre of Guildford. Once operational, the park & ride will require revenue support funding for up to 18 months. Beyond this period we expect it to operate on a commercial basis.	2000	0	2000	100	2000
Bus Priority & Corridor Improvements	40	400	0	Bus Priority & Corridor Improvement works	Providing priority for buses at traffic signalled junctions and improvements for passengers and buses at bus stopping places along corridors to benefit all services along that corridor	To make the bus journey times more reliable and bus services more attractive to people. 2012/13 would be carrying out survey work and implementation of schemes along the corridors.	440	0	440	100	440
Walking & Cycling improvements	0	50	0	Walking & Cycling Improvements Phase 1	Route 5 - Woking town centre to Guildford town centre (Guildford section only) via Bellfields Estate. Quite roads and shared use footway on A320 section to boundary with Woking.	Signing and conversion of footway to shared use.	50	0	50	100	50
Walking & Cycling improvements	0	2	0	Walking & Cycling Improvements Phase 1	Route 8 - Rydeshill to town centre via Wooden Bridge. Generally on road route with some cycle lanes.	Signing and some on road cycle lanes.	2	0	2	100	2
Walking & Cycling improvements	0	20	0	Walking & Cycling Improvements Phase 1	Route 9 - Park Barn to town centre / railway station via University & Walnut Tree Close. Mixture of on and off road facilities. Include link to Surrey Hospital.	Signing. Note need to use Walnut Tree Close until 'Yorkie Bridge'.	20	0	20	100	20
Walking & Cycling improvements	0	120	120	Walking & Cycling Improvements Phase 2	Route 6 - Pitch Place to town centre via Wooden Bridge, using residential streets. (uses S106 funding from agreement 01/P/01627).	Signing, Advanced stop lines, access improvements.	240	0	240	100	240
Walking & Cycling improvements	0	150	60	Walking & Cycling Improvements Phase 2	Route 14 - Spectrum and Guildford College to town centre / railway station. (Uses S106 funding from agreement 01/P/01627).	Scheme implemented over two financial years as follows; Signing (2012/13), cut through for cyclists on Drummond Road, improved crossing of Woodbridge Road (2013/14), new path across Stoke Park (2012/13) and new zebra on Walnut Tree Close at bridge / railway station access. (2013/14).	210	0	210	100	210

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Information, Travel Planning & Marketing	5	150	0	Wayfinder mapping	New Wayfinder mapping for pedestrians within Guildford town centre area.	New Wayfinder mapping provided at key gateways throughout the town centre of Guildford. Approximately 15 signs will be installed, similar in concept to the 'legible London' or the Glasgow walking system.	155	0	155	0	0
Information, Travel Planning & Marketing	25	0	0	Online Mapping	Interactive online mapping and journey planning web site covering Guildford and complement existing software such as Traveline.	The web site will provide people with the detailed travel information. Businesses will be offered the opportunity to purchase a bespoke 'embedded' version for their own web site. Allowing them to include it as part of their marketing.	25	0	25	100	25
Information, Travel Planning & Marketing	40	0	0	Travel Planner Training	Larger businesses with over 100 employees, professional travel planning training will be offered.	Specialist training will be provided for up to three staff members in each organisation free of charge. In return, the employees will be required to offer support once a year to a smaller business nearby. Travel SMART will offer materials and branding support to participating businesses.	40	0	40	100	40
Information, Travel Planning & Marketing	40	0	0	Cycle training	Residents and businesses within 300 metres of a cycle route will also be entitled to discounted cycle training at a price of approximately £10. Launch events will accompany the completion of routes.	This type of work will generate interest from the local population / businesses who are most likely to use the route and make them aware of the facilities provided.	40	0	40	100	40
Information, Travel Planning & Marketing	40	0	0	Intensive infrastructure marketing	Intensive target marketing along the improved bus corridors and new cycle routes.	All businesses and households within 300 metres of a bus corridor	40	0	40	100	40
Information, Travel Planning & Marketing	30	0	0	Eco driver training	Eco driver training will be provided for Middleton Road, Slyfield and Merrow industrial sites, focusing on higher mileage drivers of over 15,000 miles per annum.	Organisations operating fleet and / or delivery vehicles can benefit from an on average 13% saving on fuel bills. This will deliver both a business cost saving and a carbon reduction for the organisation.	30	0	30	100	30
Information, Travel Planning & Marketing	15	0	0	Travel Planner materials support	Travel SMART will offer materials and branding support to participating businesses.	This scheme supports the Travel Planner Training.	15	0	15	100	15
Information, Travel Planning & Marketing	100	0	0	Healthy Lifestyle hub	A community hub will be established Westborough which will be used as a venue for people to pick up information and get their bicycles repaired by local volunteers.	The hub is a focal point for the local community, be the coordinating point for the community fund. Volunteers will benefit by gaining new skills.	100	0	100	100	100
Information, Travel Planning & Marketing	80	0	0	Brompton Dock	An expansion of the Brompton Dock offer is proposed. There is currently an 80 bike dock located at Guildford railway station. Businesses will be encouraged to site a dock on their premises.	To support the existing and new cycle infrastructure and improve connectivity between the railway station and business areas in Guildford.	80	0	80	100	80

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Information, Travel Planning & Marketing	30	0	0	Awareness and marketing	As the improvements to local transport facilities are introduced, a wide scale marketing campaign will be undertaken in conjunction with local retailers. Half the space on Travel SMART branded maps, leaflets and other materials will be available to retailers to makets their business.	This scheme supports the infrastructure measures as they are introduced to make people aware of the new/improved facilities.	30	0	30	100	30
Information, Travel Planning & Marketing	10	0	0	Dealership car share scheme	Slyfield is home to at least 17 car dealership and vehicle mechanics which generate high levels of car trips and contribute to the congestion along the A320. The travel plan relating to the Audi Dealership on the estate identifies a single occupancy vehicle figure of 89%.	A dealership car sharing scheme will be produced which will enable the car dealerships to co-ordinate journeys for vehicle drop off and pick up, for their customers, reducing total trip numbers.	10	0	10	100	10
Information, Travel Planning & Marketing	10	0	0	Personalised travel planning	Limited personalised travel planning advice will be made available for smaller businesses in Guildford.	This applies to businesses with fewer than 100 employees who will not be eligible for travel planner training.	10	0	0	100	10
Information, Travel Planning & Marketing	75	75	0	Business Travel Forum	Three business travel forums with independent support will be set up. Businesses will be able to fund Travel SMART measures that will directly benefit them. Several businesses have highlighted bus connectivity from the train station to their office base as a major issue. One clear remit of the forum would be to help facilitate discussions and the presentation of a business case to bus operators to tackle this problem.	This scheme enables businesses to fund measures that will directly benefit them. It maybe possible to operate the form from one of the existing business networks such as the Guildford Business Esates tenants' forum..	150	0	0	100	150
Information, Travel Planning & Marketing	10	0	0	Monitoring & Evaluation	Monitoring and evaluation the project against targets set.	Monitoring and evaluation is a requirement of the project.	10	0	0	100	10
Information, Travel Planning & Marketing	120	0	0	Community Fund	Community fund made available for residents where funds are made available for transport type facilities for the area. See Annex for an example of Westborough 'Hub' at Guildford.	This scheme will allow residents to take a more active role in improving their local area.	120	0	120	100	120
	670	2967	180				3637		3637	0	0