



**EXECUTIVE**

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## Introduction

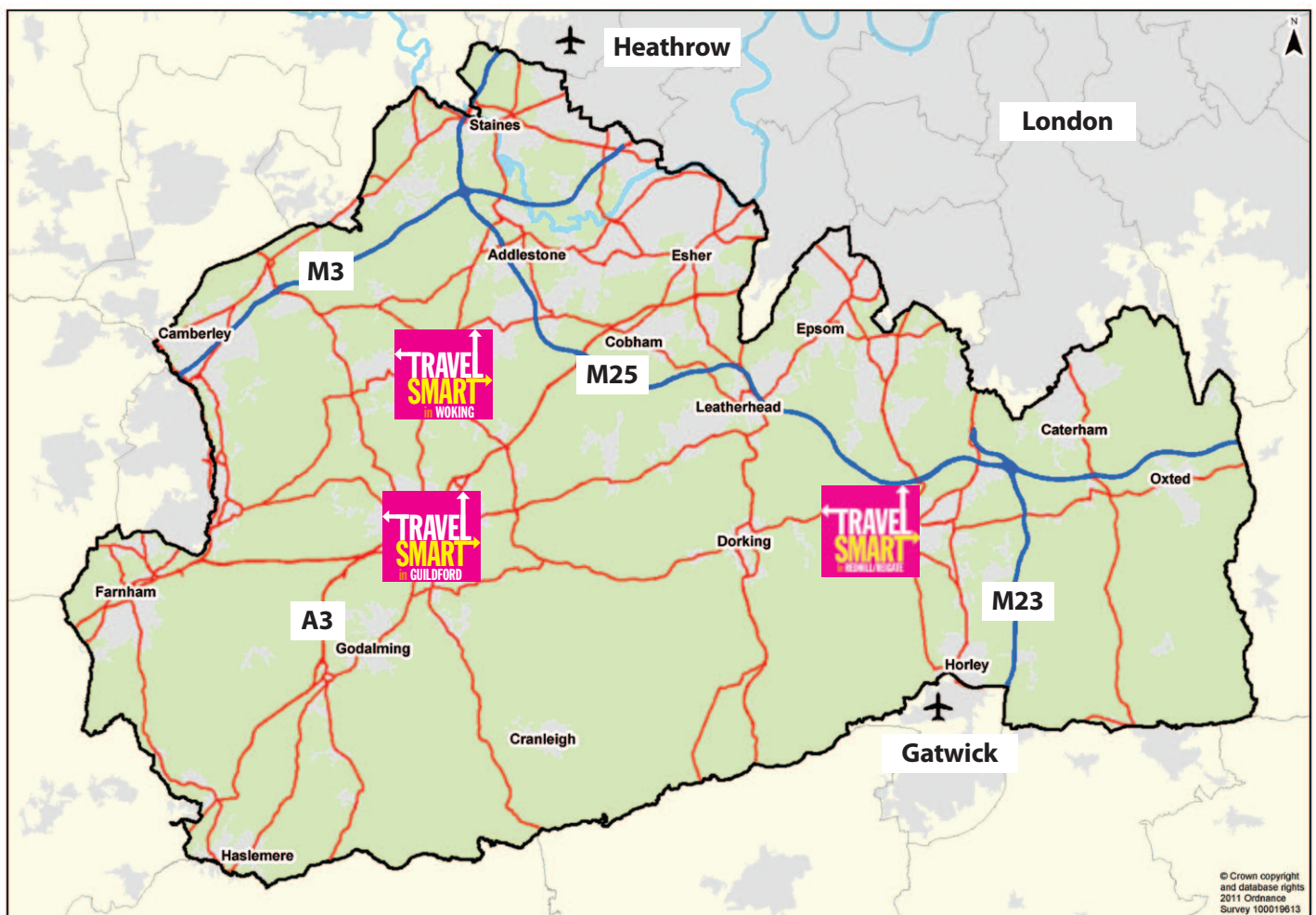
Surrey is a significant net contributor to the national exchequer and has a key role to play in contributing to economic recovery. However the county's current transport infrastructure restricts its potential to deliver that contribution, whilst also providing challenges in meeting carbon reduction targets.

The Travel SMART programme will deliver capital improvements and behaviour change initiatives in three Surrey towns to deliver economic growth and a decrease in carbon. Its aim is to promote sustainable transport and tackle congestion in Guildford, Redhill/Reigate and Woking - our busiest and most economically important towns.

The bid is for £16 million with an additional £4.42 million of secured private sector funding supporting it. At least a further £4.5 million will be spent on complementary measures. The overall scheme has a benefit to cost ratio of 1:3.45. This will safeguard existing employment, potentially increase jobs in the three towns by some 470 and more widely by over 140, as well as achieving carbon savings of over 22 million tonnes.

Investment from this bid will be combined with funding already secured from public and private sector sources and enhanced by major redevelopments planned in the three towns. This ensures Travel SMART will offer a long lasting legacy that will benefit Surrey and the UK as a whole.

Surrey's business community and borough councils have been engaged in shaping the programme. A snapshot of their views and support for the proposed solutions have been captured in a short film accompanying this executive summary.



## Driving economic recovery

Britain is more reliant on the success of the Surrey economy than any other local authority area outside London. Surrey's economy is worth £28 billion Gross Value Added (GVA), larger than Birmingham (£20.18 billion), Leeds (£17.8 billion) and Liverpool (£8.6 billion).

Surrey's strong economy is based, in part, on its superb environment, excellent location and transport links. The county borders London, Heathrow and Gatwick. Many of our residents live within a few minutes walk of the most heavily wooded countryside in England and less than an hour's rail journey into London. One third of the M25 runs through Surrey, as well as large sections of the M3, M23 and A3.

Guildford, Woking and Reigate and Banstead (the local authority within which Redhill/Reigate sits) have a combined economic value of £9.47 billion and together provide employment for 190,800 people. As such they are Surrey's busiest centres with great potential for further economic growth.

## Barriers to growth

Surrey's economic advantages are starting to cause acute problems for the county. Congestion on Surrey's local roads, trunk roads and motorways is estimated to cost Britain's economy £550 million per annum. The road network is saturated with traffic meaning that a single traffic incident on the M25 can cause substantial congestion as drivers seek alternative routes.

Surrey businesses tell us that congestion and unreliable journey times are one of their greatest concerns and could be a reason for relocating out of the county. For some of our international businesses this could mean relocating outside the UK. Congestion and poor access are also major reasons for businesses choosing not to move into Surrey. This is particularly true for retailers as traffic heavy town centres reduce their attraction as shopping destinations.

Car ownership is high in Surrey, arguably a symptom of a successful economy. Around 86% of households have access to a car, with more than 45% having access to two or more cars (more than half as much again compared to the national position). This means there is a high level of suppressed demand for car travel. Providing people with wider travel choices can benefit the economy by enabling everyone to reach their destinations more easily and reliably.

Surrey's towns are currently not well suited to walking and cycling trips. Nearly all of them suffer from severance caused by busy roads, railway lines and rivers which make it difficult for people to walk or cycle to employment, essential services, shops and leisure facilities.

Each of the three towns selected for Travel SMART share these common problems but also have individual issues.

Guildford is one of the 50 most congested cities in Europe. Businesses on the Surrey Research Park tell us it can take up to an hour to travel the half-mile to leave the park. Similar problems are experienced in nearby Lymington.

*"The existing problems include congestion. As well as peak commute times, it builds up during lunch times. There is good potential to introduce a park and ride facility to Guildford town centre. We also aspire to hire more local people who could potentially walk and cycle to work."*  
Richard Foulerton, Allianz Insurance, Guildford.

Woking is world renowned as a sustainability hub. Over the last three years it has had £3.7 million invested in cycling related measures and has seen cycle trips increase by 27%. However there are missing routes and further improvements to traffic management and bus priorities required.

“Congestion is at all times of day and creates particular constraints for cyclists. There is immense pressure on the main road routes. What we need are travel routes that are sensibly managed. Marketing is crucial. Integrated information systems, a one stop shop for all transport needs.”

Martin Knowles, Mayer Brown, Woking.

The Redhill/ Reigate area is a focus for regeneration and economic growth but these adjoining towns share many transport problems.

“Signage is poor around Redhill, which contributes to congestion. Delivery vehicles cause gridlock and congestion 60% of the time during the day. There are difficulties recruiting locally. Better cycling facilities from the station may increase the number of staff cycling to work.”

Andy Nash, Centre Manager, Belfry Shopping Centre, Redhill.

## The Travel SMART Programme

Travel SMART will tackle these problems through major investment in tailored packages of infrastructure improvements and activities to stimulate behaviour change in the three towns. The aim is to make travel easier within these towns, whether by walking, cycling, public transport or by car. This will help people to get to work and job seekers to find work, whilst helping to stimulate the retail sector in each town by making it easier for residents to shop locally.

Travel SMART will be aimed at everyone who travels within the local area, regardless of whether they drive, walk, cycle or use public transport. We want to encourage people to leave their car at home some of the time, but also recognise that some journeys can only realistically be made by car.

The programme for each town will have common elements and unique features. For example, all three will have continuous, well signed walking and cycling routes and improvements to bus corridors.

For Guildford we are proposing a park and ride scheme. This will reduce congestion, both within the centre of Guildford and on the A3 trunk road, addressing what businesses say is a major constraint to future success in the town.

In Woking the programme will build on the success of the existing cycling improvements, while the Sheerwater corridor improvements will relieve a local bottleneck and connect a business park close to an area of deprivation, to the town centre. This will secure existing jobs and most importantly generate at least 300 new jobs.

Redhill/Reigate is an area that will soon see significant town centre investment. To ensure maximum local benefit from this, the Travel SMART programme will improve links between the town, train stations and residential areas and make the centre a more attractive shopping and office location.

Also within the programme for each town are pedestrian and cycling improvements to help people to move around safely. This includes improved crossings of busy roads, better signing and joining up of disconnected routes.

Additional activities will encourage and help people to travel more sustainably. These range from cycle training and the promotion of eco-driving, to better information for drivers about congestion problems. An interactive online journey planning tool will help people to make the best travel choices.

To ensure solutions are appropriate to the locality and achieve maximum ownership and impact, we will be setting up an innovative local challenge fund for measures to be designed in collaboration with businesses and residents.

Key outputs of the Travel SMART programme will include:

- Creation of a 550 space park and ride facility in Guildford.
- Bus priority and corridor improvements in Guildford (nine corridors), Woking (four corridors) and Redhill/Reigate (four corridors).
- Over 34 miles of safe, signed walking and cycling routes across the three towns.
- Free travel planner training for every employer of over 100 staff
- Establishing six business travel forums with funding allocated directly to local business communities to help address their travel problems.

### Maximising investment

The Travel SMART programme will include at least £4.42 million of developer contributions and also be critical in supporting planned investment. This includes the redevelopment of Guildford and Redhill train stations, significant town centre regeneration and retail expansion in all three towns.

The programme complements other activity and investment across the county, including building on the success of Cycle Woking (which received investment of £3.7 million) and work to map strategic infrastructure needs across the county.

Travel SMART also includes a number of measures to be funded by Surrey County Council and its partners without the need for resources from the Local Sustainable Transport Fund. This includes a new £4 million junction at the entrance to the Surrey Research Park, improving access to the University of Surrey and the Royal Surrey County Hospital, and a £500,000 scheme to promote electric vehicles.

### A long lasting legacy

The legacy of the Travel SMART programme will be secured in three ways: through delivering continued economic benefit as key elements move towards becoming self financing; through designing the programme to be replicable; and through tackling transport barriers that currently constrain further investment.

By working closely with the business community, key elements of the behaviour change programme are designed to be self-financing beyond the lifetime of the programme. Charging will be incrementally introduced for key services to business once the business case has been demonstrated.

Travel SMART has been designed to offer a template approach that can be applied relatively easily and cost-effectively to other towns of a similar size, both within Surrey and elsewhere. Effective monitoring and evaluation will ensure that our understanding of what works, in terms of securing economic growth and carbon reduction through transport investment, continues to improve.

The programme will be critical in delivering transport improvements that will provide the building blocks for future private sector investment in Surrey, as confidence increases that the county's transport problems are being addressed.

The amount of funding sought through the LSTF programme for each town, together with the private sector contribution already secured, is summarised in the table below:

<b>Travel SMART investment</b>	<b>Guildford</b>	<b>Redhill/Reigate</b>	<b>Woking</b>	<b>Totals</b>
Park and ride	£4.5	–	–	£4.5
Variable message signing	–	£0.3	–	£0.3
Sheerwater corridor improvements	–	–	£1.0	£1.0
Bus priority and corridor	£1.6	£0.5	£0.7	£2.8
Walking and cycling	£0.6	£0.3	£0.4	£1.3
Information, travel planning and marketing	£2.1	£3.0	£1.0	£6.1
Total per town from LSTF	£8.8	£4.1	£3.1	£16.0
Additional funding secured	£0.4	£0.7	£3.3	£4.4
Overall total	£9.2	£4.8	£6.4	£20.4

(All figures in £ million)

**Conclusion**

Travel SMART is a programme of measures to deliver economic growth and carbon reduction in Guildford, Woking and Redhill/Reigate, Surrey’s busiest and most economically important towns. The Travel SMART programme provides a comprehensive package of capital and behaviour change measures that have been shaped and endorsed by Surrey’s business community and are:

- Deliverable within the LSTF timeline and provide a long lasting legacy.
- Aimed at tackling specific barriers in the three towns.
- Linked to wider private and public sector investment plans.

The Travel SMART programme will play a critical role in:

- Ensuring that Surrey contributes fully to the UK’s economic recovery, by tackling the transport barriers that currently jeopardise business retention and expansion of key growth sectors (including space technology, pharmaceuticals, electronics and research & development).
- Maximising the local economic and carbon reduction benefits of new development through improving travel choice, access to local employment and town centre vitality.
- Delivering added value through leveraging additional investment and providing a replicable model for other UK towns.

The LSTF funding would provide the critical early investment to kick start a step change in economic recovery.