



STRATEGIC



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Introduction

- 2.1 The UK is more reliant on the success of the Surrey economy than any other local authority area outside London. Surrey's economy was worth £28 billion in 2008, and is greater in size than that of Birmingham (£20.1 billion), Liverpool (£8.6 billion) and Leeds (£17.8 billion). For many years Surrey has had a large, high performing economy, benefiting enormously from good transport links and close proximity to London, Heathrow and Gatwick. Surrey's economy has a critical contribution to make towards the UK's economic recovery.
- 2.2 However there are major transport challenges which are threatening economic recovery and performance:
 - The population in Surrey is predicted to grow 11% by 2026 compared to 2007, placing enormous pressure on transport infrastructure and making it harder to achieve carbon reduction targets.
 - Congestion on Surrey's local roads, trunk roads and motorways, is estimated to cost the UK economy £550 million per annum. In particular the road and rail networks are prone to severe congestion caused by unforeseen incidents.
 - A-roads in Surrey carry 64% more traffic than the national average.
 - Average traffic flows on motorways in Surrey are 83% above the national average and 51% above that for the south east. Approximately one third of the M25 runs through Surrey.
 - Traffic levels along Surrey's motorways have grown 10% between 1998 and 2008.
- 2.3 In relative terms the Surrey and the south east economy is already slipping in the competitiveness stakes. The World Knowledge Competitiveness Index (2008) shows that the south east of England was ranked 74th out of 145 global regions, down from 40th in 2004. The region has also slipped within the European Competitiveness Index (2006/ 07) being ranked 16th among 118 European regions, down from 12th in 2004. If the relative rank of the south east economy is falling then it follows that Surrey's is also falling.
- 2.4 Congestion on Surrey's local roads, trunk roads and motorways, is estimated to cost Britain's economy £550 million per annum. In 2010 Oxford Econometrics told us Britain's GVA could have been increased by £1.6 billion per annum, and tax revenues could have been £750 million higher if investment in south east transport infrastructure had been on a par with the national average. So this proposal is an integral part of Britain's plans for growth.
- 2.5 Travel SMART is designed to promote economic growth and reduce carbon by tackling specific transport problems in three of Surrey's most economically important towns – Guildford, Redhill/ Reigate and Woking. This LSTF large bid for the three areas has a positive benefit cost ratio of 1:3.45
- 2.6 In common with the rest of Surrey, all three towns suffer from high levels of traffic congestion. This can lead to unreliable journeys where it is difficult to predict how long a journey will take. Because the road network is saturated it has little spare capacity to cope with unforeseen incidents, such as collisions, poor weather and road works. This can lead to long queues on several key roads within the county.
- 2.7 A particular challenge is that around one third of the M25 runs through Surrey. When the M25 experiences a traffic problem, such as a collision, this can divert large amounts of motorway traffic onto Surrey's roads. These roads are already heavily used in normal conditions and cannot cope with the additional traffic.
- 2.8 Local businesses are becoming increasingly frustrated by these delays and by the unpredictability of journey times. This can act as a deterrent to new businesses who might otherwise locate to Surrey. In some cases, it can prompt existing Surrey businesses to consider relocating to areas with lower traffic levels. Given the international nature of some of these businesses, this could be a loss to Britain.

- 2.9 All three towns also suffer from a high degree of physical severance. This is caused by busy roads, railway lines or canals cutting the towns in half and separating areas of housing from areas of employment. Because of this, many residents are dissuaded from walking and cycling. Instead they default to car journeys which add to the county's already high congestion levels and carbon emissions.
- 2.10 A further problem for Surrey is that there is a very high level of car ownership. Surrey has car availability levels 55% higher than the national average. This makes it more challenging to encourage more non-car journeys.
- 2.11 Because Surrey has both severe congestion and a large number of cars, there is a high level of suppressed demand for car travel. Surrey residents would drive more if the roads were not so busy. This means that we cannot simply provide more road capacity. This could lead to increased discretionary journeys without providing noticeable relief from congestion or economic growth.
- 2.12 Travel SMART aims to tackle these problems through a coordinated suite of complementary measures. Journey time reliability will be improved by better traffic management and improved information to help people avoid problems on the road and public transport networks. This will be aided by other measures not funded by the Local Sustainable Transport Fund to improve traffic flow, such as the £4 million hospital roundabout project to enhance access to the Surrey Research Park.
- 2.13 The severance caused by roads, railways and canals will be eased by a programme of route improvements and signage, building on the county's successful Cycle Woking project. The aim will be to make it much easier to travel around these three towns, which will in turn encourage people to make more local journeys, whether for work or for shopping.
- 2.14 A programme of information and behaviour change will be used to encourage people to walk and cycle more. In order to tackle the high level of car usage, this programme will encourage people to make small changes, such as walking and cycling for some of their trips. It will also focus on changes to car usage which will reduce emissions, such as car sharing, eco driving and buying more efficient cars.
- 2.15 A large element of the behaviour change programme will be to work with local businesses and communities to tackle the specific problems that they have identified as barriers to sustainable transport. This could include improved cycle storage, improved pedestrian crossings, better information, cycle training, improvement to the street scene and so on.
- 2.16 Public transport will be improved by a programme of route enhancements, including priority routes and real time passenger information on buses and at bus stops. As with road transport, the aim will be to improve journey time reliability which will in turn encourage more people to use buses as a reliable alternative to the car. Bus and rail travel will be made easier through improved passenger information, including better coordination of information through smartphone technology.
- 2.17 A number of projects are planned to tackle problems that are specific to each of the towns. Guildford suffers from high levels of congestion. This is caused by shopping and commuter traffic in the town centre and by through traffic on the A3 trunk road which runs through the middle of the town. To tackle both problems, the programme includes an additional park and ride site on the A3. This will reduce congestion by removing some local traffic from the A3 and will also attract workers and shoppers who would otherwise have parked in the town centre. However, we are not proposing a park and ride system for Woking and Redhill/Reigate.
- 2.18 Redhill suffers from town centre congestion caused, amongst other things, by shoppers looking for a freely available car parking space. This will be eased by installing variable message signs to direct drivers to car parks with available space. These signs are already in place in Woking and Guildford and have proved to be very successful.

- 2.19 The Woking component includes a scheme to provide a new access road to the Sheerwater development. This will provide inward investment to the area, create employment opportunities and generate economic growth. Woking Borough Council has a specific local development framework policy to provide a positive framework for regeneration of the Sheerwater area. This includes 250 new homes and at least 300 new jobs.

Developing a targeted approach

- 2.20 A high proportion of the economic activity in Surrey is centred in and around the three areas of Guildford, Woking and Redhill/Reigate. These areas are critical to the future economic prosperity of the county but they also correspond with some of the greatest development pressures and the most severe transport problems. A large proportion of Surrey's housing and commercial development over the next 15 years will be located in these three areas. Annex 1 provides further information on the economic, environmental and social issues. This includes the latest statistics on the labour market including unemployment, employment and skills, data on competitiveness and information on social and environmental variables.
- 2.21 The package of measures in the large project bid builds on our key component bid. It also builds on the original large project bid, which set out our initial proposals. The key component bid was focused principally on Guildford and Woking, drawing on the success of the Woking cycling town project, with a countywide traffic and transport information programme and a small investment within Redhill/Reigate (Reigate & Banstead) for Bike IT. The large project bid initial proposals were directed at Guildford, Woking, Redhill/Reigate, Epsom, Camberley and Egham.
- 2.22 Following feedback from the Department for Transport, the county council carried out a methodology criteria check based on economic and transport issues, the prospect of regeneration in each town and match funding opportunities for each of the original six towns. The outcome provided two distinctive groups, with Guildford, Redhill/Reigate and Woking in the first group and Camberley, Egham and Epsom in the second group. This conclusion fitted neatly with the investment being made with the key component. It has therefore been agreed on this occasion to focus on the first three of these areas, where the scale of the transport problems is marginally greater, there is scope for early interventions and the economic benefits are greater. Other areas, including Epsom, Camberley and Egham remain high priorities and also require transport investment in order to support economic growth and regeneration.

The Travel SMART principles

- 2.23 This latest bid and the package of measures for the three areas has been developed around a number of key principles:
- Prioritise cost-effective transport measures which have the greatest impact in supporting businesses, improving access to employment opportunities, boosting economic growth, cutting carbon, and improving the quality of life for communities in Surrey.
 - Build on best practice such as the cycling demonstration town projects including Woking, and the approach to sustainable transport in towns such as Worcester, Darlington and Peterborough.
 - Work closely with the borough councils, local businesses and the wider community in development and implementation of the bid.
 - Tackle congestion by improving journey time reliability and information provided to the travelling public.
 - Widen the travel and non travel options available to help businesses and residents avoid congestion, for example by promoting working from home and travelling outside the peak hours.

- Encourage positive changes in travel behaviour by targeting different segments of the population and business.
- Maximise the impact of the bid by integrating it with other funding sources and initiatives as part of a lasting programme.
- Ensure that the design and aesthetic quality of new infrastructure, for example improved signing, enhances the character of the area whilst achieving excellent value for money.
- Create a legacy of sustainable transport that can be replicated in other areas, thereby removing barriers to economic growth and cutting carbon.

The package of measures reflects the aims of Surrey Connects (Surrey's emerging Local Enterprise Partnership), in achieving smart economic growth. Smart economic growth will help to achieve a sustainable Surrey and promote increased productivity without harming quality of life. For Surrey Connects this includes sustainable transport solutions to address Surrey's transport problems; problems that businesses recognise are damaging to economic growth.

Logic maps have been produced covering bus priority and corridor improvements as well as the walking and cycling elements within each of the three towns and these can be found in Annex 2. Examples of information, travel planning and marketing have been provided within each of the towns packages.

Options assessment

- 2.24 The decision making process and the rationale for the preferred package of measures is centred around a robust assessment of the options. The options assessment was a six-stage process as illustrated in figure A and outlined below:
- 1) An analysis of the existing and future problems faced by Surrey businesses and residents.
 - 2) An initial long list of capital and revenue transport measures was drawn from a wide range of sources, including evidence from best practice.
 - 3) The long list of measures was then tested with stakeholders, including members, local borough councils, Transport for Guildford, Transport for Woking, the Redhill Regeneration Forum, transport operators and representative community groups. Options were also tested against the scope of the LSTF and its objectives, to understand the fit with the project. Measures that were unaffordable, lacked clarity on economic impact, or didn't fit with the objectives were removed at this stage.
 - 4) This shorter list of options was then taken through two parallel stages. A programme of business engagement gave an opportunity for the business community to refine the list of measures against identified transport problems and priorities for growth.
 - 5) Running in parallel with this process, potential measures were modelled to ensure a significant contribution to the key objectives of economic growth and reducing carbon emissions.
 - 6) The final adopted package of measures was developed from combined outputs of the modelling exercise and the business testing stage to produce a robust package of measures.
- 2.25 The Early Assessment and Sifting Tool (EAST) has been used to help develop the preferred package of measures, as suggested in the LSTF guidance. Further information about this is provided in the economic case. We have also made use of the LSTF resource library. This has been used to assess the likely behavioural changes, and to access the carbon tool.

Behaviour change methodology

2.26 Behaviour change is one of the key mechanisms for delivering the objectives of the Travel SMART programme. Both the concept and design of the project deliver measures that complement each other using Surrey County Council's four 'I's behaviour change approach:

- Involvement – working with businesses and local communities to identify problems, shape programmes, build internal capacity and implement projects.
- Infrastructure – build highly visible and effective infrastructure with targeted awareness campaigns to maximise take up.
- Information – ensuring signage, web tools and mapping is high quality and target users receive the right messages.
- Intervention points – pulling together involvement, infrastructure and information to maximise behavioural change at key points and times.

Table 1 – Surrey's four I's and enabling behaviour change

I principle	Enabling behaviours
Involvement	More prevalent; more me
Infrastructure	More doable
Information	More me; more doable; more prevalent
Intervention points	More advantageous

2.27 This approach enables the project to be designed so that it has value to the people it is targeted towards. The target audiences for the project can be broadly defined into three groups - businesses, local residents, and people using the town centre. In each of the towns, a rationale for the behaviour change approach has been outlined, with one particular intervention highlighted in greater detail to illustrate the approach. Annex 3 provides further information on the approach to segmentation and the Surrey four Is model.

Principles for long-term legacy of Travel SMART

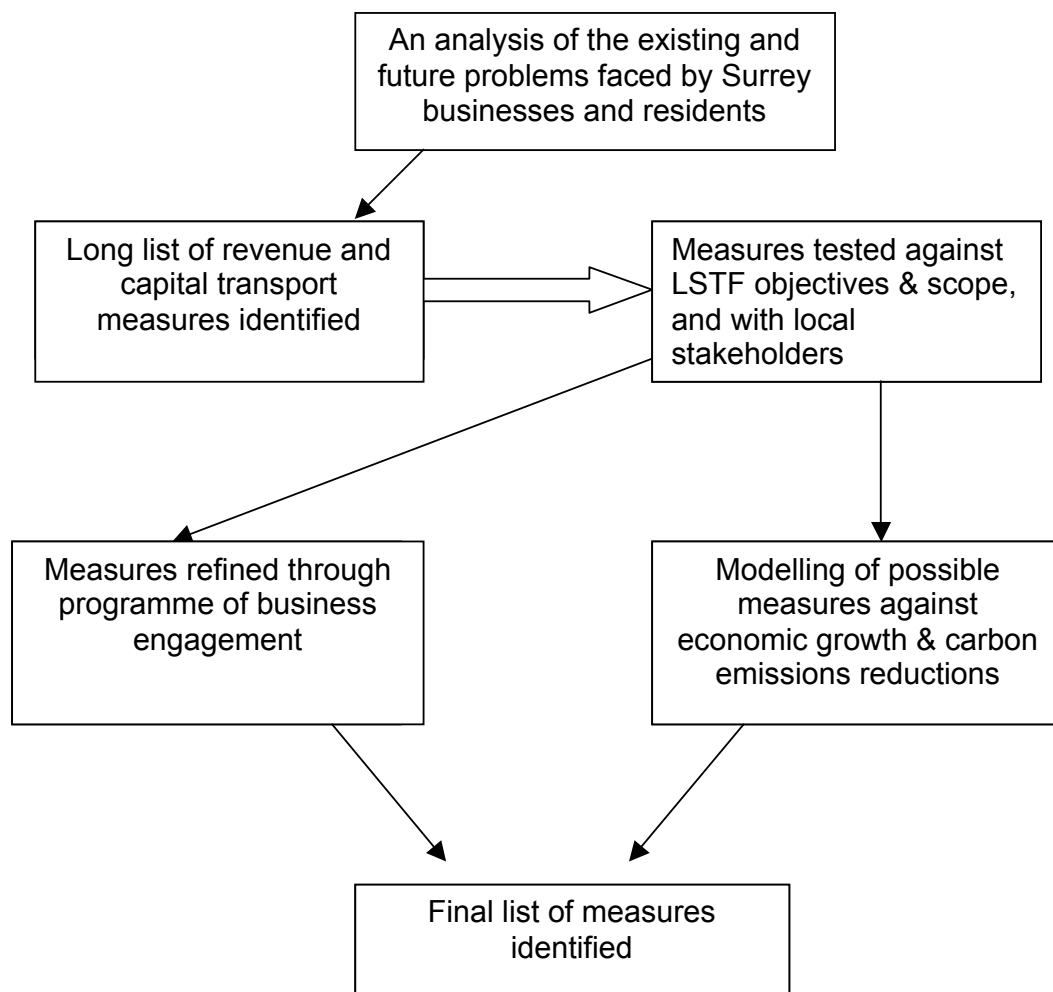
2.28 Travel SMART has been designed so that over the life of the programme, it will generate a revenue stream. In the first year of the project, soft measures aimed at businesses will be delivered free of charge, as a 'loss leader' in order to build up recognition and confidence in the brand. In years 2 and 3, measures will be provided for a subsidised price. The revenue generated from this will be held until the end of the project, when it will be provided as initial financing to set up an appropriate vehicle for continuing the work of the Travel SMART programme.

2.29 There are three possible approaches that could be used to continue the work of Travel SMART after LSTF funding has finished:

1. Retain the programme in-house, using the revenue generated from providing services to businesses to fund ongoing measures from the project.
2. Establish a Community Interest Company, which would provide charged-for services to businesses and communities. This company would continue to work closely with the county council to ensure that future investment in infrastructure complements the programme and the aspirations of the local businesses and the communities it would affect.

3. Sell the concept and brand to a commercial organisation that would be able to continue providing services to businesses and communities on a fully commercial basis, with the income from the sale reinvested in sustainable transport measures. An assessment will need to be made on the level of brand equity and therefore its value to any potential purchasers, to understand if this could be a viable option.
- 2.30 At the end of the 2013/14 financial year an assessment will be made on the brand equity, income level and possible interest from partners and commercial organisations to decide which approach will be the most effective in securing the longevity and impact of the project. Should any organisations have an interest in continuing the programme either as a community interest company or commercial entity a bidding process will be undertaken to ensure the best result.
- 2.31 Whichever approach is selected to continue the work of Travel SMART we would expect the following elements of the project to be continued for the longer term:
- Brand and marketing activities of the project.
 - Provide bikeability cycle training.
 - Providing businesses with ongoing material support for travel planning.
 - Support to business travel forums.

Figure A: six stage options assessment





Summary of the Redhill & Reigate package



Redhill and Reigate are adjoining towns, but have very distinct characters. Reigate is a prosperous and attractive market town and is home to a number of large blue-chip businesses including Canon and Esure. The town centre has a buoyant economy, despite the recession, with low levels of office and retail vacancy rates. Reigate is characterised by good road and poor rail links leading to a heavy reliance on the road network for travel to and through the town. This causes significant congestion.

In contrast, Redhill's town centre is in decline. It suffers from a poor quality built and public environment. Although the town's strategic location close to Gatwick the M25 and M23 means that it is host to big businesses such as Lombard and Balfour Beatty, the poor quality public realm and retail/leisure offer means that it remains a focus for lower value operations. Despite this, Redhill is rich in new opportunities for development. On the horizon there is significant investment and job creation from new Sainsbury's and Asda supermarkets, and residential developments giving Redhill the opportunity to grow.

Without commensurate transport investment, the wider regeneration benefits of investment in Redhill will not be fully realised. It is critical that a range of measures are introduced to complement the development. These include improving connectivity between the two centres by bus and cycle, working with large employers to improve employees' travel choice, tackling the severance between Redhill rail station and the town centre and improving access to jobs and services in the town centre for communities in the surrounding area. The impact of this will be to support the economic growth of Redhill town centre, to reduce the congestion levels that blight Redhill and Reigate and to tackle high levels of unemployment and associated social problems in neighbouring areas.

Transport problems acting as barriers to economic growth and carbon reduction in Guildford

- 2.32 Guildford is one of the south east's main regional centres with an economy worth nearly £4 billion Gross Value Added (GVA) in 2007, 14% of the Surrey total. In 2010 the UK Competitiveness Index ranked Guildford as the most competitive city in the UK outside London. Guildford's economy has international significance in the Government's high priority growth areas, notably health and life sciences, space, professional services, digital, and creative media.
- 2.33 Major employers in Guildford include Allianz Cornhill Insurance Plc, Phillips, Syngenta and Ericsson. There are 10 employment sites in the town with more than 500 staff. The town is also emerging as a hub of computer game design in the UK. Several successful game studios have been acquired by global brands including Microsoft and Electronic Arts.
- 2.34 Guildford is home to the University of Surrey and the Surrey Research Park. Both have been successful in attracting international and local businesses and make a major contribution to the regional economy. Surrey Research Park is regarded as one of the best of its kind in the UK. It is home to significant sector clusters such as information communications technology, software firms involved in the computer games sector and biomedicine. Many of the 114 firms based on the site are involved

in the commercialisation of a wide range of sciences, including the International Space Innovation Centre-Surrey. The University has a turnover in the region of £200 million per annum, 11,800 students, and contributes around £280 million per annum to the Guildford economy. The research park's contribution to the Guildford economy is around £350 million per annum.

- 2.35 Transport problems in the town present major barriers to economic growth and carbon reduction, notably congestion and poor transport accessibility in some areas. Business and industrial areas within the town suffer major severance from the town centre, rail station and residential areas, making local travel extremely difficult. The main causes of this severance are the A3 trunk road, the Wey navigation and the railway lines. These divide the town and act as major barriers for pedestrians, cyclists, buses, cars and heavy goods vehicles.
- 2.36 Guildford is one of the premier shopping centres in the south of England, and therefore attracts a significant number of daytime visitors. The retail sector employs around 9,200 people, across a range of retail activities, although retail has seen a loss of 1,000 jobs over the last five years. There is significant further retail development potential in the town centre, however the growth and success of these developments will rely on higher town centre footfall. Additional capacity cannot be delivered through extra car parking provision in the town centre, as this would exacerbate existing congestion problems. It can be achieved by increasing the number of park and ride sites on the outskirts of the town.
- 2.37 A survey carried out as part of an economic development study of Guildford in 2009, revealed that 46% of firms were considering relocating out of the borough, citing traffic congestion as the most significant factor. One respondent summarised the concerns as follows:
- ‘Increasingly access through Guildford, particularly on and off the research park at peak times, is causing delays and lost work time and having a negative impact on the start and finish hours of both staff and visitors.... we are looking at our options and are in the process of considering relocating the company elsewhere.’
- 2.38 This concern is further illustrated by a Surrey County Council study, which investigated the potential impact of the South East Plan levels of development, and the potential impact of park and ride in Guildford. This found that congestion would rise to unacceptable levels unless mitigation measures were applied. Traffic problems in Guildford are driving business away. There are already examples of businesses re-locating out of the area. The risk to UK PLC is that multi-national companies with UK bases and headquarters in Guildford will move their businesses out of the UK.
- 2.39 Congestion in Guildford is acting as a very serious constraint upon the local and sub regional economy. The annual average daily traffic on main routes in Guildford is 15,630 vehicles, with 18% of traffic within the peak hours of 08:00 – 09:00 and 17:00 – 18:00. These large volumes of traffic result in congestion and delays at the start and end of the working day. For example, on main routes into the town during the morning peak period, average speed is just 14mph, equivalent to 4 minutes 23 seconds per mile. Car ownership is high in Guildford, with 45% of households owning two or more cars, compared with the South East average of 38%. High levels of car use and ownership are reflected in the town's road transport energy consumption, which totalled 124,000 tonnes in 2008. This is the highest in Surrey and is ranked tenth out of local authorities in the South East.
- 2.40 Existing bus, walking and cycling infrastructure to areas of employment is considered inadequate by local businesses. Particular examples are the Guildford Business Park, Cathedral Hill Industrial Estate and Middleton Industrial Estate, collectively known as the Guildford business estates. Together these sites employ around 5,000 people.
- 2.41 Organisations on the Guildford Business Estates have reported concerns that they are struggling to recruit highly skilled graduates to work for them. This is due in part to the difficulty accessing the site from the town centre and train station. Some organisations on the estates have short remaining

leases on their buildings and are seriously considering relocating away from the area because of the congestion and access problems.

- 2.42 As well as deterring existing businesses from remaining in Guildford, traffic congestion is also acting as a barrier to new development opportunities. The borough council has concerns that high levels of congestion will dampen prospects for the redevelopment of sites in and around the town centre, jeopardising future economic growth. Dr Malcolm Parry OBE, Managing Director of the Surrey Research Park, has cited that £43 million of investment on the park cannot be made until the impact on congestion is reduced. Businesses on the park cannot grow, and new businesses cannot be attracted because congestions acts as too significant a barrier in the area.
- 2.43 Access by bus is poor between some of the local employment areas and Guildford rail station. Penny Hardcastle of Motion Transport stated that few buses serve the rail station, and even fewer link from the station directly to the major areas of employment outside of the town centre. This can lead to connection times of over 30 minutes for journeys of 1.5 to 2 miles. This acts as a significant barrier to people travelling to work by train, despite the excellent rail connections enjoyed by Guildford station.
- 2.44 Some residential areas have poor connectivity with local employment. Westborough is the fourth most deprived area in Surrey (IMD 2007). In October, 2011 3.2% of the working age population in Westborough were claiming Job Seekers Allowance, compared to 1.8% for Guildford borough. 12.5% of Westborough residents claimed key out of work benefits, compared to the borough figure of 7.1% (May 2011). 37% of residents in Westborough have no qualifications compared to 24.3% across the borough. Potential sources of employment are available nearby at the Slyfield and Middleton Road industrial estates but they are not readily accessible by walking, cycling or public transport. Relatively low car ownership in the area further exacerbates the issue. The Westborough/Park Barn area has a car ownership rate of 1.08 cars per household, compared with 1.44 for Guildford borough.
- 2.45 The Guildford Town Centre Management Group has cited signage to be a major problem throughout the town. Motorists are not given clear signing for some destinations adding to congestion in the town. Signage is also out of date in some places. The management group also have concerns about inadequate signing between the town centre and both the bus and rail stations.
- 2.46 Areas where severe traffic congestion and/or poor accessibility is acting as a barrier to economic growth and carbon reduction in Guildford include the following:
- Widespread congestion in Guildford town centre, exacerbated by severance from the railway, Wey navigation and gyratory system.
 - Congestion on local network adjoining the research park, Royal Surrey County Hospital and University of Surrey, exacerbated by A3 trunk road severance.
 - Congestion along the A320 adjoining the Slyfield industrial estate.
 - Poor accessibility between Guildford rail station, bus station, town centre, and Surrey Research Park, Guildford business estates and Guildford gateway, exacerbated by severance by the railway, Wey navigation and gyratory system.
 - Poor accessibility between the Westborough/Park Barn area and local centres of employment, exacerbated by A3 trunk road severance.
 - Inadequate signing in parts of the town, making it difficult to find key locations such as the rail station.
- 2.47 The package for Guildford has a range of measures to tackle these problems.

Objectives for Guildford

- 2.48 The objectives for Guildford take into account Guildford Borough Council's Local Development Framework, the objectives of the Surrey Transport Plan (the third Local Transport Plan), and the core objectives of the Local Sustainable Transport Fund. The objectives for Guildford are to:
- Help tackle congestion in the Guildford area, which is exacerbated by severance from the A3 trunk road, the Wey navigation and the railway lines.
 - Support existing businesses and future employment opportunities at the business parks and in the town centre.
 - Improve accessibility from areas of deprivation and other neighbourhoods to centres of employment.
 - Improve permeability from Guildford rail station to areas of employment, with clear signing and safe continuous routes.
- 2.49 The vision of the Surrey Transport Plan is: **To help people to meet their transport and travel needs effectively, reliably, safely and sustainably within Surrey; in order to promote economic vibrancy, protect and enhance the environment and improve the quality of life.**
- 2.50 The 2009 consultation version of Guildford Borough Council's Local Development Framework Core Strategy contains a strategic objective for Guildford town centre that seeks to reinforce its role as the county's prime shopping centre and location for cultural, leisure, office and civic facilities. This is supported by area visions for the town centre and Guildford urban area which includes the following statements:
- Guildford town centre will maintain and enhance its function as a transport hub.
 - Its retail and commercial offers will be enhanced.
 - Improved transport links will facilitate travel to local services and between urban and rural areas.
 - Cycling and pedestrian routes will complement the main rail and road links.

Proposed package of measures for Guildford

- 2.51 The Guildford package is designed to target congestion and accessibility problems, address the concerns of the business community, and hence overcome the barriers to economic growth and carbon reduction. The key elements of the package are illustrated in figures A and B and set out below:
- Park and ride system extended with new services to the west of Guildford adjacent to the A3 trunk road.
 - Bus priority and corridor improvements on routes into the town centre, employment locations and other destinations in Guildford, including traffic management measures to address the local bottleneck at the junction of Farnham Road and Guildford Park Road.
 - Walking and cycling improvements providing continuous, well-signed, safe, and direct cycle routes including:
 - Guildford rail station to the town centre, University, Hospital and the Surrey Research Park.
 - Westborough/ Park Barn and local centres of employment.
 - Information, travel planning and marketing supporting new infrastructure, enabling the economy to grow and helping people to make the best travel choices in Guildford. This will include improved signing to enhance access to key locations in Guildford.
 - Associated key component measures
 - Other bus priority and corridor improvements.

- Other walking and cycling measures.
- Traffic and transport information.
- Travel planning and promotion.
- Complementary third party funded schemes including car clubs, electric vehicles, and traffic management measures to address the local bottleneck at hospital roundabout.

Park and ride system extension

- 2.52 The extension of Guildford's park and ride system is designed to help overcome congestion and accessibility problems in the town centre and along corridors leading to the town from the west. It will also help reduce congestion on the A3 trunk road. Figure B indicates the location of the planned park and ride site. 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. This will complement the three existing park and ride sites that operate Monday to Saturday, capturing traffic entering Guildford from the north, east and south.
- 2.53 The planned park and ride car park will be located on a 1.9 hectares site at Manor Farm Guildford, next to the A3. The site will accommodate 550 surface level parking spaces. Initially access to the site will be via the improved hospital junction. In the longer term a new and more direct access will be created via a slip road from the A3, avoiding the hospital junction. However, this new access would only go ahead as part of a comprehensive scheme to improve the A31/A3 junction. Rail users would also be encouraged to park on site, and use the park and ride bus to Guildford rail station for rail services to London and other destinations.
- 2.54 Complementary traffic management measures include improvements at two major junctions on the route of the planned park and ride bus services. These are described below as part of the bus priority and corridor improvements.
- 2.55 The cost of the park and ride scheme is estimated at £4.5 million. Discussions have been held with potential operators. The operators would supply six new high quality buses to operate the park and ride on a commercial basis. The new buses are valued at approximately £900,000.
- 2.56 Once operational the park and ride site will require revenue support funding for up to 18 months. Beyond this period we expect it to operate on a commercial basis.

Bus priority and corridor improvements

- 2.57 The bus priority and corridor improvements are focused on key routes in Guildford, to improve accessibility and reduce the impact of congestion. This includes corridors linking the town centre, the rail station, the University of Surrey, the research park, Royal Surrey County Hospital, the A25 retail park, Slyfield industrial estate, and residential areas, dovetailing with the key component bid.

Grant funding	Local contribution (secured)	Local contribution (anticipated)
£0.50 million	£0 million	£1.91 million

- 2.58 The locations of the planned bus priority and corridor improvements are shown in figure B, and set out below:
- 1) University of Surrey / Royal Surrey County Hospital and Surrey Research Park to Guildford town centre.
 - 2) Aldershot to Guildford town centre, via Woodbridge Road/Aldershot Road/A323.
 - 3) Woking to Guildford town centre via Woodbridge Road/Worplesdon Road/A322.
 - 4) Slyfield industrial estate to Guildford town centre via Stoke Road/A320.
 - 5) Burpham to Guildford town centre via London Road/A3100.
 - 6) Merrow to Guildford town centre via Epsom Road/A246.
 - 7) Godalming to Guildford town centre via Portsmouth Road/A3100.

- 8) Shalford / Cranleigh to Guildford town centre via Shalford Road/A281.
- 9) Farnham to Guildford town centre A31/Farnham Road.

2.59 These nine corridor improvements will have a major impact in improving connectivity in Guildford. They link areas of business activity, areas of deprivation, local communities, rail stations, Guildford town centre, and other sites which are key to the economic prosperity of the town.



2.60 Complementary traffic management measures are planned along with the bus corridor improvements and park and ride proposals. These include work at two junctions which cause severe congestion. The hospital roundabout and the Guildford Park Road junction with Farnham Road. The hospital roundabout scheme has been funded by The University of Surrey (£2.5 million) and Surrey County Council (£2 million). The scheme will start during the spring of 2012, for completion before commencement of the new park and ride service. The existing mini roundabout at Guildford Park Road junction with Farnham Road is planned to be signalised at a cost of £0.3 million using grant funding included within this bid.

2.61 The bus priority and corridor improvements will include intelligent bus priority measures at signalised junctions, traffic management in the form of clearways, bus cages and revised waiting restrictions at bus stops. Passengers will benefit from access improvements at bus stops, travel information and bus shelters. Multi-modal transport access points will be created to upgrade key bus stops. The multi-modal transport access points, represent a new vision for the bus stop. The intention is to greatly improve interchange between bus services, cyclists and pedestrians, and build on the key component work. They will be sited at local hubs of community activity (shopping parades, near health facilities etc) and on cycle routes. Facilities will include cycle parking, travel information, lighting, closed circuit television coverage, and raised kerbing to give easy access onto buses. They will become 'muster points' at which community transport and education transport pick-up/drop-offs can be focussed and where people can wait in comfort and safety.

Grant funding	Local contribution (secured)	Local contribution (anticipated)
£0.34 million	£0.72 million	£0.14 million

2.62 The package of measures within this bid would count towards the county council's contribution to the expansion of quality bus partnerships, potentially including revenue-funded measures such as publicity. Further real time passenger information (RTPI) related measures will also be prime candidates for delivery through quality bus partnerships. This could include route-wide or network-wide roll out of short message service (SMS) plates at bus stops. Due to the partnership arrangements, quality bus partnerships represent opportunities to bring in external funding to support the LSTF bid.

2.63 Preliminary discussions with transport operators have identified up to £2 million of investment that the operators would make if this LSTF bid were successful. They would provide approximately 12 new buses, upgraded services, promotional activity, real time passenger information maintenance, and a contribution to the overall infrastructure maintenance. Letters of support are attached in Annex 4.

Walking and cycling improvements

2.64 The walking and cycling improvements for Guildford will provide a network of 14 routes, and connections to the existing National Cycle Route network. These are depicted in figure [X.X](#), and will be continuous, well-signed, safe and direct routes between communities and places of work, schools, leisure, shopping, and public transport. The network will include routes linking Guildford rail station,

the town centre, university, hospital and the research park, and also between Westborough/Park Barn and local centres of employment, directly addressing the concerns of many local businesses.

2.65 The Guildford package includes walking and cycling improvements to form 14 routes that will make up the new network, together with the National Cycle Route:

- 1) Merrow to Guildford town centre via Epsom Road.
- 2) Bushy Hill to Guildford town centre via London Road rail station.
- 3) Burpham to Guildford town centre via London Road rail station.
- 4) Jacobs Well to Guildford town centre via A320/ Wey navigation towpath.
- 5) Woking town centre to Guildford town centre via A320 (Guildford section).
- 6) Pitch Place to Guildford town centre via Wooden Bridge.
- 7) Stoughton to Guildford town centre via Wooden Bridge.
- 8) Rydeshill to Guildford town centre via Wooden Bridge.
- 9) Park Barn to University of Surrey/Guildford railway station/town centre.
- 10) Surrey Research Park/Royal Surrey County Hospital to town centre via railway station.
- 11) Onslow village to town centre via Guildford Park.
- 12) Godalming to Guildford town centre.
- 13) University of Surrey/Royal Surrey County Hospital to Merrow.
- 14) The Spectrum leisure centre to Guildford town centre via Guildford College.



The National Cycle Route network

- NCR 223 Woking town centre via Sutton Green to Guildford town centre via London Road railway station.
- NCR 22 Farnham to Guildford town centre.
- NCR 22 Dorking to Guildford town centre.

2.66 The intention is to improve accessibility around Guildford, overcome the severance caused by barriers such as the A3, the railway lines and the Wey navigation, thereby bringing economic benefits to the area, cutting carbon and encouraging healthier lifestyles. The 14 routes comprising the network will be appropriately branded, and linked in with two cross-town National Cycle Routes (NCR 22 and 223).

2.67 The package of walking and cycling measures within the bid represents a continuation of the successful work within Woking (cycling town 2008-2011) by rolling this out to Guildford. Investment will focus on removing barriers and gaps in the existing network. This includes the crossing of the A25 at Woodbridge Meadows, and improved approaches to the Wooden Bridge crossing the A25 and A3, dovetailing with the key component bid.

Information, travel planning and marketing

2.68 The information, travel planning and marketing interventions are designed to maximise the impact of the new infrastructure, enabling the economy to grow, and helping people to make more sustainable travel choices in Guildford. The main measures include:

- Maps installed at stations and car parks.
- Surrey traffic and travel information website.
- Travel planning training.
- Business travel plan forums.
- Expansion of the Brompton Dock scheme.

- Eco Driver training.
- Car sharing scheme.
- Intensive targeted marketing.
- Cycle training.
- Wayfinder mapping.

2.69 Problems of accessibility around Guildford arise from physical barriers such as the Wey navigation, the A3 trunk road, and the railway, but are also due to the lack of clear legible routes from key access points into the town. To help overcome this, large maps will be installed at exits from the rail and bus stations, and multi storey car parks at Farnham Road and York Road. This will reinforce the improved signage available throughout the town.

2.70 At key bus stops along the proposed bus priority corridors, improved mapping will be produced to illustrate the onward journey possibilities for pedestrians and cyclists, as well as available bus connections.



2.71 As part of the key component funding, a town wide interactive mapping tool is being produced giving people a wealth of information about the options for travelling to and around Guildford. In order to develop this project further, additional funding from the large bid is required to integrate the system into the Surrey traffic and travel information

Grant funding	Local contribution (secured)	Local contribution (anticipated)
£3.05 million	£0 million	£0.08 million

website. This will enable people to gather real time information on all modes of transport in one single place. An awareness campaign to promote the use of this site is also underway.

2.72 Businesses can find it difficult to effectively influence the travel behaviour of their employees. Having the right skills and resources is key to making this work. It is therefore proposed that professional travel planner training will be offered to all Guildford businesses with over 100 employees. This will involve specialist training being provided for up to three employees from each business, at a cost of approximately £1,000 per business. The main areas of focus for this will be three major business areas of the Surrey Research Park, Guildford Business Estate, and Guildford Gateway. Materials and marketing support will be provided for businesses that take up this opportunity. In order to receive the training, travel planners will need to commit to offering three hours of travel planning advice to a local SME (small or medium sized enterprise) once a year. This will ensure that good quality travel planning backed up with local knowledge can be provided to as many businesses as possible within Guildford.

2.73 Three business travel forums, with independent support and a budget of £50,000 per financial year each (half revenue, half capital) will be set up. Businesses will be able to fund travel SMART measures that will directly benefit them. It may be possible for this forum to operate out of one of the existing business networks in the area such as the Guildford Business Estates tenants' forum. All forum measures will be backed up by monitoring via the County travel plan monitoring system and will be free of charge to the businesses. Several businesses have highlighted bus connectivity from the train station to their office base as a major problem for them. One clear remit of the business forums is to help facilitate discussions and the presentation of a business case to bus operators to tackle this problem.

- 2.74 To support new cycle and walking infrastructure and improve connectivity between the train station and business parks, an expansion of the Brompton Dock offer in Guildford is proposed. There is currently an 80 bike dock located at Guildford training station. This was provided in a partnership between Brompton Dock Ltd and South West Trains. Businesses will be encouraged to site a dock on their premises. If they agree to the dock being part of a Guildford wide publicly accessible system, they will enjoy a reduced set up and maintenance cost for the system for the first two years.
- 2.75 Eco Driver training will be provided for Middleton Road, Slyfield and Merrow industrial estates, 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.
- 2.76 Slyfield Industrial Estate is home to at least 17 car dealership and vehicle mechanics which generate high levels of car trips and contribute to local congestion along the A320. The travel plan relating to the Audi Dealership on the estate identifies a single occupancy vehicle figure of 89%. A new 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.
- 2.77 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.
- 2.78 Part of the funding from Surrey's successful key component bid is being used to test marketing techniques that could be used as part of the larger scheme. In particular, extensive targeted marketing along the improved bus corridors and new cycle routes will be undertaken, with all businesses and households within a 300m buffer receiving some intervention. If this method delivers positive results then it will be rolled out across the rest of the project.
- 2.79 Residents and businesses within the cycle route buffer zones will also be entitled to discounted cycle training. Launch events will accompany the completion and marketing of routes, to try and generate interest from the local population who are most likely to use the route.
- 2.80 Additional funding for the Westborough/Stoughton community fund will be allocated. This fund is being set up with resources from the key component bid and will assist residents to improve access to local areas of employment. The Westborough plan identifies improved links to areas such as Slyfield industrial estate as a key issue for local residents.
- 2.81 As the travel offer in Guildford improves, this will be supported by a more general travel awareness campaign, co-ordinating messages from operators. The campaign will be supported by the interactive website.

For pedestrians wayfinder mapping will be installed on-street in Guildford town centre and at the key gateway points. This is likely to be similar to the Legible London or Glasgow Street sign concept. Approximately 15 signs will be required.

Associated key component measures

- 2.82 The key component bid measures for Guildford include the following:
- Initial bus priority and corridor improvements, with a multi-modal transport access point,

- intelligent bus priority systems and real-time information.
 - Initial walking and cycling improvements.
 - Countywide traffic and transport information.
 - Travel planning and promotion.
 - Complementary third party funded measures to support the growth of car clubs and electric vehicles.
- 2.83 Guildford has been allocated £0.26 million to initially start bus priority and corridor improvements on key routes within the town. This work will only start the process of improvements that will require the addition of the £1.61 million included within this bid.
- 2.84 Guildford's walking and cycling programme has had £0.9 million set aside for upgrading of certain routes and to create new routes which are more direct, continuous and connecting where people live to local businesses and retailers. An additional £0.57 million has been included within this bid to create further connectivity between residential areas/transport hubs and areas of employment/retail.

Impact of the package in supporting economic growth and carbon reduction in Guildford

2.85 There is clear evidence to show that the package of measures for Guildford would have strong benefits for economic growth and carbon reduction. Table 2 sets out the transport problems, objectives, package measures and the beneficial impacts that would arise. These are the additional benefits the project will deliver, over and above those already planned in the Surrey local transport plan, and those funded from alternative sources. Summarised below are the principal impacts that the package would have for both economic growth and carbon reduction in Guildford. The economic case provides detailed evidence to substantiate the journey time savings, reduced vehicle flows, bus patronage figures and other benefits as referred to below and in Table 2.



- 2.86 Support for business operations through reducing congestion problems in Guildford town centre, adjoining the research park, Royal Surrey County Hospital, the university, the A320 adjoining the Slyfield industrial estate and other corridors into the town. This will be achieved by increasing mode choice to encourage a shift away from the car. The resulting improvement in capacity will allow businesses to recruit from a larger pool of people therefore widening the skills base that employers will have access to. The evidence for this includes:
- Reduced journey times for remaining car and business/freight trips due to the diversion of car trips to park and ride, bus, walking and cycling and a corresponding change in journey time isochrones.
- 2.87 Increase in the total number of employees travelling into Guildford town centre in the peak period. A larger number will use the improved bus services and cycle routes being created, freeing up road capacity to be used by others who need to travel by car. The evidence for this is:
- Isochrones illustrating that the catchment area for Guildford has increased while maintaining journey time thresholds.
- 2.88 Increased 'footfall' in Guildford town centre in the inter-peak period to boost shopping turnover and support plans for commercial development. The evidence for this increase in people coming into the town centre includes:
- In excess of 950 additional passengers daily on weekdays arising from the new park and ride service and bus priority corridors into Guildford town centre.

- Increased cycle trips on improved cycle routes into the town centre.
- 2.89 Economic growth and job creation, generated by the redevelopment of car park space in the town centre. This economic stimulus is made possible by replacing existing parking space with the extra capacity at the new park and ride service and other elements of the package. Evidence includes:
- The assessment of the new park and ride service and increased bus patronage on bus priority corridors.
 - The potential for an increase in the number of jobs.
- 2.90 Increased accessibility to employment sites at the research park, Guildford business estate, Guildford Gateway and Slyfield industrial estate, to and from the rail station, bus station and town centre. Evidence includes:
- Increased bus patronage on bus priority corridors linking with the major employment sites.
 - Increased cycle trips on improved cycle routes into the major employment sites.
- 2.91 Improved reliability and predictability of journey times for all traffic between the town centre, employment sites and residential areas surrounding the town centre, due to the bus priority corridor improvements and other elements of the package.
- 2.92 Reduction in carbon emissions generated by traffic in the Guildford area as a result of the package of LSTF measures. Evidence using the Department for Transport carbon tool and the LSTF resource

Table 4: The impact of the Redhill & Reigate package of measures

Problems Barriers to economic growth and carbon reduction.	Objectives Derived from the problems	
<p>Redhill town centre is currently in decline, with poor urban realm, a high level of vacant units, low-grade uses and a very limited night-time economy.</p> <p>Congestion and poor accessibility between Reigate and Redhill, and other areas surrounding the towns.</p>	<p>To maximise local regeneration benefits from the Redhill town centre redevelopment by improving public transport, walking and cycling connections between Redhill, Reigate and the surrounding area.</p> <p>To improve accessibility from areas of deprivation to emerging job opportunities, in support of the Redhill town centres regeneration.</p>	
<p>Poor accessibility between areas of high deprivation such as Merstham and Redhill West and the town centre.</p> <p>Poor walking and cycling routes between the new housing developments at Water Colour, and Park 25 and Redhill town centre.</p>	<p>To improve accessibility from areas of deprivation to emerging job opportunities, in support of the Redhill town centres regeneration.</p> <p>To reduce severance between Redhill rail station and Redhill town centre and bus station, by improving provision for pedestrians and cyclists.</p>	
<p>Severance caused by the A23, creating a barrier between Redhill rail station and the bus station and town centre.</p>	<p>To reduce severance between Redhill rail station and Redhill town centre and bus station, by improving provision for pedestrians and cyclists.</p>	
<p>Poor car park and HGV signage leads to congestion in the Redhill ring road with associated impact on the town centre public realm.</p>	<p>To help tackle congestion by improving information for car parking and freight deliveries.</p> <p>To improve the permeability of Redhill town centre with clear signing.</p>	

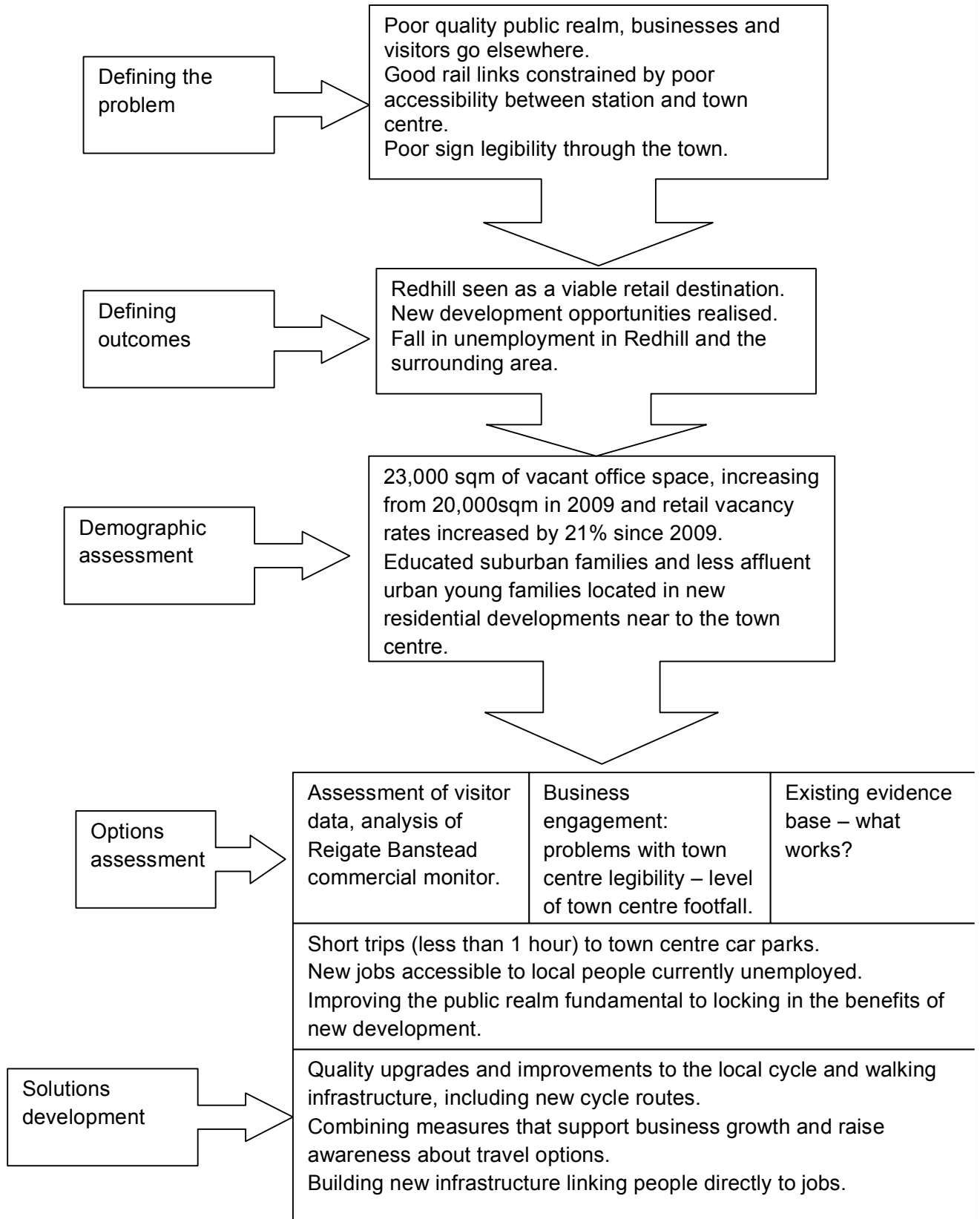
Measures Aimed at addressing the problems and objectives	Impacts Benefits for economic growth and carbon reduction (detailed evidence of the impacts is provided in the economic case)
Walking and cycling improvements providing continuous, well-signed, safe, and direct cycle routes including: Improved pedestrian crossing between the rail station and bus station and town centre.	<p>Increased accessibility to Redhill town centre in support of the regeneration plans, enabling economic growth and job creation. Journey time and vehicle operating cost savings total £14.3m (2002 prices and values).</p> <p>Support for business operations through reducing congestion problems between Reigate, Redhill and surrounding areas.</p> <p>Increase in the total number of employees travelling into Redhill and Reigate town centres in the peak period. Potential for job creation in the borough is 85 jobs.</p> <p>Increased footfall in Redhill town centre in the inter-peak period to boost retail turnover and support plans for regeneration of the town.</p> <p>Reduction in carbon emissions generated by traffic in the Reigate-Redhill area as a result of the package of LSTF measures. Reduced carbon emissions of 5.2m tonnes.</p> <p>Increased workforce productivity due to improved health and reduced absenteeism. Health benefits = £0.4m Absenteeism benefits = £0.020m (2002 prices and values).</p>
<p>Bus priority and corridor improvements on routes into the town centre, employment locations and other destinations in Redhill and Reigate.</p> <p>Walking and cycling improvements providing continuous, well-signed, safe, and direct cycle routes including: Improved pedestrian crossing between the rail station and bus station.</p> <p>Merstham, and the new housing developments at Water Colour and Park 25.</p>	<p>New employment opportunities for local people from the more deprived areas at Merstham, Redhill West and other parts of Reigate-Redhill. There will also be an increased pool of labour available to employers. Widens employers' access to population (workers and skills) within 30 minute drive time by 0.6%.</p>
<p>Walking and cycling improvements providing continuous, well-signed, safe, and direct cycle routes including: Improved pedestrian crossing between the rail station and bus station.</p> <p>Redhill town centre to the rail station, East Surrey Hospital, Horley and Gatwick.</p>	<p>Improved reliability and predictability of journey times for all traffic between Redhill and Reigate, employment sites and areas surrounding the towns.</p>
<p>Information, travel planning and marketing for Redhill and Reigate, supporting new infrastructure and enabling the economy to grow. This will include traffic management measures in the form of variable message signing for car parks in Redhill town centre, to reduce circulating traffic.</p>	<p>Enhanced signage, particularly for pedestrians and cyclists between Redhill rail station, the bus station, Redhill town centre, and other key locations.</p>

library, as referred to in the economic case:

- Reduced carbon emissions of 13.1 million tonnes.

2.93 New employment opportunities for local people from the more deprived areas at Westborough/ Park Barn and other parts of Guildford. There will also be an increased pool of labour available to employers. The evidence demonstrates:

Redhill: encouraging visitors to Redhill for retail and business



- 283 jobs created in Guildford due to Travel SMART measures.
- An additional 6.7% of the local population fall within a 30 minute drive time of Guildford.

- 2.94 Increased workforce productivity due to improved health and reduced absenteeism:
- £5.8 million worth of health benefits and a reduction in absenteeism worth £0.271million.
- 2.95 Enhanced signing in Guildford to improve access between the rail station, bus station and town centre, and to employment sites at the research park, Guildford business estate, Guildford Gateway and Slyfield industrial estate.
- 2.96 Employees based in the above locations have been established as the key target audience. In creating new and improved routes to these destinations, clear comprehensive signage and maps are also required, similar to the successful experience in Aylesbury (Gemstones Routes) and Woking (Planet Trails). In both these towns, high quality signing was used which also acted as an advert to potential motorists stuck in congested traffic to use these routes.

Future major developments in Guildford

- 2.97 A number of major developments are anticipated to take place by 2015. These will bring complementary measures that will dovetail with the improvements within this bid. The major developments include:
- Westfield Friary shopping centre extension - planning application awaited.
 - Guildford bus station relocation to Bedford Road - planning application awaited.
 - Ladymead retail park - various planning applications for increased retail floor space.
 - Belleby theatre, mixed retail and community development - pre-planning discussions with potential retailer.
 - University of Surrey Manor Park campus - the university continues to implement the campus master plan.
 - Guildford Station development for mixed use scheme - pre-planning discussions ongoing.
 - Slyfield industrial estate community recycling centre - Surrey County Council intend to submit a planning application in 2012.

Consequences if the Guildford LSTF package is not funded

- 2.98 If the LSTF large package bid is unsuccessful then the benefits set out above and in Table 2 will be lost, at least in the foreseeable future. As a consequence, the transport problems in Guildford will become increasingly severe, prohibiting economic growth and carbon reduction. Although the key component funding is helpful, it only goes part way to solving the existing transport issues within Guildford.
- 2.99 The principal consequences for Guildford if the LSTF package is not funded can be summarised as follows:
- Traffic congestion, delays and unreliable traffic conditions would have a greater impact on the economy. Business operations in the town centre, the research park Guildford business estate, Guildford Gateway, Slyfield industrial estate and other parts of the town already hampered by congestion and poor accessibility would become untenable. If the LSTF improvements are unfunded then companies would carry out the threat to leave the area, many could relocate abroad, expansion plans would be put on hold, jobs would be lost and economic recovery would be jeopardised. 46% of the firms in Guildford are already considering leaving because of the severe traffic congestion. Without the LSTF improvements the contribution which the Guildford economy makes to the UK - worth almost £4 billion in 2007 - would decline.
 - Prospects for retail development in Guildford town centre would be undermined. This is because there would be no increase in footfall in the town centre if the LSTF proposals

Figure A: Redhill/Reigate anytown map

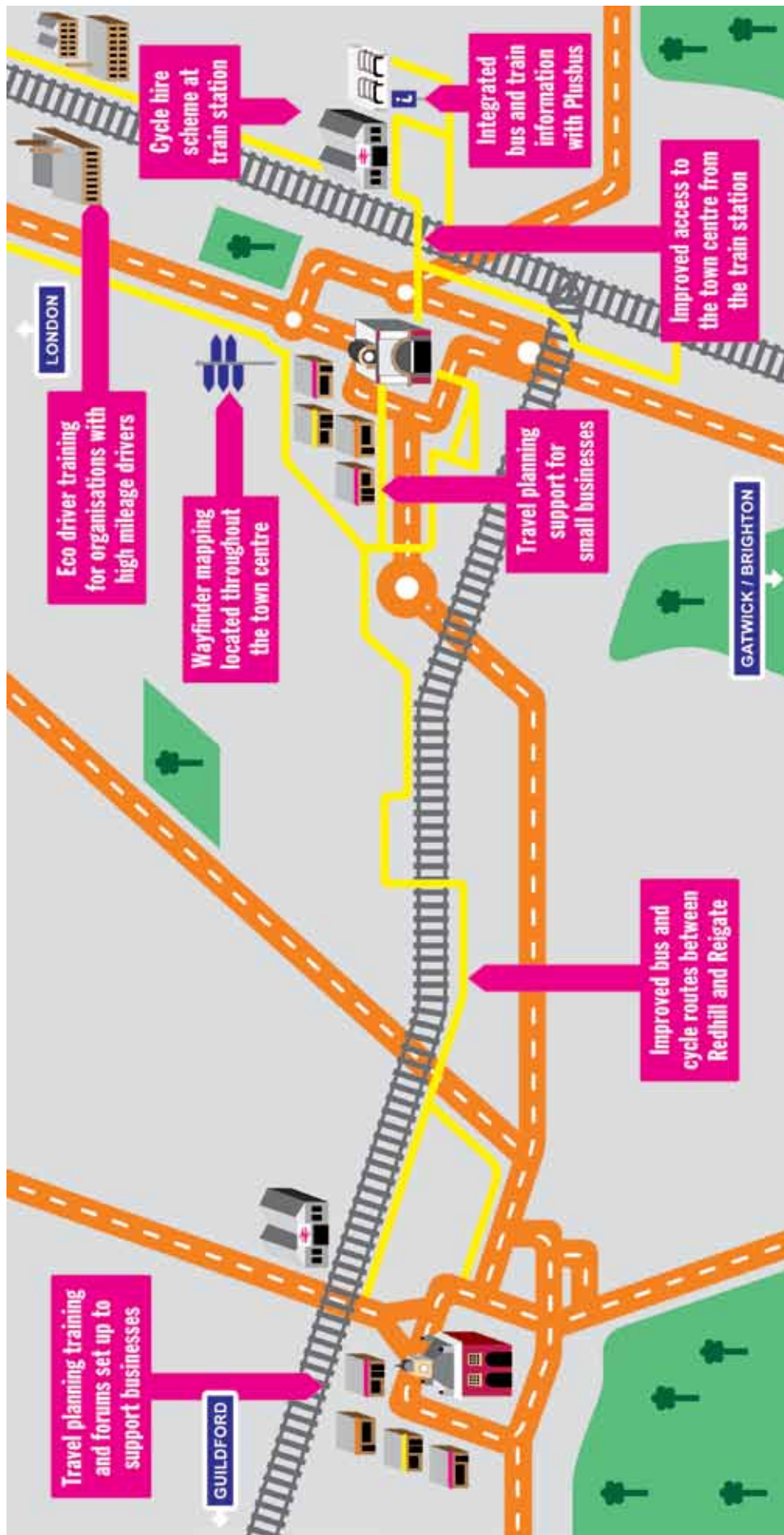


Figure B: bus map

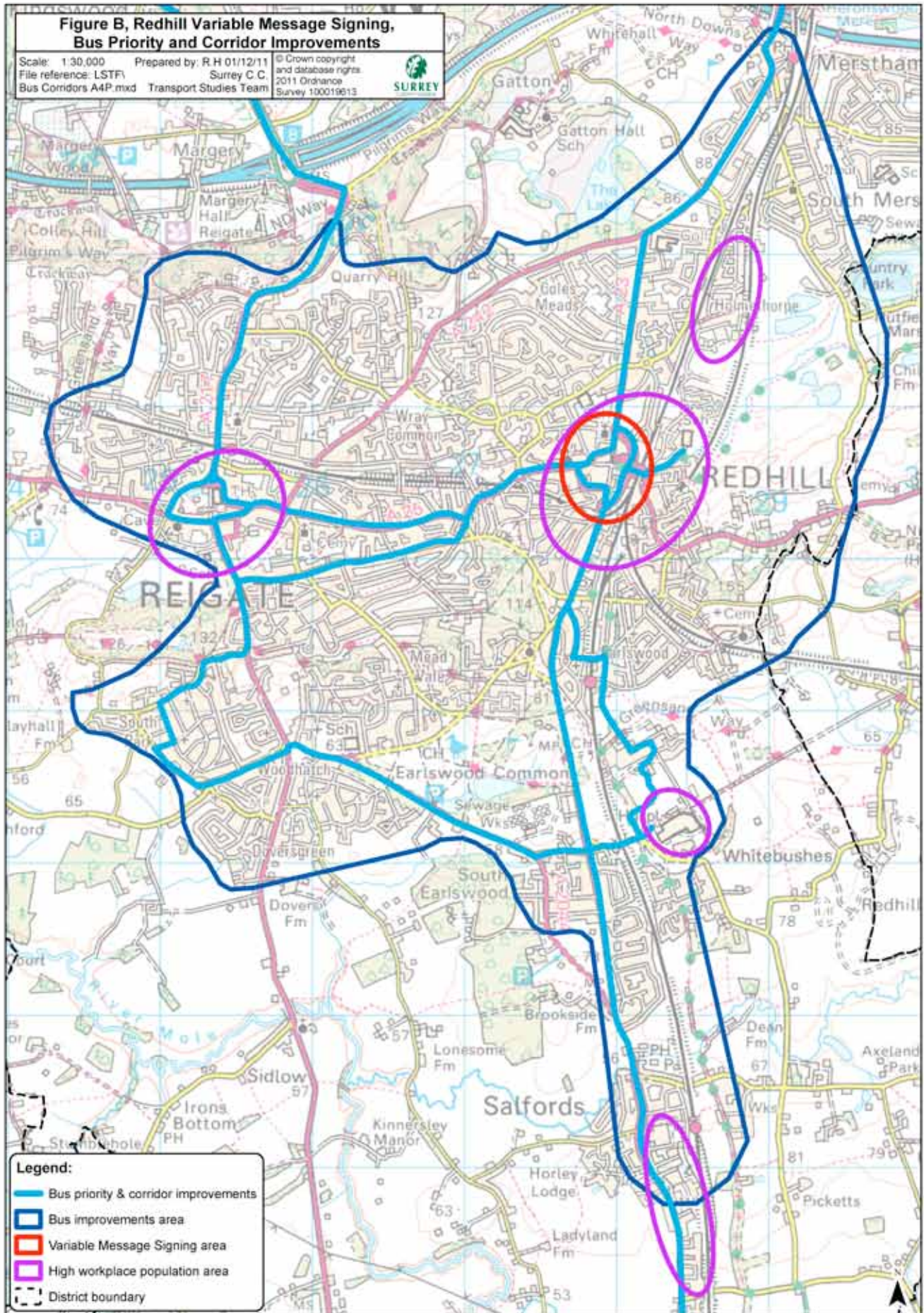


Figure C: cycle map

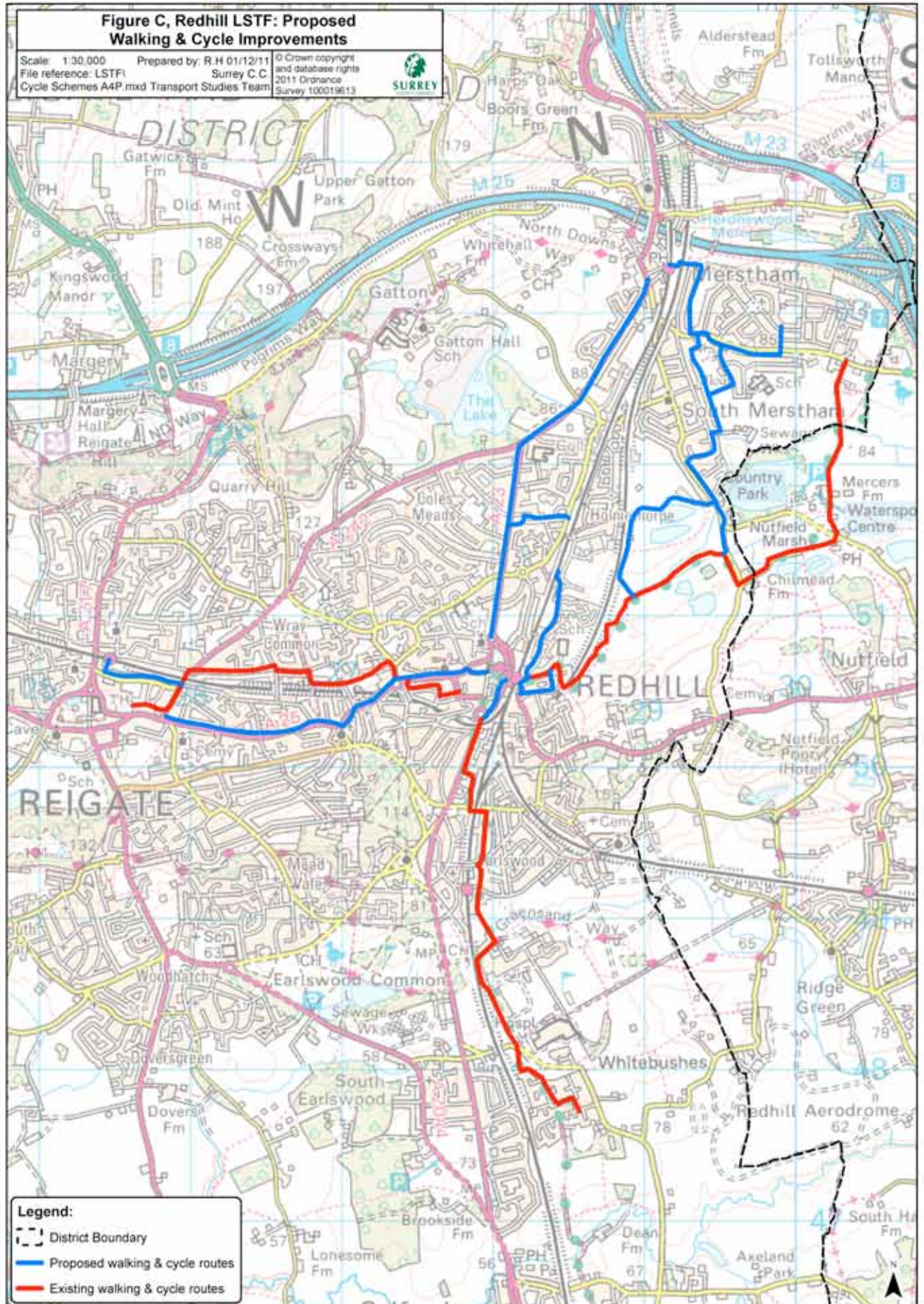
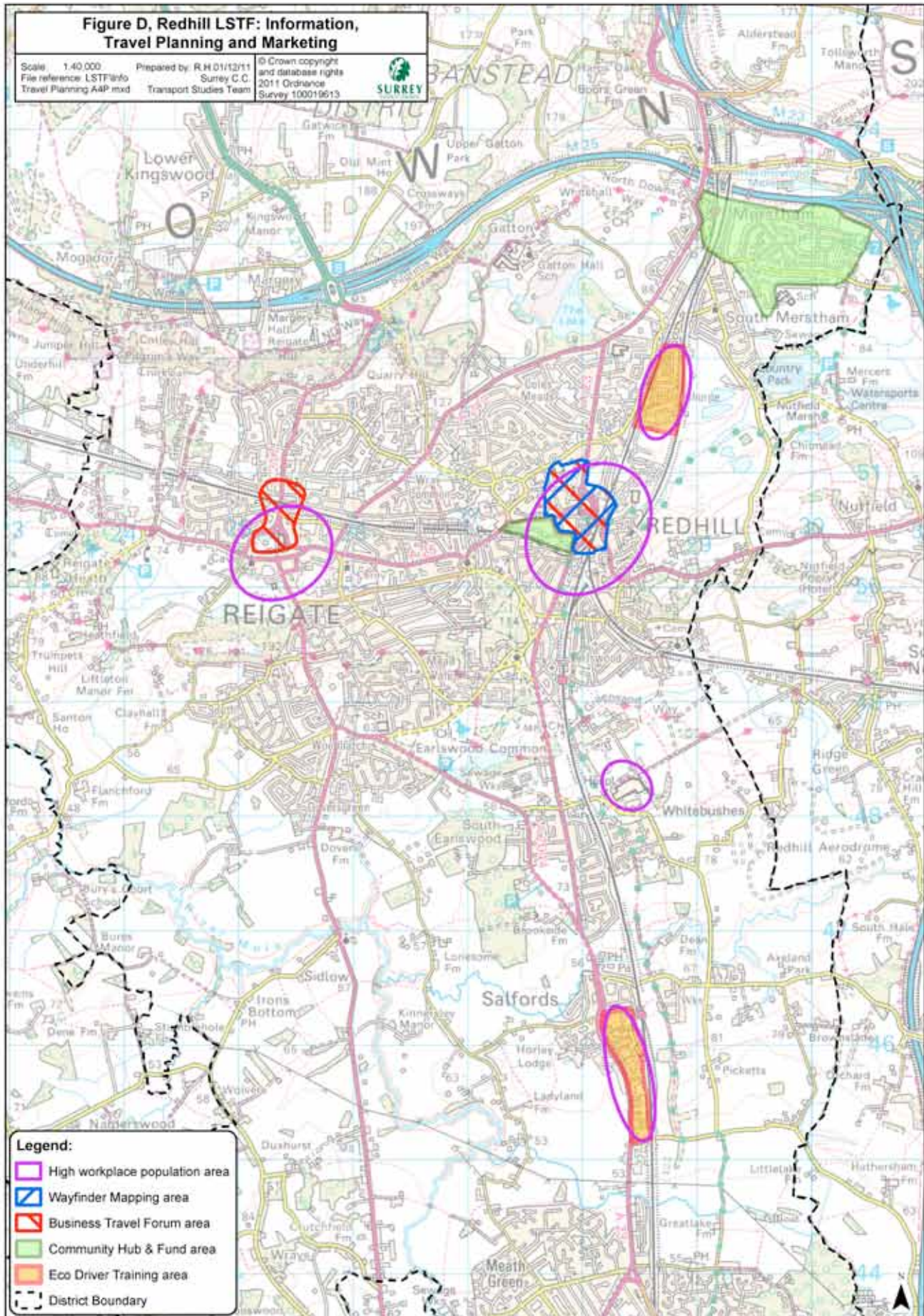


Figure D: information, travel planning and marketing map



Annex 1 : Background economic, social and environmental data

	Guildford Enterprise M3	Woking Enterprise M3	Reigate and Banstead Coast to capital	Surrey
LEP				
Population				
Population (2010) ¹	137,100 (Borough)	93,500 (Borough)	138,600 (Borough)	1,127,300
Working Age Population (16-64) (2010) ¹	91,900 (67%)	60,500 (64.7%)	89,200 (64.4%)	718,900 (63.8%)
GVA ²	£3.83 billion (2007)	£2.05 billion (2007)	£3.59 billion (2007) £3.34 billion (Experian, 2010)	£26.9 billion (2007) £28.02 billion (2008)
GVA Per Capita (2007) ³	£27,849	£26,128	£24,235	£24,103
Worklessness and economic activity trends¹				
Economic Activity	72,400 (80.3%)	49,300 (78.2%)	73,300 (80.4%)	584,700 (79.3%)
Economic Inactivity	17,300 (19.7%)	13,300 (21.8%)	17,100 (19.2%)	147,200 (20.7%)
Wanting a job	4,400 (5%)	5,000 (8.3%)	-	37,300 (5.3%)
Not wanting a job	12,900 (14.6%)	8,200 (13.5%)	12,400 (14.2%)	109,900 (15.5%)
Unemployment – JSA Claimants (Sept 2011)	1,615 (1.8%)	1,143 (1.9%)	1,646 (1.8%)	12,251 (1.7%)
Total benefit claimants (key out of work benefit claimants)	6,500 (7.1%)	5,080 (8.4%)	7,280 (8.2%)	54,220 (7.5%)
JSA Claimants Aged 18-24	410 (2.4%)	310 (4.9%)	450 (4.8%)	3,195 (3.6%)
Aged 18-24 and over 12 months	15 (0.1%)	10 (0.2%)	30 (0.3%)	155 (0.2%)
Job density (2009) (The ratio of total jobs to pop aged 16-64)	0.93	0.86	0.76	0.84
Jobcentre Plus vacancies (Unfilled jobcentre vacancies per 10,000 population aged 16-64).	106	102	66	79

¹ Nomis, accessed November 2011

² Guildford Economic Development Study, Evidence Based – Final Report July 2009, p.36/ ONS Statistical Bulletin, Regional, sub-regional and local gross value added, 2009

³ Surrey Local Economic Assessment (LEA), 2010

JSA claimants per unfilled jobcentre vacancy	1.7	1.9	1.7	1.9	2.8	2.2
Employment¹						
Soc 2000 major group 1-3	37,500	26,800	(52.4)	26,800	35,300	(48.6)
1. Managers and senior officials	16,100	8,200	(22.5)	8,200	15,500	(21.3)
2. Professional occupations	12,800	10,900	(17.9)	10,900	10,100	(13.9)
3. Associate professional and technical	8,600	7,800	(12)	7,800	9,800	(13.4)
Soc 2000 major group 4-5	11,900	9,100	(16.7)	9,100	15,800	(21.8)
4. Administrative and secretarial	5,100	5,100	(7.1)	5,100	11,300	(15.6)
5. Skilled trades occupations	6,900	#	(9.6)	#	#	(7.9)
Soc 2000 major group 6-7	13,800	5,400	(19.3)	5,400	11,000	(15.1)
6. Personal service occupations	5,900	#	(8.3)	#	7,200	(9.9)
7. Sales and customer service	7,900	#	(11.0)	#	#	(5.1)
Soc 2000 major group 8-9	8,400	5,200	(11.7)	5,200	10,500	(14.4)
8. Process plant and machine operatives	#	#		#	#	(11.4)
9. Elementary occupations	5,700	#	(8.0)	#	7,300	(10.1)
Industrial Sector¹						
Manufacturing	4,600	2,500	(6.4)	2,500	2,900	(4.7)
Construction	2,400	2,100	(3.3)	2,100	3,200	(5.2)
Services	64,100	41,000	(89.4)	41,000	55,000	(89.1)
Distribution, hotels and restaurants	18,000	9,300	(25.1)	9,300	14,300	(23.1)
Transport and communications	2,200	3,500	(3.1)	3,500	2,100	(3.5)
Finance, IT, other business activities	18,300	17,200	(25.5)	17,200	19,600	(31.7)
Public admin, education and health	21,600	7,700	(30.1)	7,700	16,700	(27.1)



Tourism-related†	5,300	(7.5)	4,400	(9.7)	4,000	(6.4)	42,100	(8.2)
Skills†								
Qualifications – NVQ 4 +	29,500	(33.4%)	26,200	(43.1%)	35,700	(40.9%)	284,000	(40.1%)
NVQ 2 and above	63,000	(71.2%)	42,200	(69.4%)	66,800	(76.5%)	525,400	(74.2%)
No qualifications	5,800	(6.5%)	5,500 (Jan 09-Dec 09)	(8.9%)	5,700	(6.5%)	47,000	(6.7%)
Competitiveness								
Productivity per person employed ⁴	£41.32		£36.87		£50.83		£44.36	
Earnings by residence (2010) Gross weekly pay	£613.00		£574.30		£649.40		£630.10	
Earnings by workplace (2010) Gross weekly pay	£552.00		£498.80		£561.80		£564.80	
New business start ups (VAT registrations recorded per 10,000 population) (2007) ¹	59		60		50		58	
Business stock (businesses per 1,000 adults (aged 16+)) ⁵	57		53		50		58	
UKCI (2010) ⁵	17 (Borough) (17 – 2008)		28 (Borough) (24 – 2008)		37 (Borough) (38 – 2008)		-	
	In 2009 and 2010, Guildford was ranked the most competitive 'city' in the UK.							

⁴ Guildford Economic Development Study, p.36

⁵ Surrey LEA, 2010

	considering relocating out of the Borough cited traffic congestion as the most important factors in their considerations (large bid doc).	business survey, good communications and transport links were identified as the main advantage of Woking as a business location (large bid doc).		
Knowledge based businesses ⁶	32.2%	33.9%	29.3%	
Business profile				
Major sectors/clusters (see also employment above)	Knowledge, health, biotechnology and ICT. Business and commercial services, Health, Finance, Leisure and Tourism ⁷ . Surrey Research Park. Computer games cluster.	Financial and professional service, ICT, software and digital media, advanced manufacturing, and oil, gas and petrochemicals.	Financial and business services contribute nearly half of the borough's GVA (48.8%) (Borough profile).	-
Major employers including multinationals	Allianz Cornhill Insurance Plc, Detica Limited, Ericsson and University of Surrey. Surrey Research Park. Digital hub - Electronic Arts in the town centre.	McLaren Group, Cap Gemini, Cookson Electronics, Petrofac and SAB Miller. HQs include KFC and Pizza Hut International.	Axa, Canon, Towers Watson, Esure, Black and Veatch and Santander.	-
Retail	'Guildford is one of top 20 shopping destinations in country'.			-

⁶ Surrey LEA, 2010, Technical Annex (ABI, 2008)

⁷ Guildford Economic Development Study, Evidence Based – Final Report July 2009, p.i



<p>Link between job seekers and job availability (JCP dashboard data (11/11/11))</p>	<p>Vacancies available (top 3): painters and decorators (52), van drivers (27), labourers in building and woodworking trades (27).</p> <p>Occupations sought (top3): Sales and retail assistants (207), general office assistants (143), other goods handling (87).</p>	<p>Vacancies available (top 3): call centre agents/operators (30), sales representatives (23), cleaners and domestics (23).</p> <p>Occupations sought (top 3): sales and retail assistants (160), general office assistants (95), other goods handling (95).</p>	<p>Vacancies available (top 3): care assistants and home carers (125), sales and retail assistants (29), waiters, waitresses (12).</p> <p>Occupations sought (top 3): Sales and retail assistants (255), general office assistants (142), other goods handling (103).</p>	<p>-</p>
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SOCIAL

Deprivation

Westborough (detailed stats in the Nomis profile)

Westborough, 26% of households with no car compared to the Surrey average of 14%.

Maybury and Sheerwater (detailed stats in the Nomis profile)

Maybury and Sheerwater: 28% of households with no car compared to the Surrey average of 14%.

The Dartmouth Avenue and Devonshire Avenue area of Sheerwater is within the 14% most deprived areas nationally.

The ward of Maybury and Sheerwater and Lakeview Estate of Goldsworth Park are identified as priority places for specific actions to address pockets of deprivation, including 250 additional new homes.

Merstham (detailed stats in the Nomis profile)

Almost 10% of the boroughs LSOAs are in the most deprived decile in Surrey including parts of Redhill, Merstham and Woodhatch.

23% of households with no car compared to the Surrey average of 14%, and also have the highest percentages of JSA claimants within the borough (large bid doc).



Employment growth	Additional 12,500 jobs forecast by 2030 ⁸ . 5,000 new jobs created since 2003.	Steady growth in total employment in the period 2006 – 2026. The economically active population is forecast to grow at a much slower rate (2.7%) than labour demand (16.3%) ⁹ .	Additional 6,800 (B-use) jobs forecast by 2026 requiring 37,274m ² of additional floorspace. Projected to experience significant economic growth, with total GVA growing by 55% in the years to 2026 (R&B overview).	-
Mean average house prices (2009) ¹⁰	£349,775	£308,746	£305,124	£352,002
Ratio of house price to earnings (2009)	9.1	10.4	8.4	9.2
Migration, % total population, 2006-2007 ¹¹	0.5%	0.2%	1.5%	
MOSAIC	30% Young, well-educated city dwellers, 21% wealthy people living in the most sought after neighbourhoods. Westborough contains Guildford's highest proportion of families in low-rise social housing with high levels of benefit need.	23% wealthy people living in the most sought after neighbourhoods, 14% couples with young children in comfortable modern housing. Maybury and Sheerwater contains Woking's highest proportion of young people renting flats in high-density social housing.		

⁸ Experian Local Market Database data contained within the emerging Guildford Borough Economic Land Assessment

⁹ Woking Borough Council (2010) "Draft Core Strategy"

¹⁰ Communities and Local Government, based on Land Registry data

¹¹ Surrey LEA, 2010, Technical Annex

ENVIRONMENT

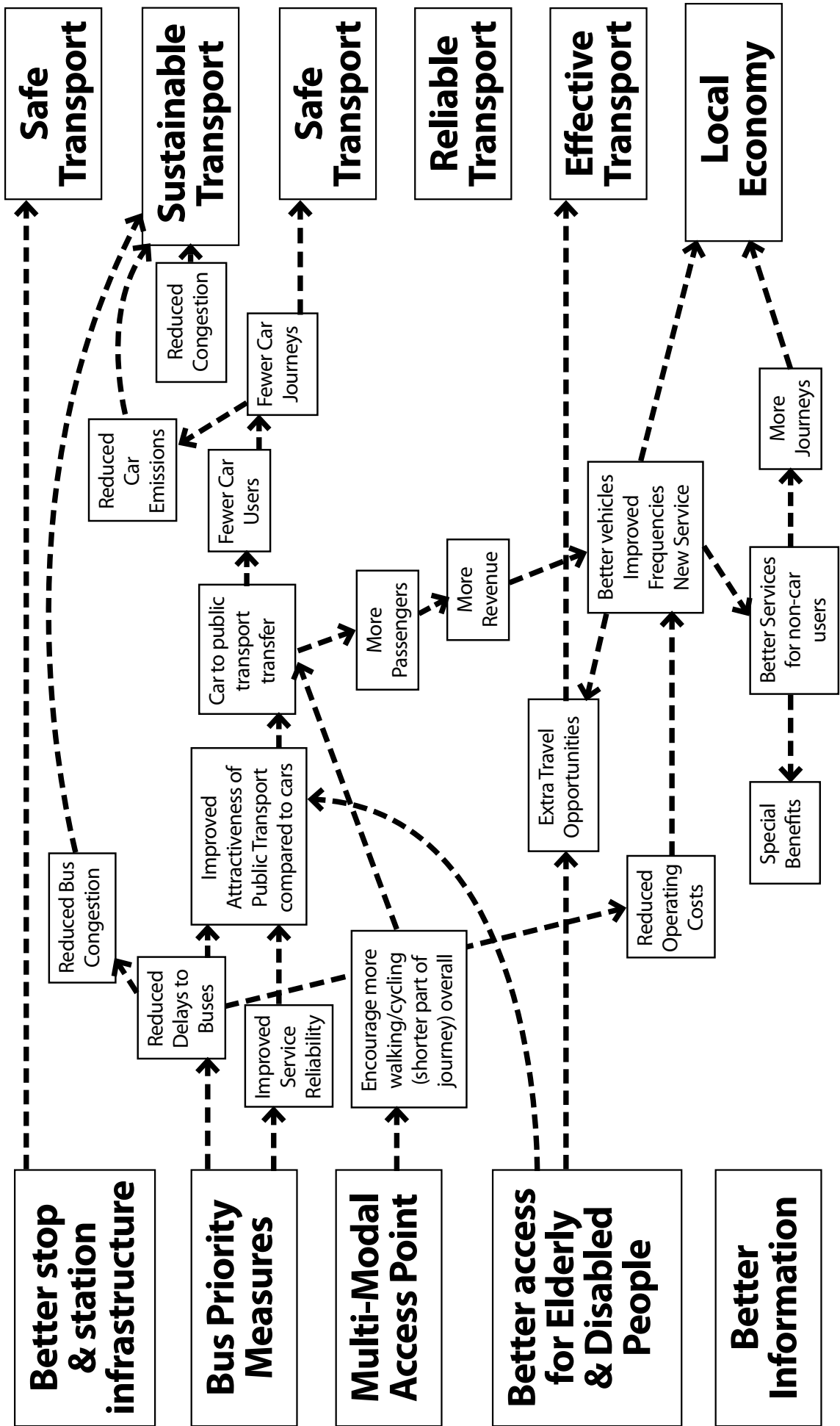
<p>Spatial growth/development.</p>	<p>Strategic objective for Guildford town centre: to reinforce its role as the county's prime shopping centre and location for cultural leisure, offices and civic facilities.</p> <p>The Guildford Economic Development Study notes declining levels of employment within the retail sector in recent years.</p>	<p>The Woking Core Strategy includes: Woking Town Centre will be the primary focus of sustainable growth to maintain its status as an economic hub and a transport hub, which provides transport services and communication linking people to jobs, services and facilities.</p> <p>Additional 27,000m² of additional office floorspace in Woking town centre 2012-2027 (17,500m² 2012-2016).</p>	<p>Redhill town centre has been identified as a strategic location for growth.</p> <p>The Council's Corporate Plan seeks to: Maximise development opportunities in the Borough's most accessible areas such as Redhill and Reigate.</p>	<p>-</p>
<p>Housing.</p>	<p>The Local Plan seeks to retain residential uses in the town centre</p> <p>Awaiting SHLAA publication.</p>	<p>The Woking Core Strategy will make provision for 4,964 net additional dwellings in the borough 2010 – 2027 including 2,300 dwellings on sites in Woking town centre.</p>	<p>Recent significant growth in housing of almost 2,700 new dwellings between 2006 and 2010 with 1,200 dwellings in the Redhill area (large bid doc).</p> <p>In the Submission Draft of the Core Strategy...an additional 2,750 units are anticipated for construction in the built-up areas of Redhill over the Plan period to 2025.</p>	<p>--</p>



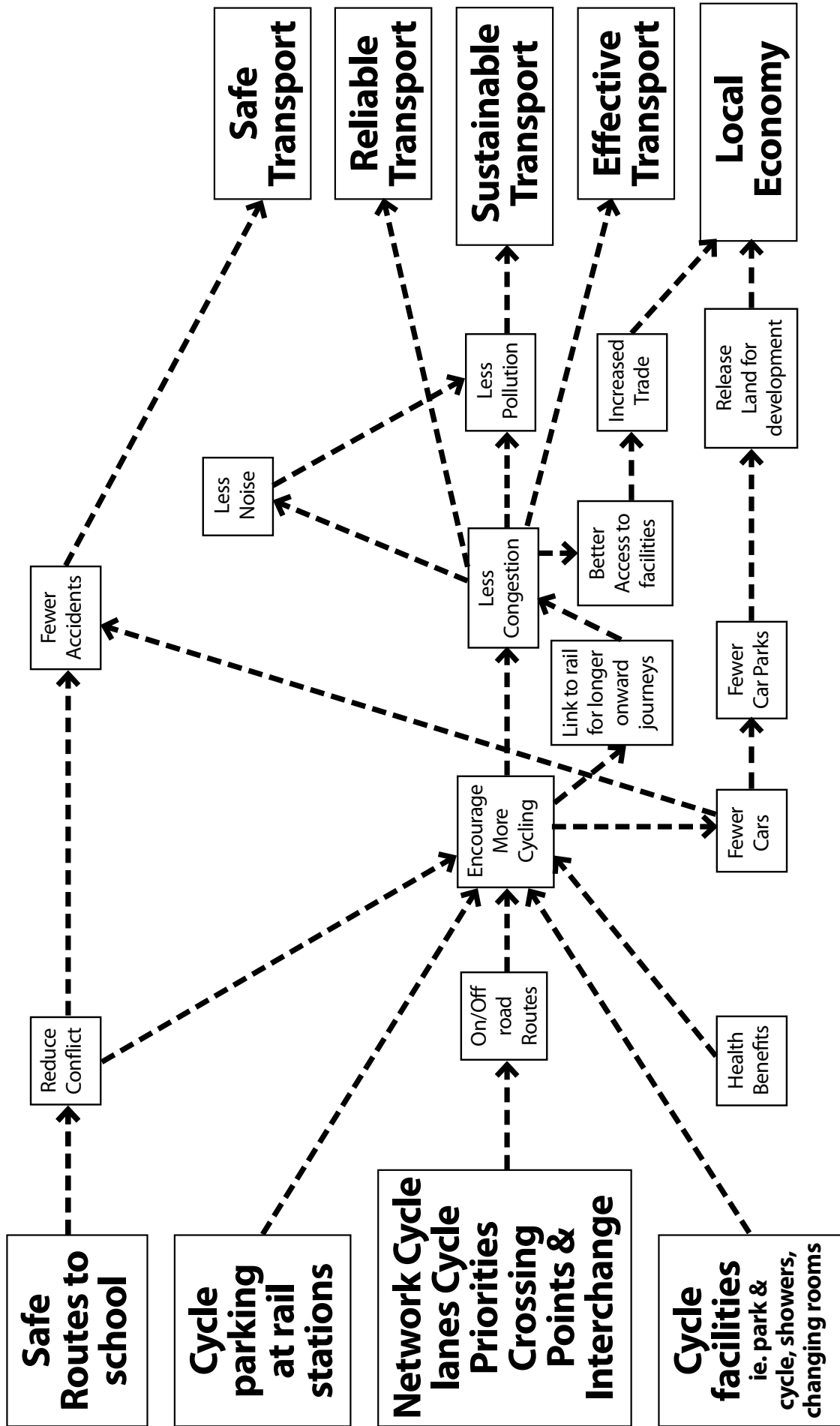
Air quality - AQMAs	No AQMA	No AQMA (lowest per capita emissions of all districts)	AQMA – Redhill In 2009, Redhill reached up to 44 micrograms NO ² per cubic metres of air. In Redhill 20% of households do not own a car.	-
Car ownership	45% households own 2 or more cars.	43% of households owning two or more cars.		0.59 cars per person.
CO ² emissions	The highest level of emissions per capita (i.e. borough resident) of all Surrey districts (large bid doc).			CO ² emissions from transport in Surrey totaled 2,029 ktonnes per capita in 2008 (large bid doc)
Road transport energy consumption	Road transport energy consumption, which totaled 124,000 tonnes in 2008. Highest in Surrey (large bid doc).			-
Awards		<p>Cycle Demonstration Town.</p> <p>Five out the six town centre car parks hold the British Parking Association 'Safer Parking Award' status.</p> <p>Woking has gained both a reputation and awards for its sustainability credentials' (Woking Borough Council Economic development Strategy 2012 - 2017)</p>		

<p>Commuting patterns</p>	<p>Annual average daily traffic on main routes in Guildford is 15,630, with 18% of traffic within the peak hours of 08:00 – 09:00 and 17:00 – 18:00. These large volumes of traffic result in congestion and delays at the start and end of the working day. For example, on main routes into Guildford during the morning peak period, average speed is just 14mph, corresponding to 4 minutes 23 seconds per mile.</p>	<p>The main approaches to Woking all suffer from congestion during the peak periods, as does the A320, the main route through the town. For example, on the main routes into Woking during the morning peak (morning) period, the average speed is 23mph, corresponding to a travel time of 2 minutes 39 seconds. Annual Average Daily Traffic (AADT) on main routes in Woking is 14,993, 17% of which occurs during the morning (AM) and evening (PM) peak hours. This is coupled with poor accessibility from and to the Maybury and Sheerwater areas. A high proportion of trips, especially on the east-west routes, are cross-town trips (large bid doc).</p>	<p>A significant amount of in and out commuting is centered on the Redhill area. This area alone generates 7,150 work related trips and is the destination for a further 12,320, indicating great opportunity to bring about a shift to more sustainable travel modes in this area. This need is further highlighted by the fact that, of the 1,960 trips per day, which both start and end in Redhill, 43% are made by car (large bid doc).</p>	<p>The number of people working in Surrey exceeds the county's resident workforce by 6%, placing further demand on the network to cater for these 'in-commuters' (large bid doc).</p>
<p># - No data</p>	<p>In the towns of Guildford, Woking and Redhill, more than 40% of the resident workforce travel less than 5kms to work (large bid doc).</p>			<p>-</p>

Bus Priority and Corridors



Cycling



Annex 3 : Behaviour Change – The Approach to segmentation, and Surrey 4 's model

Surrey County Council uses the Mosaic public sector tool as part of a suite of tools to support us in tailoring and targeting our services and communications more effectively. It is used, for example, to support Surrey County Council's award winning communication campaign activities to increase recycling rates amongst residents.

Target Group	Surrey 'fit'	Outcomes
Groups who currently use cars to commute for all or part of their journey.	Educated suburban families make up 45% of Surrey's population. Measures will focus on encouraging increased uptake of cycling and walking infrastructure for an element of the commute (i.e. to/from rail station) and working with businesses to provide behaviour change for modal shift and/or home working.	Carbon reduction. Reduced peak hour congestion. Improved journey time reliability. Business retention.
Groups who use cars to access town centre services.	Educated suburban families make up 45% of Surrey's population and will be an important target for cycling and walking options for accessing leisure and retail services. Affluent empty nesters make up 15% of Surrey's population and will be a focus for bus corridor improvements and improved town centre legibility to encourage walking.	Carbon reduction. Improved journey time reliability. Town centre economic growth.
Groups whose employment opportunities are negatively affected by transport barriers.	This group makes up only 5% of Surrey's population but tends to be concentrated in a small number of areas, characterised by severance and evidenced in the three Travel SMART towns. The focus will be on working with businesses and residential communities to develop measures to improve walking and cycling connectivity with employment opportunities.	Reduced unemployment.

The Surrey 4 Is Model

Involvement > Infrastructure > Information > Intervention Points

The Surrey 4 'I's model has been developed as a toolbox of measures. It can be applied according to local circumstances and to maximise the impact of capital improvements. The application of the 4 'I's to the LSTF is outlined below.

Involvement – working with target groups to ensure ownership of solutions:

- Working with businesses and residents to define travel problems and identify solutions.
- Working with communities to upgrade the environment of cycle and walking routes.
- Integration of transport nodes through working with passenger transport operators.

Infrastructure – build highly visible and effective infrastructure with targeted awareness campaigns to maximise take up:

- Quality cycle and walking routes.
- Improved lighting and security.
- Provision of quality bus shelters and bus corridor upgrades.
- Secure cycle parking in retail and employment centres.

Information - ensuring that businesses, commuters, people accessing employment and people accessing services have access to information to promote choice:

- Quality signage, linking public transport nodes to employment and retail (walking, cycling, buses).
- Hard and electronic multimode and interactive mapping.
- Real-time journey information and journey planners.

Intervention points – pulling together involvement, infrastructure and information to maximise behavioural change at key points and times, such as:

- Business relocation.
- New starter employees.
- People seeking employment

The Surrey Travel SMART proposals focus on three target audiences:

- Businesses
- Local residents
- Visitors

For businesses, the behaviour change approach is largely a cascading one. Businesses are the organisations that have the greatest influence on their staff at work. Therefore interventions will be aimed at the business as a whole. These can then be passed on by the organisation to their staff. Businesses over time will be more confident in the travel offer around them. Businesses will then be more comfortable in attempting to change the behaviour of their staff. The project will support them in doing this by providing advice, training and materials to enable it to happen.

The approach to local residents focuses on two areas. The first is to build infrastructure and support its use in areas where a) accessibility is cited as an issue and b) socio-economic data indicates a good potential for a change in behaviour. Messages for approaching these audiences will largely focus upon building confidence around the new infrastructure, and normalising the change in behaviour that is on offer.

The second area of focus with local residents is to work within areas of deprivation and high unemployment. Attitudinal perceptions of employability in these areas can represent a barrier to change and getting to work can be an important barrier. Using involvement to define the delivery of new infrastructure and information will help to remove structural barriers. It will also equip people in

communities with the necessary skills to travel to work. This will support the work of other partners, such as the Job Centre Plus and local employers in delivering the wider change of getting people into work.

To maximise the behaviour change potential of the project, information and intervention points will also focus upon people using the town centres of Guildford, Woking and Redhill/Reigate more widely. The approach here will in the main focus upon building knowledge and awareness and influencing prevailing social and cultural norms.

Annex 4 – Letters of support

(Footnotes)

- 1 Nomis, accessed November 2011
- 2 Guildford Economic Development Study, Evidence Based – Final Report July 2009, p.36/ ONS Statistical Bulletin, Regional, sub-regional and local gross value added, 2009
- 3 Surrey Local Economic Assessment (LEA), 2010
- 4 Guildford Economic Development Study, p.36
- 5 Surrey LEA, 2010
- 6 Surrey LEA, 2010, Technical Annex (ABI, 2008)
- 7 Guildford Economic Development Study, Evidence Based – Final Report July 2009, p.i
- 8 Experian Local Market Database data contained within the emerging Guildford Borough Economic Land Assessment
- 9 Woking Borough Council (2010) Draft Core Strategy
- 10 Communities and Local Government, based on Land Registry data
- 11 Surrey LEA, 2010, Technical Annex

Mr I Reeve
Assistant Director Strategy
Transport and Planning
Surrey County Council
County Hall
Penrhyn Road
Kingston on Thames
Surrey KT1 2DN

Dear Mr Reeve

Surrey County Council's Bid for the Local Sustainable Transport Fund (Large Bid Round)

Arriva Southern Counties are delighted to express support for the Surrey County Council bid towards the Local Sustainable Transport Fund.

Arriva operate a comprehensive network of local bus services in the county, principally serving Guildford, Woking and Cranleigh. We are delighted that the bid includes funding for bus priority measures and corridors. These would greatly assist the quality of service and reliability, on our local bus services, particularly in the very congested hubs of Woking and Guildford.

If the bid were to be successful, we would be keen to work with you to see meaningful bus priority and corridor improvements implemented so that we can jointly ensure that they deliver the maximum benefits for buses and enable our services to contribute to your aims of enhancing economic activity and reducing carbon emissions. We expect that, as has been demonstrated in other successful partnerships between us, such investment on the part of the County Council would enable us to build a business case to bring forward funding of our own. This could be used to invest in our bus services and enhance the public transport offer to both current bus users, and to potential bus passengers.

We are also supportive of your plan to develop the new Park and Ride site to the south west of Guildford and ideally sited to take advantage of car users from the A2. In principle, we would be interested in examining how we could operate the bus service to and from the Park and Ride car park, possibly by adapting the frequent University services, and we would be pleased to work with you to identify ways in which the service could move to become a commercial proposition in future years.

We therefore confirm that we will work with Surrey County Council, the Local Authority, and other partnership bodies as necessary to deliver the key objectives of the Local Sustainable Transport Fund if the bid is successful.

Yours Sincerely



Kevin Hawkins
Regional Commercial Director

Wheatstone Close
Crawley
West Sussex
RH10 9UA

t: 01293 449 192
f: 01293 404 281
www.metrobus.co.uk

12th December 2011

To Whom It May Concern,

**Surrey County Council's Bid for the Local Sustainable Transport Fund
(Large Bid round)**

Metrobus is delighted to offer support for the bid towards the Local Sustainable Transport Fund (Large Bid round) being submitted by Surrey County Council.

If the bid were successful, we would work with you to agree the details of the bus priority and corridor improvements so that we can jointly ensure that they deliver the maximum benefits for buses, enabling our services to contribute to your aims of enhancing economic activity and reducing carbon emissions. We expect that, as has been demonstrated in other successful partnerships between us, such investment on the part of the County Council would enable us to build a business case to bring forward funding of our own. This could be used to invest in our bus services and enhance the public transport offer to bus users, and potential bus users.

We confirm that we will work with Surrey County Council, the Local Authority and other Partnership bodies as necessary to deliver the key objectives of the Local Sustainable Transport Fund if the bid is successful.

Yours faithfully



Nick Hill
Commercial Manager

12 December 2011

To Whom It May Concern,

Surrey County Council's Bid for the Local Sustainable Transport Fund (Large Bid round)

Safeguard Coaches is pleased to offer its support for the bid towards the Local Sustainable Transport Fund (Large Bid round) being submitted by Surrey County Council.

If the bid were successful, we would work with you to agree the details of the bus priority and corridor improvements so that we can jointly ensure that they deliver the maximum benefits for buses, enabling our services to contribute to your aims of enhancing economic activity and reducing carbon emissions. We expect that, as has been demonstrated in other successful partnerships between us, such investment on the part of the County Council would enable us to build a business case to bring forward funding of our own. This could be used to invest in our bus services and enhance the public transport offer to bus users, and potential bus users.

We are also supportive of your plan to develop the new Manor Farm Park & Ride site to the south west of Guildford. In principle, we would be interested in examining whether we could operate the bus service to and from the Park & Ride car park, and we would be prepared to work with you to identify ways in which the service could move to being a commercial proposition in future years.

We confirm that we will work with Surrey County Council, the Local Authority and other Partnership bodies as necessary to deliver the key objectives of the Local Sustainable Transport Fund if the bid is successful.

Yours faithfully



Andrew Halliday
Managing Director