

Guildford Borough Council
**Guildford Town and Approaches
Movement Study**
Strategy Report

Final | 11 April 2014

This report takes into account the particular instructions and requirements of our client.

It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

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Contents

		Page		
Foreword		i	7.7	How the Strategy Supports the Vision 32
Executive Summary		ii	7.8	Habitats Regulations Assessment Requirements 34
1 Introduction		1	8	Implementation Plan 35
2 Setting the Scene for a Strategy to 2050		2	9	Action Plan 36
3 Strategy Principles		5	10	Summary Remarks 39
4 Appraisal Results and Preferred Interventions		6		
5 Stakeholder Strategy Workshop		7		
5.1	Workshop Attendance and Objectives	7		
5.2	Workshop Format	8		
5.3	Outcomes of the Workshop	8		
6 Developing a Movement Strategy for Guildford		9		
7 Key Elements of the Movement Strategy		17		
7.1	Walking	18		
7.2	Cycling	20		
7.3	Public Transport	21		
7.4	Traffic	24		
7.5	Public Realm	29		
7.6	Regional Movement	30		

Foreword

The issues of transport, and congestion, are important to many residents and businesses in our borough. It is therefore my pleasure to introduce this report on the Guildford Town and Approaches Movement Study, which was commissioned by the Council to help address our Corporate Plan priority to ‘in partnership, develop a long-term Transport Strategy to 2050 for the town of Guildford’.

Guildford is a success story. It is the county town of Surrey and one of the leading towns in the south east. It is also the dominant shopping and employment centre in the county and independent analyses have shown that the town is economically competitive. We developed a long term vision through this study for the transport system in 2050 to sustain Guildford as a centre of excellence; with an attractive and thriving town centre; an innovative world-class high-tech employment sector; a high-quality resilient environment; an engaged, healthy and prosperous community; and excellent connections, locally, regionally, and internationally via airports and high speed rail links. The transport system is key to achieving and enabling this vision. I would like to thank all of the residents, organisations and businesses that contributed to our stakeholder workshops held during the course of the study.

As you will see in this report, the strategy is based on principles of balance and choice in our transport system, of adaptability and flexibility to future changes, of incremental rather than cataclysmic change, and of building resilience and sustainability into our movement networks. It identifies interventions that are needed to achieve the vision, both longer term schemes requiring further development, but also quick wins that can be delivered in the short term to improve the experience of moving around the town, supporting the economy and improving the urban environment.

This study is the product of Guildford Borough Council working with the many organisations and stakeholders with roles and responsibilities in relation to the transport system. Surrey County Council is the Local Transport and Highway Authority. The Highways Agency is responsible for the A3 trunk road, and the Secretary of State sets requirements for future improvements to be achieved by the rail industry. Various bus and community transport operators provide services across the area. South West Trains and First Great Western provide most of the rail services. Then there are stakeholders, including residents and businesses, and funding bodies, including the Enterprise M3 Local Enterprise Partnership.

This project is only the start. It will inform the important work on the emerging Guildford Borough Local Plan and our Transport Strategy. There is further work to do, working with our partners with responsibilities for transport to realise the level of ambitions set out in this report. However, this sets out our approach towards how we want to tackle movement issues in our county town over the next thirty years and beyond.

*Councillor James Palmer
Deputy Leader, Guildford Borough Council*



Executive Summary

Arup was appointed by Guildford Borough Council in July 2013 to undertake the **Guildford Town and Approaches Movement Study (GTAMS)**. The aim of the study was to develop a recommended long term movement strategy to 2050 for the town of Guildford. This will inform the development of a new Local Plan for the borough for the period to 2031.

This report presents the findings of the final stage of the study, the **Strategy and Recommendations Stage**.

The study opened with the development of a headline vision for sustainable mobility in Guildford in 2050 and supporting objectives.

The vision statement is:

Page 106
“The transport system in 2050 will sustain Guildford as a centre of excellence; with an attractive and thriving town centre; an innovative world-class high-tech employment sector; a high-quality resilient environment; an engaged, healthy and prosperous community; and excellent connections, locally, regionally, and internationally via airports and high speed rail links.”

Metrics were developed to measure each of the objectives, and were used to describe the baseline position, the Business-As-Usual forecast for 2031 and 2050, and to appraise potential interventions and packages.

The **appraisal of interventions** and packages found that all of the sustainable transport intervention scenarios performed significantly better than other scenarios. Rail interventions serving more regional travel needs and new park and ride facilities also scored well. The appraisal resulted in a set of **preferred interventions** that support the 2050 vision for sustainable mobility in Guildford.

To be effective, the preferred interventions need to be developed and implemented through a consistently-applied framework. This framework is the **Movement Strategy for Guildford**. Four key principles have been identified for the movement strategy:

- Adaptability and flexibility
- Resilience and sustainability
- Incremental change
- Balance and choice

A **stakeholder workshop** was held on 31 January 2014 in Guildford. The aim of the workshop was to present the emerging movement strategy for Guildford and get feedback from stakeholders. There was clear support for the overall approach and the main interventions.

As sustainable transport is the main focus of the strategy, it is important to consider how and where this is best targeted to support the vision. **For movement within Guildford town, the priority modes are identified as walking, cycling and public transport.**

For movement to and from the town, public transport, bus and rail, may be a viable alternative, but driving is sometimes the only reasonable option, as people are coming from more diverse locations, and over longer distances.

The **key elements of the movement strategy** are presented in the report with details of recommended interventions in each area:

- Walking
- Cycling
- Public transport
- Traffic
- Public realm
- Regional movement

The indicative cost range and potential funding sources of each intervention are identified. It also includes consideration of how the strategy supports the 2050 vision for Guildford.

The **Implementation Plan** is a broad look at the potential timing of the implementation of interventions. It indicates the order in which interventions should be developed, rather than absolute timings, as the latter will be determined by external events throughout the strategy period, such as funding availability, political and economic cycles and the success of previous interventions.

The **Action Plan** identifies the short term ‘quick win’ interventions from the Implementation Plan and sets out an outline scope of work for each intervention in the form of actions for Guildford Borough Council and its partners, principally Surrey County Council as the Local Transport Authority and Local Highway Authority and the Highways Agency which is responsible for the A3 trunk road.

In addition to specific interventions, it also includes activities related to the preparation, approval and implementation of the *Guildford Borough Transport Strategy and Implementation Programme*, into which the recommended strategy from the GTAMS study will feed. The *Guildford Borough Transport Strategy and Implementation Programme* will become a module of Surrey County Council’s Local Transport Plan.

The Action Plan for Guildford Borough Council and partners identifies the following priorities:

- Feed the recommended strategy from GTAMS into the forthcoming *Guildford Borough Transport Strategy and Implementation Programme* which is to be developed under the auspices of the Guildford Local Committee Plus, and will become a module of Surrey County Council’s Local Transport Plan;
- Programme manage the implementation of the *Guildford Borough Transport Strategy and Implementation Programme*, including making funding bids;

- Coordinate the forthcoming *Guildford Borough Transport Strategy and Implementation Programme* with the emerging Local Plan;
- Communicate the movement strategy to stakeholders and the general public;
- Develop the sustainable movement corridor concept, providing a priority pathway through the town for pedestrians, cyclists and public transport;
- Initiate walking and cycling improvements with local stakeholders;
- Start the ‘spring clean’ of the town centre public realm;
- Optimise the traffic control systems in the town centre;
- Address through traffic issues with Surrey County Council and the Highways Agency as lead partners;
- Address through traffic in Walnut Tree Close by developing a trial scheme to close Walnut Tree Close to through traffic;
- Review car park charges between town centre and park-and-ride as part of the future Surrey County Council/Guildford Borough Council Parking Plan for the borough to be developed under the auspices of the Guildford Local Committee Plus; and
- Progress regional movement interventions with Surrey County Council as lead partner.

Page 10

ITEM 15

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