

**Local Sustainable Transport Fund (Key Component)
2011/12 Draft Programme**

DfT Total Funding 2011/12 Available
Revenue £0.21M and Capital £0.200M (see Note at foot of draft programme)

**Element 1 Bus Priority & Corridor Improvements (Neil McClure)
Woking and Guildford**

Revenue	Scheme Value (£)	Scheme Description	Why this scheme?
	Nil	None	None
Capital	Scheme Value (£)	Scheme Description	Why this scheme?
	£90,000	Real Time Passenger Information (RTPI) system GPRS upgrade	Upgrading Guildford/Woking RTPI bus services/operators and on street signs with GPRS capability. System upgrade is required for improved RTPI service reliability, communications and messaging information to the public via on street signs, SMS text messaging, smartphone applications and web channels. RTPI is a means of ensuring both users and potential new users to public transport have access to comprehensive, up to date, and easily accessible journey planning information, and promotes behavioural change to encourage further bus usage.
	£110,000	Guildford to Woking bus corridor infrastructure improvements. Including bus services 28, 34/35, 73, 462/463	High quality passenger facilities and accessibility improvements will be implemented along Guildford, Woking and Guildford to Woking bus corridors, and will include a prioritised package of the following measures – including signage; new shelters; new bus stop poles/ flags/timetable frames; raised access kerbs; tactile paving; improved safety and security with well lit and level pedestrian routes to the bus stops; and further bus priority measures as required. LSTF funding will be combined with available S106 match funding along the corridors.
	£200,000		

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**Element 2 Walking & Cycling Improvements (Jason Lofty on highway/ Alan Fordham off highway)
Woking**

Revenue	Scheme Value (£)	Scheme Description	Why this scheme?
	Nil	None	
Capital	Scheme Value (£)	Scheme Description	
	£2,000	Wheeling channels at Woking Station	Materials purchased as part of Cycle Woking scheme but works not completed. Aids movement either side of railway on stepped section within subway, located on the Mars Trail, National Cycle Route 221.
	£30,000	Oyster Lane cycling facilities (Shared-use west side) (Railway bridge to Barnes Wallis Drive)	Scheme started as part of Cycle Woking (east side). Proposed to complete similar works on west side, by creating a shared-use route on the existing and widened footway. Links Byfleet & New Haw railway station with Byfleet Business Park and Byfleet. Located on part of Venus Trail.
	£20,000	Sheerwater Rec – Go-Ride /neighbourhood facilities	From data gathered during the social marketing project carried out under Cycle Woking, residents highlighted a need for family orientated cycle facilities. This schemes aims to provide permanent Go-Ride challenges together with family cycle route around the recreation ground, linking to the established Saturn Trail.
	£5,000	Cycle Racks on north side of Woking station between station and bus stands (off highway)	No cycle racks on north side of station in immediate location, with nearest situated within town centre, close to capacity. Cycles observed locked to street furniture around north side of station.
	£20,000	More cycle parking at West Byfleet Station (50::50 with SWT)	Cycle parking extended under Cycle Woking Project and now generally at capacity. Proposal to extend further secure cycle parking, especially on south side (town side).
	£20,000	More cycle parking at Worplesdon Station (50::50 with SWT)	Cycle parking extended under Cycle Woking Project and now generally at capacity. Proposal to extend further secure cycle parking, especially with Hoe Valley development close by.
	£5,000	Dione Trail Cycle Tracks Order	Progress Cycle Tracks Order, started within Cycle Woking Project, to close 'gap' and complete shared cycle route between St Johns and Goldsworth Park centre.
	£102,000		

**Element 2 Walking & Cycling Improvements (Jason Lofty on highway/ Alan Fordham off highway)
Guildford**

Revenue	Scheme Value (£)	Scheme Description	Why this scheme?
	Nil	None	
Capital	Scheme Value (£)	Scheme Description	Why this scheme?
	£20,000	School cycle parking	Schools to be determined on a priority basis, based on current usage, travel plan, Bikeability, cycle routes to school
	£120,000	Middleton Road shared footway (adjacent to A25) – Phase 1	Need for route established through discussions with business park. Proposal is to widen existing footway and convert to shared-use. Links business parks. Will form part of longer route.
	£20,000	Cycle Route signing (Could also be applied to Woking)	Guildford has an incomplete network, similar to Woking (pre 2008). Determine 'theme' signing, and purchase posts/signs ready for installation 2012/13 (April/May 2012) on priority route network.
	£25,000	Wey Navigation upgrade between Woking Road & Woodbridge Road	Key route corridor between Woking Road and Guildford railway station/town centre/business parks.
	£185,000		

Element 3 (Car Club) and

Element 4 Electric Vehicles are 'match funded' only and therefore complementary to this project.

Element 5 – Traffic & Transport Information (Will Bryans)
Countywide

Revenue	Scheme Value (£)	Scheme Description	Why this scheme?
	£20,000	Traffic & Transport Information package	Initial preparation work to establish the following: <ul style="list-style-type: none"> • Improving real-time monitoring of the network. • Building a more complete picture of the network in terms of road works, events and incidents and congestion and performance. • Developing operational processes and plans and strategies to control traffic and to inform network users to optimise available capacity. • Developing procedures to allow Surrey and its partners to work together to manage the network proactively.

Countywide

Capital	Scheme Value (£)	Scheme Description	Why this scheme?
	Nil	None	

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**Element 6 Travel Planning, Promotion & Marketing (Marc Woodall)
Woking**

Revenue	Scheme Value (£)	Scheme Description	Why this scheme?
	£37,000	Project Management	This funding would be 'top-sliced' from the Element to fund staff time at Project Management level. £100K has been allocated per annum for this work stream until March 2015.
	£15,000	Go-Ride	Cycle Woking established a successful Go-Ride training scheme, aimed at schools and delivered through British Cycling. This funding enables the scheme to continue until March 2011 and be 'rolled out' to Guildford schools. Future years funding will need to be approved.
	£7,000	Monitoring	As with Cycle Woking project, monitoring will form part of the project to enable evaluation of elements against targets to be reported in both Woking and Guildford to the DfT.
	£2,000	Cycle training – Level 3 transition from primary to secondary school (50 hours @£40ph)	Level 3 Bikeability training has been targeted at secondary school students. However, take up has been 'low'. This new approach for cycle training on the route to the secondary school is should encourage better take up of continued cycling from primary to secondary school.
	£30,000	Branding and marketing, including initial exhibitions	<p>A key part of element 6 is to promote and raise awareness of the capital investment of the LSTF. Drawing on experience from the successful Drive Smart campaign, officers are currently working on developing the TravelSmart brand into a recognised and trusted brand, this will form the basis of the ongoing communications campaign.</p> <p>Unifying the existing travel offer, including bus and train services, car clubs, cycle parking and car parking, under a single brand. This will help maximise the return on marketing investment for all travel options in the Woking and Guildford areas. The brand will also be designed to complement the Drive Smart campaigns.</p> <p>Printed and online materials produced to enable easier travel planning for residents and commuters. This could include producing a Surrey TravelSmart travel maps websites for Woking and Guildford (via Pindar's mapping base, a product which we have already purchased) .</p>
	£30,000	Focus group set-up and management	Building on the success of the Surrey Business Travel Forum, locally specific Travel Forums will be set up in Guildford and Woking in conjunction with Surrey Connects and the Surrey Chambers of Commerce. The first meetings of these forums are

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			<p>tabled for week commencing 17th October. The purpose of these networks are :-</p> <ol style="list-style-type: none">1) To understand the travel problems businesses face and how this constrains their growth.2) To use this evidence to inform the large bid3) To determine what services/benefits they would like to see from the 'business travel planning' funding.4) Have their say on capital spending for the key component and large bids5) To build business capacity through training volunteer travel planners
	£121,000		

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**Element 6 Travel Planning, Promotion & Marketing (Marc Woodall)
Woking**

Capital	Scheme Value (£)	Scheme Description	Why this scheme?
	£Nil		

**Element 6 Travel Planning, Promotion & Marketing (Marc Woodall)
Guildford**

Revenue	Scheme Value (£)	Scheme Description	Why this scheme?
	£63,000	Project Management	This funding would be 'top-sliced' from the Element to fund staff time at Project Management level. £100K has been allocated per annum for this work stream until March 2015
	£15,000	Go-Ride	Cycle Woking established a successful Go-Ride training scheme, aimed at schools and delivered through British Cycling. This funding enables the scheme to continue until March 2011 and be 'rolled out' to Guildford schools. Future years funding will need to be approved.
	£4,000	Cycle training – level 3 transition from primary to secondary school – (100hrs @£40ph)	Level 3 Bikeability training has been targeted at secondary school students. However, take up has been 'low'. This new approach for cycle training on the route to the secondary school is should encourage better take up of continued cycling from primary to secondary school
	£30,000	Branding and marketing, including initial exhibitions	As above (see Woking)
	£30,000	Focus group set-up and management	As above (see Woking)
	£142,000		

**Element 6 Travel Planning, Promotion & Marketing (Marc Woodall)
Reigate & Banstead**

Revenue	Scheme Value (£M)	Scheme Description	Why this scheme?
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	£30,000	Bike It	Bike It has been operated within Reigate & Banstead for three years funded through third party arrangements and delivered through Sustrans. This scheme continues the successful work of Bike It until 2015.
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How each of the element 6 measures supports the LSTF objectives

Measure	Supporting Economic Growth	Supporting carbon reduction
Project management & monitoring	N/A	N/A
Branding/Marketing awareness	Essential to 'lock in' the benefits of the whole project.	Promotion will focus on promoting lower carbon forms of transport
Go-Ride / Bike It and cycle training	Removing road trips from the network, lowering congestion, improving journey time reliability for others	Encouraging children to cycle to school reduces the number travelling by car.
Measures identified resulting from the Travel Forums	Measures will be those identified by business that will remove constraints on their growth	The framework will only include measures that deliver a carbon benefit.

Summary

Element	DfT	Possible	DfT	Possible
	Revenue	Revenue	Capital	Capital
1 – Bus	£0	£0	£20,000	£20,000
2 – Walk/Cycle	£0	£0	£180,000	£287,000
5 – Traffic & Transport	£20,000	£20,000	£0	£0
6 – Travel Planning / Promotion	£190,000	£293,000	£0	£0
	£210,000	£313,000	£200,000	£487,000

Note: The total financial sum of these packages for 2011/12 is greater than the DfT Grant funding available, to allow for flexibility if any scheme is slipping in the programme, or to allow additional schemes to be implemented if further Grant funding is secured through DfT.