

**SURREY COUNTY COUNCIL**

**LOCAL COMMITTEE (WOKING)**

**DATE: 4 DECEMBER 2013**

**LEAD OFFICER: PAUL FISHWICK, PROJECT MANAGER, TRANSPORT POLICY**



**SUBJECT: LOCAL SUSTAINABLE TRANSPORT FUND (WOKING)  
PROJECT – DRAFT PROGRAMME 2014/15**

**DIVISION: WOKING**

**SUMMARY OF ISSUE:**

The Government's intention is that the Local Sustainable Transport Fund (LSTF) will reduce carbon and promote economic growth by encouraging alternative modes of transport to the private car. The County Council bid in December 2011 was awarded £14.304 million in grant funding and this was the second successful bid that the County Council has been awarded from this fund and follows on from the £3.93 million Key Component provided in July 2011.

Therefore, our programme needs to meet those goals set within the framework of the bid, as well as meeting the specific needs of Surrey.

Both successful bids provided grant funding with schemes to be delivered by 31 March 2015. This report provides a draft programme for the 2014/15, the final financial year in this current project.

**RECOMMENDATIONS:**

**The Local Committee (Woking) is asked to agree :**

- (i) The draft programme of funding set out in Annex A (capital) for the 2014/15 financial year.
- (ii) The draft programme of funding set out in Annex B (revenue) for the 2014/15 financial year.
- (iii) To note that the on road cycle lane will not be introduced on the A320 Guildford Road as indicated in Annex D.
- (iv) To approve the shared route between Constitution Hill and Hill View Road as indicated in Annex D.
- (v) To approve the final designs and placement for the Wayfinding programme for Woking Town Centre as shown in Annexes E1, E2 and E3, subject to them being below the agreed cost threshold.
- (vi) To delegate authority to the Area Team Manager in consultation with the Chairman, Vice Chairman and Project Manager to approve any amendments to this programme and report these to the next available Local Committee, to ensure delivery of the programme is completed by 31 March 2015

**REASONS FOR RECOMMENDATIONS:**

The Local Committee are reminded that this is the final financial year of this project and all schemes will need to be delivered by 31 March 2015. There is currently no allowance to carry forward any unspent funding beyond that date.

The schemes indicated in Annexes A and B, which the LSTF Member Task Group has helped shape, align with the original LSTF bids.

It is therefore recommended that the Local Committee agree to both Annexes A and B.

However, as this will be the final year of the project, and to avoid delays in the programme, it is also recommended that the Local Committee agree to delegate authority to the Area Team Manager in conjunction with the Chairman, Vice Chairman and Project Manager to approve any amendments to this programme and report these to the next available Local Committee, to ensure delivery of the programme is completed by 31 March 2015.

## **1. INTRODUCTION AND BACKGROUND:**

### **Local Sustainable Transport Fund**

- 1.1. The Department for Transport (DfT) awarded Surrey County Council £3.93 million in July 2011 for its Key Component bid, and £14.304 million for its £16 million Large Bid in June 2012.
- 1.2. The current year (2013/14) Local Sustainable Transport Fund projects programme was approved by this Local Committee on 5 December 2012 (minute 64/12 refers).
- 1.3. The DfT changed the rules on funding earlier this year which allows the current 2013/14 funding allocation to 'roll-over' into the 2014/15 financial year.
- 1.4. Taking into account the current anticipated spend allocated for the 2013/14 financial year, the remaining grant funding is indicated in Annex A (capital) for the bus priority and corridor improvements and Annex B (revenue) for the information, travel planning and marketing.

## **2. ANALYSIS:**

### **Progress summary since September 2013**

- 2.1 Since the last Local Committee, some key schemes have been introduced as follows:
  - Brompton Dock Cycle Hire opened on south side of Woking Railway Station
  - Sheerwater Link Road (to be known as Albert Drive) opened to traffic on 6 November 2013.
  - The third Community Funding awards event was held in Sheerwater and Maybury
- 2.2 The bus priority and corridor works continued to be introduced, but full delivery of a corridor is not expected until March 2014.
- 2.3 Further work on introducing the A320 off road cycle route (Earth Trail) has continued in phases but will not officially open until it has reached the northern (Hill View Road) and southern (Prey Heath Road/Worplesdon railway station) ends of this route.

### **Community funding**

- 2.4 October saw the community groups who had applied for funding under the Sheerwater and Maybury Fund explain their ideas to the community at St Michael's Church, Sheerwater.

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- 2.5 All the bidders had a chance to showcase their project to residents with a marketplace style exhibition at the beginning of the event and then a 3 minute presentation to Sheerwater and Maybury residents during the afternoon. Food from a local provider and entertainment for children was also provided.
- 2.6 There was enough money to go round and the 87 local residents who voted chose to fund all of them on the day. These are the projects that were funded:
- Al-Asr Education and Community Centre, minibus, £15,000
  - Career Central, SkillMe, £15,000
  - Cycling Projects, Pedal Away, £14,402
  - Guildford Community Job Club, Future World of Work, £15,000
  - Surrey Chambers of Commerce, Eco Rewards, £15,000
  - Woking Neighbourhood Advice Centre, Certificate in Cycle Maintenance and Repair, £14,720
  - WUWO Media, Media Training Centre, £15,000
- 2.7 Travel SMART are now receiving applications for the next round of Small Community Grants. The deadline for this is 27 January 2014. In order to stimulate ideas and interest in this round a workshop was held at Parkview Community Centre on 18 November. This was attended by 35 people from 25 local groups and organisations.

### **Awareness and Marketing**

- 2.8 During the summer of 2013, Travel SMART ran a behaviour change campaign in Woking, focussing on a nostalgic message encouraging people to walk and cycle more. The execution of the campaign included advertising on buses and at bus stops, in theatre programmes and on the back of till receipts at some popular stores in Woking town centre.
- 2.9 The evaluation results of this campaign suggest that it was very successful with half of those interviewed correctly recalling the campaign, and of those, over 50% agreeing that they have changed their behaviour, i.e. walked or cycled more as a result of the campaign.

### **Business Engagement**

- 2.10 Travel SMART attended the Woking Means Business event on the 9<sup>th</sup> October at the H.G.Wells centre. Several hundred Woking business representatives attended the event. At the event Travel SMART delivered over 40 eco driver training sessions and distributed information and advice about how the Travel SMART programme could help businesses in Woking.

<b>3. OPTIONS:</b>
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**LSTF Draft Programme 2014/15**

- 3.1 The draft programme for 2014/15 has been developed comparing the schemes that were included within the bids that were made for the Key Component and the Large Bid, and the invaluable input from the LSTF Member Task Group on the 18 November to help shape Annex A and Annex B.
- 3.2 Annex A and B indicate the total amount of grant funding remaining and the recommended schemes to be delivered during the 2014/15 financial year. Annex A also includes Local Contribution funding which has been attached to those schemes with details of the Section 106 agreements.

**Way Finder signing**

- 3.3 This part of the report provides an update on the wayfinder signage element of this programme. One of the key objectives of the LSTF programme for Woking was 'to improve permeability in the Woking area by eradicating gaps in the network of existing signage'.
- 3.4 Evidence from other areas of the UK, such as London, Glasgow and Bristol has demonstrated that improved, consistent pedestrian signage can contribute positively to the public realm of an area, increase dwell time and promote confidence in using walking as a means of getting around an area.
- 3.5 Research was commissioned in January 2013 to consider the introduction of a wayfinder signage system in Woking town centre. This piece of research considered the existing pedestrian signage offer in Woking, the benefits a new system could bring, how any system could fit into the character of the town and how it could contribute to the future economic vitality of the town. This programme is part of a roll out of new signage in Woking, Guildford and Redhill.
- 3.6 As a result of this research, designs for a new system of pedestrian signage have been completed, together with proposed sign locations and a map base for the signs.
- 3.7 As part of the initial research into pedestrian signage in Woking, an initial audit of the current pedestrian signs in Woking town centre identified nine different systems currently in use throughout the town. Over the years many of these signs have been damaged and much of the information is obsolete as destinations have changed. It was therefore recommended that a new system of wayfinding signage be introduced into the town centre area.
- 3.8 Existing wayfinding programmes have established the principles of good practice in developing legible, clear, accessible and predictable systems enabling people to navigate around and through town centres better. These systems rely on the provision of information predominately via a map orientated in a 'heads up' (the map orientated in the way that you are facing, rather than the traditional north at the top) fashion. The research therefore established the case for an introduction of a map based wayfinding system for Woking.

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- 3.9 An assessment of the character of Woking was undertaken to ensure that the new system was sympathetic to the existing public realm in the town, but also contributes positively to an improved look and feel of the area. Whilst, to maintain good value for money in the programme, some elements of the product design are common to Guildford, Woking and Redhill, the material and colour of the accent of the signage is unique in each town.
- 3.10 During this time user testing was also undertaken with people in Woking to understand what information they thought should be included on any map base.
- 3.11 A detailed assessment of major town centre and nearby destinations, key entry points, and pedestrian desire routes were all considered in establishing the best locations for wayfinder signage to be introduced. Working on the principles of good practice from existing wayfinding schemes, these locations were selected based key decision/choice points for pedestrians along routes experiencing the highest levels of footfall
- 3.12 The signage products for the programme were designed to provide authoritative, legible and clear location information, reflect the look and feel of Woking and be consistent with signs being installed in other parts of Surrey. Different types of signs have been developed for different locations, depending upon footfall and whether the location is considered an entry point. Annexes E2 and E3 provides a visual of the product family. It should be noted that the Large arrival point (with seat) and trail marker signs are not proposed for installation as part of this programme.
- 3.13 The new map base, focussing on facilities and infrastructure for pedestrians has been developed to provide the mapping element of the new signage. This means that in contrast to conventional A to Z maps, footways, steps and pedestrianised areas have greater prominence than roads. The map base uses a high contrast colour scheme making the interpretive information easy to see in all light conditions. Annex E1 provides examples of the map design. Please note that these maps are undergoing final checks and corrections.
- 3.14 A tender process to establish a supplier, and receive final prices for manufacture, installation and maintenance is being undertaken throughout December. The final costs will be shared with the Woking LSTF task group in the New Year. The coming months will also include the development of a maintenance strategy for the signs which will be presented to the Task Group early 2014.
- 3.15 If the committee approves the recommendations of this report then installation of the signage will begin in the summer of 2014, with the full roll out anticipated to be approximately three months.

### **Recommendation**

- 3.16 This is the final year of the LSTF current project and the remaining funding aligns with the schemes indicated in Annexes A and B, which the LSTF Member Task Group has helped in shaping.
- 3.17 It is therefore recommended that the Local Committee agree to both Annexes A and B.

- 3.18 However, as this will be the final year of the project, it is also recommended that the Local Committee agree to delegate authority to the Area Team Manager in consultation with the Chairman, Vice Chairman and Project Manager to approve any amendments to this programme and report these to the next available Local Committee, to ensure delivery of the programme is completed by 31 March 2015.
- 3.19 To agree the final designs and placement for the Wayfinding programme for Woking Town Centre.

#### **A320 off road/quiet streets cycle route (Earth Trail)**

- 3.20 The Local Committee approved the introduction of the Earth Trail on 6 September 2012 (minute ref 36/12 refers). However, since that date the emerging Cycle Strategy has provided guidance on not introducing cycle lanes on busy roads, such as the A320 Guildford Road (Turnoak roundabout to Victoria Arch).
- 3.21 With this in mind the north bound route for cyclists would be to use the Mars Trail through Woking Park, until such time as a contra-flow route can be introduced on Claremont Avenue.
- 3.22 In addition to this the northern end of the route would also need to change, where the original planned route exits Constitution Hill at its junction with the A320 Guildford Road. The revised route would be to widen the footway between Constitution Hill (northern end) and Hill View Road, to enable cyclists to join to a quiet street as a temporary measure until the off road route can be established from Hill View Road to Station Approach/Victoria Arch.
- 3.23 Annex D indicates the original and proposed revised route. Local Committee are asked to NOTE the change to remove the planned on road cycle lane route on the A320 and approve the additional section of shared path.

#### **4. CONSULTATIONS:**

- 4.1 A public consultation was carried out during April and May 2012 prior to the Large Bid being awarded.
- 4.2 However, local consultation on specific schemes has and will continue to be carried out, where required during the development of the programme.

#### **A320 Egley Road Proposed Toucan Crossing near Blackbridge Road**

- 4.3 The original bid included the provision for a toucan crossing to be located on the A320 Egley Road near Blackbridge Road. A consultation with residents and the Barnsbury School was carried out during the autumn of 2012.
- 4.4 The post code data indicated that most people against the proposals fronted the A320 Egley Road, and therefore the County Council did not include this scheme within the 2013/14 LSTF programme.

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- 4.5 With the agreement of the Member Task Group, residents who provided an email address were contacted again as the County Council was in the process of reviewing the 2014/15 LSTF programme.
- 4.6 Residents responded either in a letter, via email or a signed schedule. Taking into account some duplication and removing these, there were 63 responses 56 against the introduction of a crossing, as it was felt that the existing facilities were adequate and 7 for a toucan style crossing.
- 4.7 As indicated in Annex A, it is recommended not to proceed with this crossing in the foreseeable future.

### **5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:**

- 5.1 The need to ensure value for money was central to developing the Local Sustainable Transport Fund submission which included a Financial Case as part of the overall Business Case which is a requirement of the guidance. The LSTF programme is being developed so that future funding is sustainable within existing and projected budgets allowing for savings of self-financing in the longer-term.

### **6. EQUALITIES AND DIVERSITY IMPLICATIONS:**

- 6.1 Equality Impact Assessments have been developed for the Travel SMART project and individual schemes will be assessed against these during the programme.

### **7. LOCALISM:**

- 7.1 The headline benefits for Woking will be reducing carbon and promoting economic growth by encouraging alternative modes of transport to the private car through;
- Tackling congestion
  - Improved journey time reliability (including buses)
  - Reduced journey times
  - Reduced vehicle operating costs
  - Increased walking and cycling
  - Reduced severance
  - Community engagement

<b>8. OTHER IMPLICATIONS:</b>
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Area assessed:	Direct Implications:
Crime and Disorder	No significant implications arising from this report
Sustainability (including Climate Change and Carbon Emissions)	Set out below
Corporate Parenting/Looked After Children	No significant implications arising from this report
Safeguarding responsibilities for vulnerable children and adults	No significant implications arising from this report
Public Health	Set out below.

### 8.1 Sustainability and Public Health implications

Increased sustainable modes of transport, where it replaces motorised forms of transport such as the car, will improve air quality and reduce carbon emission levels, which is a key objective of the LSTF.

Transport is responsible for one third of carbon emission in Surrey. Surrey's Local Transport Plan has a target to reduce carbon emissions from (non-motorway) transport by 10% (absolute emissions) by 2020, increasing to 25% reduction by 2035 from 2007 baseline of 2,114k tonnes.

Increased walking and cycling has a positive impact on the health of a person. The NHS identifies cycling as an activity which provides significant health benefits. The emerging Surrey Health and Well-being Strategy has identified obesity as one of the priority public health challenges.

The whole project including the improved walking and cycling facilities will be marketed to residents and businesses and cycle training will be offered to those less confident of cycling to encourage take up and to maximise the benefits of the new infrastructure.

<b>9. CONCLUSION AND RECOMMENDATIONS:</b>
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#### **LSTF Draft Programme 2014/15**

- 9.1 The Local Sustainable Transport Fund, Travel SMART project is now coming into its final financial year (2014/15) and the draft programmes are shown in Annexes A and B, allocating the remaining funding to specific schemes.
- 9.2 However, as this will be the final year of the project, it is also recommended that the Local Committee agree to delegate authority to the Area Team Manager in consultation with the Chairman, Vice Chairman and Project Manager to approve any amendments to this programme and report these to the next available Local Committee, to ensure delivery of the programme is completed by 31 March 2015.

**Wayfinder signing**

- 9.3 Following the finalisation of the product designs and signage placement strategy it is proposed to begin procurement of a manufacturer/installer for the signage. Members are asked to agree to this progression to the next phases of the project.
- 9.4 Following the approval of the two revenue schemes the Travel SMART Engagement Team will work with appropriate suppliers to deliver the schemes by the end of financial year 13/14.

**A320 off road/quiet streets cycle route (Earth Trail)**

As there have been changes in policy related to cycling and therefore there was a need to change some of the design, firstly the Local Committee should be aware of this significant change and secondly the Local Committees approval is required to convert a section of footway to shared space (pedestrian and cycles).

**10. WHAT HAPPENS NEXT:**

- 10.1 Subject to Local Committee approval, the schemes scheduled within Annexes A and B will be introduced during the 2014/15 financial year, the final year of the current LSTF Travel SMART project.
- 10.2 All schemes must be delivered by 31 March 2015.
- 10.3 The chosen manufacturer for should be in place before the end of 2013 allowing them to commence work in the New Year. Following a period of about 3 months for prototyping, manufacture of the signage will begin. All signs identified in phase 1 of the project should be installed by the end of 2014.
- 10.3 Following the approval of the two revenue schemes the Travel SMART Engagement Team will work with appropriate suppliers to deliver the schemes by the end of financial year 13/14.

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**Consulted:**

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Woking Borough Council Melanie Haywood  
LSTF Member Task Group

**Annexes:**

Annex A – Draft 2014/15 Programme (Capital)  
Annex B – Draft 2014/15 Programme (Revenue)  
Annex C – Bus corridor programme 2013/14 and 2014/15  
Annex D – Earth Trail Route  
Annex E1, E2 and E3-Wayfinder map and family

**Sources/background papers:**

Local Sustainable Transport Fund bids Key Component and Large Bid.  
Consultation with Egley Road residents autumn 2012 and 2013