

**SURREY COUNTY COUNCIL**

**LOCAL COMMITTEE (GUILDFORD)**

**DATE: 11 DECEMBER 2013**

**LEAD OFFICER: DAVID LIGERTWOOD – LSTF PROGRAMME MANAGER**

**SUBJECT: LOCAL SUSTAINABLE TRANSPORT FUND UPDATE**

**DIVISION: ALL**



**SUMMARY OF ISSUE:**

Surrey County Council was successful in securing an award of £14.3 million in grant funding from the Department for Transport (DfT) Local Sustainable Transport Fund (LSTF). This was in addition to the award of £3.9 million LSTF Key Component.

Both grants are for the period up to 31 March 2015 and jointly form the Surrey TravelSMART programme. As part of this programme a total of £10.789 million has been allocated for sustainable travel improvements in Guildford.

This report notes the progress made with the programme to date and seeks approval for the design of the Wayfinder map project.

**RECOMMENDATIONS:**

**The Local Committee (Guildford) is asked to:**

- (i) Note progress to date with the Guildford Travel SMART programme
- (ii) Agree the design for the Wayfinder mapping programme

**REASONS FOR RECOMMENDATIONS:**

The wayfinder mapping programme is consistent with the objectives of the LSTF and with best practice developed in the United Kingdom.

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

- 1.1 Surrey County Council has been successful in securing £18.2 million from the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF) to deliver the Surrey Travel SMART programme. £3.9 million was awarded in July 2011 with a further £14.3 million awarded in June 2012 as part of the large bid of £16 million. The aim of the fund is to deliver sustainable travel measures that support economic growth and carbon reduction. A total of £8.743 million of the Large Bid funding is allocated for sustainable travel improvements in Guildford.

## **2. ANALYSIS:**

### **Onslow Park & Ride**

- 2.1 The new 550 space Onslow Park & Ride car park and bus service opened on 11 November 2013. The works to construct the car park and access road enabling the service to begin operation has taken only nine months. The ability of SCC and GBC to deliver a high profile major project in a short timescale will be recognised by the DfT and may assist with future bids for funding. Members will recall that planning permission to construct the site was secured exactly one year ago.
- 2.2 Landscaping works at the site, together with the construction of the permanent passenger waiting facility are scheduled for completion Spring 2014. Further works along the park & ride bus corridor will be undertaken as part of the wider LSTF programme.

### **Quality Bus Corridor Works**

- 2.3 A programme of improved bus stop infrastructure including new poles, flags and timetable cases, together with a range of bus stop accessibility works is ongoing in Guildford.
- 2.4 The construction of the bus stop accessibility improvements on the Aldershot Road and Woodbridge Road Quality Bus Corridors (QBC) have been completed, with the Worplesdon Road programmed to start this month. The Park Barn QBC was due to start this autumn, however the work programme has been changed and will now start early in 2014. Woking Road QBC will complete the programmed works for this financial year.
- 2.5 Design work on the programme for 2014/15 continues.
- 2.6 During 2014 a bus shelter replacement programme, real time passenger information and passenger marketing will be rolled out across these quality bus corridors.

### **Walking and Cycling**

- 2.7 Detailed design work continues on a number of cycle schemes which focus of connecting employment, education and residential areas of north Guildford. A programmed start date of January has been given for the footway widening scheme A25 under Wooden Bridge (rail and pedestrian bridges). The shared (pedestrian and cycle) route from Surrey Way to the University has been brought forward to Winter/Spring 2014 while negotiations continue to acquire land fronting Guildford Business Park and Ladymead Retail Park. Pedestrian and cycle crossing facilities using existing traffic signals are planned on A25 Woodbridge Rd/Woodbridge Meadows; A25 Woodbridge Rd/Ladymead and Stoke crossroads junctions over this and next financial years.

### **Traffic Management**

- 2.8 A review of the UTC/SCOOT traffic management systems in Guildford has been started with a view to improve the control and management of traffic and to address performance related maintenance issues. This work will continue throughout 2014.

### **Wayfinder mapping programme**

- 2.9 One of the key objectives of the LSTF programme for Guildford was 'to improve permeability from the rail station to centres of employment with clear signing'
- 2.10 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.
- 2.11 Research was commissioned in January 2013 to consider the introduction of a wayfinder signage system in Guildford town centre. This piece of research considered the existing pedestrian signage offer in Guildford, 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 Guildford, Woking and Redhill.
- 2.12 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.
- 2.13 As part of the initial research into pedestrian signage in Guildford, an initial audit of the current pedestrian signs in Guildford town centre identified eight 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.
- 2.14 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 Guildford.

- 2.15 An assessment of the character of Guildford 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.
- 2.16 During this time user testing was also undertaken with people in Guildford to understand what information they thought should be included on any map base.
- 2.17A 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. **Annex A** provides detail of the locations for new 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.
- 2.18 The signage products for the programme were designed to provide authoritative, legible and clear location information, reflect the look and feel of Guildford 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. **Annex B** 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.
- 2.19 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 C** and **Annex D** provide examples of the map design. Please note that these maps undergoing final checks and corrections.
- 2.20 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 Guildford LSTF task group in early 2014. The coming months will also include the development of a maintenance strategy for the signs which will be presented to the Task Group as soon as possible.

### **Travel Planning and promotion**

- 2.1 The Westborough Community Funding Event was held on 28 September 2013. The Travel SMART voting event was a part of the Joining In!

Jamboree which provided opportunities for residents to find out about volunteering opportunities in the ward of Westborough. Those bidding for funds were given the opportunity to showcase their project to residents using X-Factor style presentations and voting. All bids were funded as follows:

- The Parks and Leisure service at Guildford Borough Council, Westborough Woods improvements, £15,000
- Guildford Job Club, coaches/facilitators, £15,000
- Kings College, cycling project, £15,000
- Barn Youth Project, CV and interview sessions, £15,000
- EmployAbility/Guildford Bike Project, supported volunteering opportunities, £9,350
- Park Barn and Westborough Community Association, green space work, £10,500
- Voluntary Action South West Surrey, Welcome to Volunteering, £15,000

2.2 The deadline for applications for the next round of Small Community Grants is 13 January 2013.

2.3 The Stoke and Stoughton Community Fund Event was held on 9 November 2013 at St Peters Shared Church in Bellfields. The event had a disappointing turnout compared to the very popular event last financial year however all groups were successful at winning funding. In total we had 46 voters at this event. The following groups received funding:

- Bellfields Greenspace Project, Fir Tree Road pathway, £6,850
- Christ's College with Weyfield Primary Academy and Meeting Point, minibus, £15,000
- Christ's College, secure cycle storage, £10,500
- EmployAbility and Guildford Bike Project, supported volunteering, £14,880
- FurnitureLink Guildford, formalised volunteering opportunities, £15,000
- GBC Safety Wardens, cycle safety equipment, £7,860
- GBC Safety Wardens, slapbands, £3,400
- Guildford Job Club, facilitators, £15,000
- Surrey Chambers of Commerce, Eco Rewards, £15,000
- Weyfield Primary Academy, Bikeability training, £3,160

2.4 The deadline for applications for the next round of Small Community Grants is 10 February 2014.

### **3. OPTIONS:**

3.1 As this report forms a progress update for the Local Committee there are no options to consider at this stage.

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

- 4.1 Guildford Local Committee Task Group has been consulted throughout the development of the LSTF Programme. In addition, more recently, stakeholder workshops for the Wayfinder mapping element of the programme have been undertaken with representatives from Guildford Borough Council, local businesses and the wider community.

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

- 5.1 The business case for the Travel SMART included a financial section that does not form part of this report and was approved by the DfT.

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

- 6.1 The major elements of the LSTF programme have been subject to Equality Impact Assessments. These documents are published on the Surrey County Council website and can be found by clicking [here](#).

#### **7. LOCALISM:**

- 7.1 The Travel SMART programme was designed with Localism in mind. Guildford Local Committee has decision making powers relating to the programme. Furthermore, elements of the programme such as the Community funding and Business engagement use Localism tools to encourage localised decision making, and seek to increase local participation in the programme.

#### **8. OTHER IMPLICATIONS:**

##### 8.1 Sustainability implications

The central aims of the Travel SMART Programme are to encourage the uptake of sustainable transport, enabling economic growth and reducing carbon emissions. The measures included in the Travel SMART programme therefore have positive sustainability outcomes.

##### 8.2 Public Health implications

The Travel SMART programme is making significant investment in providing new infrastructure and promoting active travel such as walking and cycling. Evidence suggests that investment in these schemes have a proportionate benefit in overall public health. Walking promotions in particular are being linked with the Surrey CC Public Health team's 'Walk for Life' campaign.

**9. CONCLUSION AND RECOMMENDATIONS:**

9.1 This report provides an update to the Local Committee on the progress made to date with the Travel SMART programme for Guildford. The report asks members to agree to the design of the wayfinder mapping programme.

**10. WHAT HAPPENS NEXT:**

10.1 The Guildford Local Committee Task Group will meet to review the schemes within the LSTF programme. The programme will be continue to be developed and delivered with further reports presented to Guildford Local Committee.

10.2 The installation of the Wayfinding signage will begin in the summer of 2014, with the full roll out anticipated to be approximately three months

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**Consulted:**

GLC Task Group

**Annexes:**

Annexes A, B, C and D – Wayfinder mapping designs

**Sources/background papers:**

- Surrey County Council LSTF Large bid document. [Click here](#) to access this document.

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