

WOKING



CYCLING TOWN

The Planet Trails

Draft Plan & Programme (2008-2011)



Version August 2008



Item 7 – Annex A

BACKGROUND

Surrey County Council (S.C.C.) and Woking Borough Council (W.B.C.) are well placed to deliver the programme of activities as described in the Cycling Town bid.

The emerging South East Plan identifies Woking as one of three regional hubs within Surrey. This relates to the role of the town centre as an attractive destination in its own right for people to live, work and spend their leisure time in, as much as its role as a transport focus and interchange. Modern Woking grew up around its railway station, which is now the second busiest in the county with approximately 6.7 million (2006/07), passengers using it annually. Good public transport provision and existing pedestrian and cycle routes make Woking town centre one of the most accessible locations in Surrey and therefore one of the most sustainable locations for new development. Woking Borough Council's emerging Local Development Framework, which is prepared within the context of the South East Plan, sets out the town centre's potential as a focus for new development and recognises that the provision of an adequate transport network is a key component in the realisation of this strategy. In turn, the provision of safe and convenient cycle routes – spokes that radiate from the hub - and improved cycling facilities is an important part of the vision for the transport network and in providing attractive alternatives to the car.

Over recent years S.C.C. has been successful in working in partnership with local groups in delivering schemes that have brought about increased levels of cycling. In 2003 and 2004 the English Regional Cycling Development Team judged S.C.C. to be the top performing local authority in the southeast on performance on cycling.

A regular programme of monitoring cycle journeys using automatic cycle counters at over 30 locations across Surrey (6 in Woking) and the counting of bicycles at eleven key railway stations (2 in Woking) commenced in 2004/5. The latest figures show increases over those in 2004 of (a) 14% in cycle journeys being made in general and (b) 25% of cycle commuting to railway stations. This monitoring will continue during the period of the cycling town award and will be supplemented by cordon counts into the centre of Woking.

Woking's size, compact nature, and the location of its outlying residential areas in relation to the town centre and topography make it an ideal candidate to be a cycling town.

Woking Borough stretches from Brookwood in the west to Byfleet in the east a total distance of about 8 miles with Woking town centre approximately in the middle. From north to south the maximum distance is about 4 miles. The maximum distance anyone has to travel to the town centre or main railway centre is therefore about 4 miles, a distance well suited for cycling.

The topography is also very kind towards cyclists with very few hills. The Basingstoke Canal is a main artery that runs through the Borough from east to west. Almost everyone in the Borough lives within two miles of the canal's towpath and with links, this would provide an excellent off-road route into the town centre and beyond.

Woking Borough Council has received accolades for leading the field in its approach to sustainable development, creating sustainable communities and addressing the challenges of climate change, including being the most energy efficient local authority in the country. This is an important part of the Council's plans for Woking's future. Further studies are being undertaken by the Council that include one by Meyer-Brown for a station interchange. Cycle Town status will help to realise the vision of making Woking the most sustainable, travel conscious town in the country.

Finally, although outside the timeframe for the 2008-2011 programme, we are developing a major transport scheme bid for Woking for Regional Transport Board funding. This is likely to include a substantial cycling element. This scheme will be developed to take forward the concept of Woking as

Item 7 – Annex A

a regional hub. The County has been successful in securing agreement from the Regional Transport Board for similar schemes at the County's other hubs of Guildford and Reigate/ Redhill.

INFRASTRUCTURE

The existing network, consisting of 43.6km, in general, generates from Woking Railway Station and radiates out to the neighbourhoods and villages within Woking as well as connecting to other locations outside of the district, such as Chertsey and Guildford.

The routes in general, are well signposted and have seen a 14% increase in cycle journeys since monitoring commenced in 2004. However, there are some problems that have been identified by users of the network through the Woking Cycle Users Group and work to rectify these commenced during 2007/08 and the remaining high priority sites have been included within the Infrastructure Programme.

The upgrading of the Basingstoke Canal towpath and its links from Pirbright Bridge to the Wey Navigation is the key objective within this programme. Survey work undertaken during 2007 by *Sustrans* indicated that the vast majority of people using the canal route at that time were on local journeys. Postcode plot information indicates that 91,083 people live within 1 mile (1.6km) of the towpath and the improvements planned will enable more people to use this route for journeys. The towpath has now been designated part of the National Cycle Network (NCN).

The town centre in Woking has access difficulties by cycle, with some streets currently having "No Cycling" status. Access across the A320 Victoria Way and Cawsey Way is not made easy by the existing standard pelican crossings. The programme includes removing the "No Cycling" status of many of the streets within the town centre and the upgrading and widening of the existing pelicans to toucan crossings.

The existing North / South route has also been designated as a NCN route and will link to NCN route 4 at Chertsey and NCN route 22 at Guildford via Woking thus making Woking a local hub of national cycle routes. The routes from Woking to Guildford and Woking to Chertsey already feature on Woking's cycle route network and are scheduled for improvements with an off road route planned through the Hoe Valley.

A substantial increase in cycle parking at Woking railway station is planned, together with Woking town centre. Woking railway station can boast 6.7 million passenger journeys per annum (2006/07), based on entry / exits, making it the 35th busiest station in the UK and within the top 1.5%. Cycle parking at the station has seen continued increases over recent years, despite the loss of stands on the north side through development. On most days all the available stands will be full with cycles locked against other street furniture. The aim is to increase the available cycle parking at or close to the station from the current 300 stands to close to 1,000.

As the infrastructure is completed the routes will be re-branded on the Planets Theme, based on "*War of the Worlds*" by HG Wells who was a resident of Woking during the late 1800's. The Basingstoke Canal towpath could be known as the *Saturn Trail* with links off the route named after its moons, such as Titan, Calypso and Atlas. It is planned to launch each route using the re-branded theme on completion of that route, or phase in the case of the Basingstoke Canal. It is also intended to sign the routes with times in minutes instead of miles, such as Knaphill 20 minutes instead of 3 miles. This concept has been very successful in a number of the existing Cycle Demonstration Towns where further evidence on re-branding will be gathered in the near future. A detailed map of the planned branding has been attached as Annex B.

Item 7 – Annex A

Negotiations are currently underway to install a Mountain Bike Track within the Woking area.

TRAVEL PLANNING AND CYCLING FOR HEALTH

As part of the Cycling Town programme it is intended to introduce Personalised Travel Planning (PTP) for modal shift and health improvement. A PTP coordinator would be recruited to co-ordinate activities including publicity and individual travel advice. The PTP coordinator would also receive referrals from the local Primary Care Trust for individuals who need to lose weight or become more active. PTP would not only concentrate on cycling but also take the opportunity to investigate walking, bus, rail and car sharing options.

The PTP co-coordinator would be employed to start work in early 2009 with a view to introducing a programme of activities in April 2009. The main activity of PTP is that of visiting every household in the target area in order to promote the benefits of traveling without a car. Temporary travel advisors would be recruited to undertake these visits. The provision of incentives such as subsidised cycle training and cut-price bus tickets would be explored.

It is planned to introduce PTP in the Goldsworth Park area during the spring of 2009, in line with the Infrastructure Programme of improvements. Further areas of Woking (still to be determined) would follow in 2010 and 2011.

SCHOOLS

Over the past two years a number of school bicycle clubs have been set up as well as the introduction of Bikeability cycle training. These will be expanded to all 42 state and independent schools within Woking. Inter school events will also be established.

A number of schools have already benefited from new cycle storage. This will be expanded to all schools so that there is sufficient storage to meet the expected growth in cycling to school.

There are already 27 out of the 32 state schools with travel plans. This will be expanded to all schools.

WORKING WITH LOCAL BUSINESSES

A number of company travel plans have already been set up with local businesses and more are planned. The Surrey Travel Plan Network has been created in order to provide businesses with the support and services they need for moving to a more sustainable way of travel. One of these is the 50% club that is run in partnership with the Company of Cyclists.

The Woking area is currently made up of Neighbourhoods for local policing purposes. Surrey Police have provided bikes for 3 Police Officers for patrol purposes and it is planned to increase by a further 10 bikes as part of this project.

PARTNERS

The Woking Cycling Town project consists of key partner organizations, which is attracting new members as the project progresses, such as local Cycle shops. The key partners at present include:

- Woking Borough Council
- Basingstoke Canal Authority
- Woking Cycle Users Group

Item 7 – Annex A

- Surrey Police
- Surrey Primary Care Trust
- Active Surrey
- Local Schools (42 state and independent schools within Woking)
- South West Trains
- Sustrans
- Local dentists and doctors
- Age concern Surrey
- Local Cycle Shops based in Woking

EVENTS, PUBLICITY AND PROMOTION

A vital ingredient of the programme's delivery is that of publicity and promotion.

It is intended to make full use of the local press, the Woking Magazine, the Woking Cycle Users group newsletter and local radio stations for publicising latest developments, future events and activities.

A range of promotional material, including an updated Woking Cycle Map, will be developed and made available to assist in the PTP process. Events such as organised bike rides, cycle maintenance sessions and promotional stands will also be arranged.

Webpages on SCC website (with links from the WBC website) will be developed to provide comprehensive information on all aspects of the project.

A media officer will be attached to the project for dealing with press and media enquiries.

INCREASING CYCLE JOURNEYS

The programme that has been developed is intended to increase cycle journeys at a substantial rate over its current rate to the following:

Primary Schools: Increase cycling from its current 4% to 8%

Secondary Schools: Increase cycling from its current 10% to 15%

Commuting journeys to railway stations: 50% increase on 2004 levels

Cycle journeys: 40% increase on 2004 levels.

Item 7 – Annex A

TARGET GROUPS

Woking Cycling Town partnership have identified key target groups and a summary of the messages and actions we will use has been provided below:

Target Groups	Target Journeys	Key Messages	Cycle Town Project Actions
Children 5 to 11 year olds	School Leisure	Fun, independence, healthy, cool, environment	School Cycle promotion, Bikeability, Safe Routes to School, Events – Cycle Clubs
Students 12 to 18 year olds	School / College Leisure Shopping	Healthy, cool/funky, independence, sociable, convenience (quicker than other modes), training, environment, fun.	School / College promotion. Safe Routes to school, Events – Cycle Clubs, Bikeability
Adults	Utility Trips Leisure School	Healthy, fun, sociable, convenience, fun for all the family, excellent cycle facilities	Workplace Cycle promotion, Personalised Travel Planning / Marketing, Cycling for Health, Leisure Rides, Skills and maintenance courses, Cycle Routes linking to other networks (NCR).
Commuters	Work Business Trips Leisure Trips	Convenient – quick, low cost, practical, healthy, fun, sociable.	Workplace Cycle promotion, Personalised Travel Planning / Marketing, Leisure Rides, Skills and maintenance courses, Cycle Centre (Woking Station), Cycle Routes linking to other networks (NCR)

MONITORING

Regular monitoring of cycle journeys is already taking place at 6 locations in Woking. Sites on the Basingstoke Canal Towpath and other cycling corridors will supplement these.

Quarterly counts of bicycles left at Woking and West Byfleet railway stations are already taking place. Brookwood and Worplesdon railway stations to complete coverage in Woking will join these.

Regular counting of bicycles at the 32 state schools in Woking will commence.

The need for cordon counts around the center of Woking will also be considered.

Item 7 – Annex A

MAIN OBSTACLES TO INCREASING CYCLING

1. Limitations on cycle storage at Woking railway station are seriously affecting the potential for cycling. Significant improvements have recently been made but a lot more needs to be done in order to unlock its latent potential. Partnership working with South West Trains is proving successful in overcoming this issue.
2. There is currently a ban on certain cycling movements through the town centre, which is inhibiting cycle usage. Woking B.C. and Surrey C.C. are working together to overcome this issue and provide a route through for cyclists.
3. The six crossroads roundabout (Route 4) one mile to the north of the town centre is a major obstacle for cyclists coming from this direction. This will be overcome through the provision of toucan crossings.
4. The main line railway crossing the town centre is a perceived obstacle to a north / south walking and cycling movement. There are three options available at present, a) the use of subway at Woking railway station, b) Victoria Arch where tunnels are planned (partnership working with Woking Borough Council) and c) Monument Road (possible new link route but significant de-tour).
5. The view that cycling is dangerous. We will further publicise dedicated cycle routes and anchor the use of cycles by providing subsidised Bikeability training (there are now 4 Bikeability instructors able to cover Woking), lead rides (Woking Cycle Users Group) and offering cycle maintenance workshops (W.C.U.G. with assistance from local bike shops and Woking Borough Council).

PROJECT STRUCTURE

The Transport for Woking Board (TfWB) was set up following the approval of the County Council Local Committee for Woking on 20th February 2008. This Board, consisting of representatives from the County and Borough Councils together with private businesses including transport operators, will meet on a quarterly basis.

The TfWB is an advisory officer / stakeholder multi-agency partnership. Its aim is to coordinate transport strategies and measures to improve movement in and around the Borough of Woking. The primary goal is to improve the quality of life for the residents of the Borough and surrounding areas.

It is proposed that the TfWB act as the steering group for the Cycling Town project.

The TfWB will set up a Cycling Town Project Board consisting of representatives from the County and Borough Councils together with South West Trains and Woking Cycle Users Group. The County Council will also provide an officer to act as chairman and interface between the two boards. The Cycle Town Project Board will meet at key milestones during the project lifespan.

The County Council Local Committee for Woking will be responsible for approving funding for elements of work including schemes, traffic orders etc in line with County Council Policy.

Proposed Cycle Town Project Board

Chairman

Surrey County Council's Local Highways Manager for Woking who will be responsible for Infrastructure schemes

Surrey County Council's Cycling Officer who will be responsible for non-infrastructure measures including Schools.

Representative(s) from Woking Borough Council

Item 7 – Annex A

A representative from the Woking Cycle Forum

A representative from South West Trains

Attached to the board will be finance and media officers

SUMMARY

It is envisaged that by 31 March 2011 Woking will be a more cycle friendly town consisting of:

- A network of cycle friendly routes
- Plentiful cycle storage at key locations including railway stations
- Greater integration between cycle and public transport use
- Improved information for cyclists e.g. on hire, routes, maintenance
- Schools with bike clubs, ample cycle storage and Bikeability training
- Personalised travel planning widely available
- Cycling referral widely available

As mentioned above, Woking is identified as a regional hub in the emerging South East Plan. In three years' time, the hub concept will be developed as a fully integrated transport strategy which will include the role that cycling can play in promoting both healthier non-car travel and more local journeys.

The full 2008-2011 programme is attached as Annex A with plans for future years beyond 2011 should funding becomes available. **This is currently in draft yet to be agreed by all partners.**

Item 7 – Annex A

PROJECT FINANCIAL PROFILE

The outline budget for the different elements of the work programme has been set out below. A detailed work programme for 2008/09 and outline programme for future years has been set out in Annex A.

Project Element	2008/09	2009/10	2010/11	Total	Comments
Basingstoke Canal	£185,000	£230,000	£305,000	£720,000	
Upgrading Woking Cycle Network	£167,000	£0	£0	£167,000	
Cycle Parking	£210,000	£50,000	£145,000	£405,000	
Woking Town Centre Access & Horsell Links	£96,000	£440,000	£0	£536,000	
Upgrade to North / South Route	£10,000	£208,000	£714,000	£932,000	
Knaphill Improvements	£0	£0	£0	£0	Works planned 2011/12+
Byfleets Improvements	£18,000	£470,000	£0	£488,000	
Safe Routes to School Links	£55,000	£90,000	£180,000	£325,000	
Rebrand Network	£10,000	£20,000	£10,000	£40,000	
Personalised Travel Planning	£20,000	£100,000	£100,000	£220,000	
Working with Schools	£50,000	£100,000	£100,000	£250,000	
General Publicity	£10,000	£20,000	£20,000	£50,000	
Special Projects	£7,500	£0	£0	£7,500	
Community Based Projects	£25,000	£50,000	£50,000	£125,000	
Project Management	£20,000	£40,000	£40,000	£90,000	
Total Project	£883,500	£1,818,000	£1,664,000	£4,365,000	

Item 7 – Annex A