

Local Sustainable Travel Fund - Travel SMART											
2012/13 Draft Programme											
Town: Redhill-Reigate										Annex A	
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									
Key Component											
6 - Travel Promotion - Bike It	60	0	0	Bike It	Continued funding to support existing third party support, delivered through Sustrans	This scheme has been operating in the R & B area for 4 years, it is targetted at schools and has achieved good results so far.	60	0	60	0	0
Large Bid - Priority 1											
Bus Priority & Corridor Improvements	5	0	0	Bus Priority & Corridor Improvements (survey work)	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 in preparation for the 2013/14 programme.	5	0	5	0	0
Walking & Cycling improvements	0	20	0	Walking & Cycling Improvements Phase 1	Route 1A - From Frenches Road to Route 1 A23 London Road	Widen existing pathway and signing to create a new route. Connects area to new network. Sign route with new Travel SMART branding	20	0	20	100	20
Walking & Cycling improvements	0	20	0	Walking & Cycling Improvements Phase 1	Route 2A - From Watercolour to NCN 21	Create new path across open ground to connect residential area to the network. Sign route with new Travel SMART branding	20	0	20	100	20
Walking & Cycling improvements	0	1	1	Walking & Cycling Improvements Phase 1	Route 3 - From Park 25 to Redhill Town Centre	Using residential roads and shared use footways. Sign route with new Travel SMART branding.	2	0	2	100	2
Walking & Cycling improvements	0	20	0	Walking & Cycling Improvements Phase 1	Route 4 - Whitebushes to Redhill Town Centre	Existing route that requires surface improvements and new branded Travel SMART signing.	20	0	20	100	20
Information, Travel Planning & Marketing	5	125	0	Wayfinder mapping	New Wayfinder mapping for pedestrians within Redhill town centre area.	New Wayfinder mapping provided at key gateways throughout the town centre of Redhill. Up to 12 signs will be installed, similar in concept to the 'legible London' or the Glasgow walking system.	130	0	130	100	130
Information, Travel Planning & Marketing	25	0	0	Indoor Mapping	Interactive online mapping and journey planning web site covering Reigate, Redhill, Merstham and Earlswood 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	30	0	0	Traffic Management Information (Web site)	Improvements to the traffic management information made available to the public via the web site.	This scheme will alert residents and business about problem areas on the highway network and allow them to make informed choices on how and when to travel and therefore reducing congestion at certain locations.	30	0	30	100	30

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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 rewuired 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	High trip generating organisations on the Holmethorpe and Salfords industrial estates will be offered one-to-one in car eco-driver training.	This is to support businesses in reducing their carbon emissions and fuel costs. Drivers with over 15,000 annual mileage will be targetted.	30	0	30	100	30
Information, Travel Planning & Marketing	10	0	0	Small business marketing	All small businesses will be entitled to free 'New to Redhill' travel packs for staff. These packs will contain details about the travel choices people have when working in Redhill.	These packs will make people aware of the travel choices available.	10	0	10	100	10
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	200	50	0	Travel SMART hub	A community hub will be established in Redhill area 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.	250	0	250	100	250
Information, Travel Planning & Marketing	80	0	0	Brompton Dock	An 80 bike dock to be located at Redhill railway ststion in partnership with Southern Rail.	To support the new cycle infrastructure and improve connectivity between the railway station and business areas, including in Reigate.	80	0	80	100	80
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

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Large Bid - Priority 1											
Information, Travel Planning & Marketing	10	0	0	New starter travel packs	Supporting small businesses, free 'New to Redhill' travel packs available for staff. These travel packs will contain details about travel choices people have when working in Redhill.	These packs will make people aware of the travel choices available.	10	0	10	100	10
Information, Travel Planning & Marketing	360	0	0	Community Fund	Community fund made available for residents where funds are made available for transport type facilities for the area. See Annex F for an example of Westborough 'Hub' at Guildford.	This scheme will allow residents to take a more active role in improving their local area.	360	0	360	100	360
Information, Travel Planning & Marketing	50	50	0	Business Travel Forum	Two business travel forums will be set up , one in Redhill and one in Reigate with independent support and will continue each year of the programme.	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 Redhill Regeneration Forum or the Reigate and Redhill Business Network.	100	0	100	100	100
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	10	100	10
Information, Travel Planning & Marketing	0	250	0	Variable Message Signing	Car park Variable Message Signing is a traffic management and travel information system that has already been installed successfully in Guildford and Woking, with signs located on the approach roads to the town centre. Initial design work for 2012/13.	These signs will help tackle congestion, particularly in the one-way system, directly supporting the regeneration plans for the town centre.	250	0	250	100	250
Walking & Cycling improvements	0	0	100	Walking & Cycling Improvements Phase 2	Route 3 - From Redhill railway station to Redhill Town Centre	Links the busy railway station to the town centre and other routes link into this crossing area.	100		100	100	100
Walking & Cycling improvements	0	10	0	Walking & Cycling Improvements Phase 2	Route 5 - Reigate town centre to Redhill town centre.	Using quiet residential streets, a new access is required at the western end together with the new branded Travel SMART signing.	10		10	100	10
Walking & Cycling improvements	0	150	0	Walking & Cycling Improvements Phase 2	Route 2 - Merstham to Redhill town centre	A safe route providing links from several areas of Merstham, with new paths created, dropped kerbs and road table to connect to NCN 21 and link into town centre, together with the new branded Travel SMART signing.	150		150	0	0