

Local Sustainable Travel Fund (Large Bid) - Travel SMART

2012/13 Draft Programme

Town: Woking											Annex B	
Element	Original Bid Value of Scheme £k		Other funding	Scheme Title	Scheme Description	Why this scheme	Current project cost estimate	Spend to date	Balance of Spend	Risk factor	Out-turn estimate	
	Rev	Cap										
Large Bid - Priority 1												
Sheerwater Corridor Improvement	0	0	500	Sheerwater Corridor Improvement	Sheerwater corridor improvement consists of a new road link between Monument Road and Albert Drive and close off the through residential roads of Eve Road and Arnold Road. (Uses funding obtained from Woking BC)	To relieve a local bottleneck and improve access to the business area and local community, including road improvements and associated traffic management measures.	500	0	500	100	500	
Bus Priority & Corridor Improvements	20	100	25	Bus Priority & Corridor Improvement works	Providing priority for buses at traffic signalled junctions and improvements for passengers and buses at bus stopping places along corridors to benefit all services along that corridor. (Uses S106 from identified agreements).	To make the bus journey times more reliable and bus services more attractive to people. 2012/13 would be carrying out survey work and implementation of schemes along the corridors.	145	0	145	100	145	
Walking & Cycling improvements	0	208	12	Walking & Cycling Improvements Phase 1	Earth Trail - Links from Woking town centre to Guildford town centre, creating off road shared use on on road in quiet streets. (Uses S106 from agreement 09/0502)	Connects the two towns together with an alternative mainly off road route. Brings more of the residential population closer to a cycle network and connects to areas of business.	220	0	220	100	220	
Walking & Cycling improvements	0	50	0	Walking & Cycling Improvements Phase 2	Mercury trail - north side footway convert to shared use between West Byfleet and Byfleet	Joins West Byfleet centre / railway station to Byfleet and Venus Trail linking to Byfleet / Brooklands Business Parks.	50	0	50	100	50	
Information, Travel Planning & Marketing	5	125	0	Wayfinder mapping	New Wayfinder mapping for pedestrians within Woking town centre area.	New Wayfinder mapping provided at key gateways throughout the town centre of Woking. Approximately 12 signs will be installed, similar in concept to the 'legible London' or the Glasgow walking system.	130	0	130	0	0	
Information, Travel Planning & Marketing	15	0	0	Online Mapping	Interactive online mapping and journey planning web site covering Woking and complement existing software such as Traveline.	The web site will provide people with the detailed travel information. Businesses will be offered the opportunity to purchase a bespoke 'embedded' version for their own web site. Allowing them to include it as part of their marketing.	15	0	15	100	15	

Information, Travel Planning & Marketing	30	0	0	Travel Planner Training	Larger businesses with over 100 employees, professional travel planning training will be offered.	Specialist training will be provided for up to three staff members in each organisation free of charge. In return, the employees will be reuired to offer support once a year to a smaller business nearby. Travel SMART will offer materials and branding support to partiapiating businesses.	30	0	30	100	30
Information, Travel Planning & Marketing	8	0	0	Cycle training	Residents and businesses within 300 metres of a cycle route will also be entitled to discounted cycle training at a price of approximately £10. Launch events will accompany the completion of routes.	This type of work will generate interest from the local population / businesses who are most likely to use the route and make them aware of the facilities provided.	8	0	8	100	8
Information, Travel Planning & Marketing	5	0	0	Intensive infrastructure marketing	Intensive target marketing along the improved bus corridors and new cycle routes.	All businesses and households within 300 metres of a bus corridor	5	0	5	100	5
Information, Travel Planning & Marketing	15	0	0	Travel Planner materials support	Travel SMART will offer materials and branding support to participating businesses.	This scheme supports the Travel Planner Training.	15	0	15	100	15
Information, Travel Planning & Marketing	100	0	0	Healthy Lifestyle hub	A community hub will be established Sheerwater which will be used as a venue for people to pick up information and get their bicycles repaired by local volunteers.	The hub is a focal point for the local community, be the coordinating point for the community fund. Volunteers will benefit by gaining new skills.	100	0	100	100	100
Information, Travel Planning & Marketing	50	0	0	Brompton Dock	An 50 bike dock to be located at or near Woking railway station in partnership with South West Trains.	To support the existing and new cycle infrastructure and improve connectivity between the railway station and business areas in Woking.	50	0	50	100	50
Information, Travel Planning & Marketing	30	0	0	Awareness and marketing	As the improvements to local transport facilities are introduced, a wide scale marketing campaign will be undertaken in conjunction with local retailers. Half the space on Travel SMART branded maps, leaflets and other materials will be available to retailers to makets their business.	This scheme supports the infrastructure measures as they are introduced to make people aware of the new/improved facilities.	30	0	30	100	30
Information, Travel Planning & Marketing	40	0	0	Personalised travel planning	Organisations on the Sheerwater business parks will be able to request personalised travel planning sessions for their staff.	A total of 500 people currently work in the area and this will attempt to lock in benefits of the new link road and enable employees to make well supported travel choices.	40	0	0	100	40
Information, Travel Planning & Marketing	25	25	0	Business Travel Forum	One business travel forum will be set up in Woking , with indpendent support and will continue each year of the programme.	This scheme enables businesses to fund measures that will directly benefit them. It maybe possible to operate the form from one of the existing business networks such as t	50	0	0	100	50
Information, Travel Planning & Marketing	10	0	0	Monitoring & Evaluation	Monitoring and evaluation the project against targets set.	Monitoring and evaluation is a requirement of the project.	10	0	0	100	10

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