

County Hall
Penrhyn Road
Kingston upon Thames
Surrey
KT1 2DY



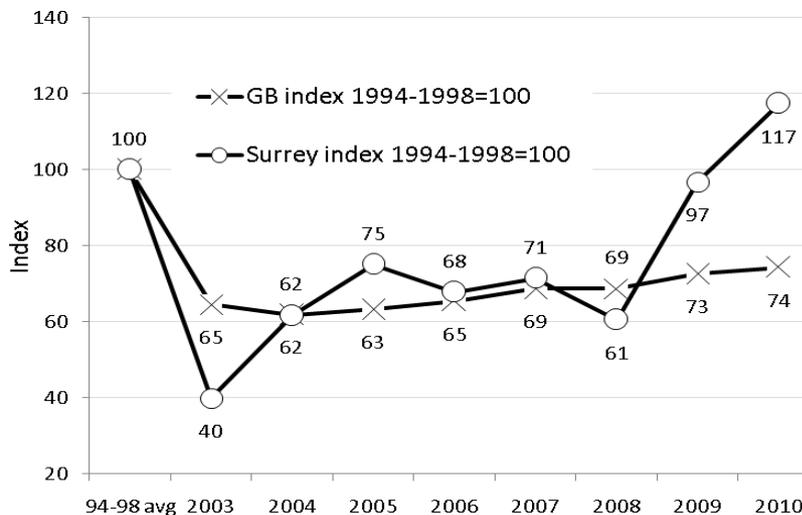
05 December 2012

Dear Mr Hilton

Surrey Cycle Programme Bid to the Safe Cycling Fund

We are delighted to submit our bid to the DfT's cycling safety fund. We see this fund as a very timely recognition of the importance of cycling as a mode of transport which can reduce pressure on our roads, reduce travel costs to individuals and make an important contribution to economic recovery. But without a step change in the way we design cycling infrastructure, these benefits will not be realised. To that end, we are proposing a new generation of cycling facilities; facilities that radically reduce risk for people who already cycle. But facilities that also make cycling possible for the huge section of the population that will never want to mix with busy traffic. Facilities that are separated from that traffic and separated from people walking; that continue through junctions; that reach the heart of town centres.

Surrey County Council has made a corporate commitment to tackle the rate of cyclist casualties in the county. The dangers facing cyclists on our roads is no more in evidence than in Surrey where rates of serious injuries amongst cyclists have increased sharply over the last five years, markedly above that for Great Britain as a whole.



Within Surrey, cycle safety has been a matter of concern for a number of years. Last year we carried out comprehensive research into cycling casualty data in order to build a cycling programme that was underpinned by safety considerations; that analysis is included as Annex 6 in the our submission. Whilst numbers of slight casualties and fatalities amongst cyclists have not increased, the number of serious injuries has doubled in the four years to 2011. In response to this, we have carried out extensive publicity campaigns as part of our Cycle SMART initiative, targeting both cyclists and other road users and are placing safety at the centre of our Cycling Programme. This

analysis also led us to conclude that tackling isolated junctions would not be sufficient, because casualties in Surrey tend to be more dispersed along key routes.

Within Surrey, as the centre of the Olympic road race and time trial events, we are experiencing a massive upsurge in the numbers of cyclists. We have secured two nationally significant legacy events: the Tour of Britain and part of the Ride London 100 and Classic events. Our aim is to maximise the potential of this legacy throughout the community from elite events to leisure riding and utility journeys. Building on the success of the Guildford Cycle Festival, supported by the Department for Transport's Local Sustainable Transport Fund, we will be staging six further events in the next two years with a similar family-oriented format offering training, maintenance, cycle displays, cycle businesses and adaptive bikes as well as continuing to promote the Sky Ride local programme and innovative local initiatives such as the Guildford Bike Project.

We are keen to further build on this legacy, but this must be done with safety as a key consideration. We already run a highly successful Bikeability programme, which delivers training to 11,000 school children, families and individuals each year. We are currently developing our cycle training and skills offer to ensure that we have an offer that appeals to a range of audiences, tailored to respond to the findings from our causality analysis.

We know from our experience delivering the Woking Cycle Town programme that through investment in infrastructure, increased cycling rates can be achieved with no increase in the level of cycling casualties. The Cycle Woking programme generated a 28% increase in cycling rates, but no increase in the level of recorded casualties in the period to 2011.

From our own and international experience, it is clear that the quality of infrastructure is of paramount importance. Our bid reflects this emphasis on quality. While we have focused on two schemes – Walton Bridge Links and Leatherhead Town Centre - both of which bring benefits for leisure and utility cycling and bring economic benefit to two town centres, we have included additional schemes where casualty data identifies a need for action. Whilst we recognise that funds are limited, we want to demonstrate to you our ambition to ensure that Surrey is at the centre of measure to promote safe cycling.

We are also determined to create a cycling environment that gives a significant proportion of the population the confidence to use the bike on an everyday basis. That is why we are switching our emphasis to segregated, continuous cycle paths reaching to the heart of town centres.

This bid forms part of the Surrey Cycling Programme which is currently being developed and includes a number of measures:

1. Adoption of cycle infrastructure design standards as standard in all our highways activities
2. Programme of cycle promotion building on the Olympic cycling legacy
3. Emphasis on cycle safety targeting the range of audiences
4. Development of local assessment and solutions

The Surrey Bid

Our bid focuses on two schemes:

Walton Bridge Links builds on the investment in the new Walton Bridge, which incorporates cycle paths on the bridge and along the Thames Valley national cycle route number 4. It comprises segregated cycle paths north and south of the Thames, linking Walton Town Centre, Upper and

Lower Halliford and key destinations including the Heart Shopping Centre and a number of primary and secondary schools.

Leatherhead Town Centre will join up currently disjointed routes in order to create safe, continuous routes linking the town centre, railway station, schools and major employers. Leatherhead is home to a number of businesses including major employers such as Esso, Wates and Halliburton.

In identifying the schemes to prioritise, we reviewed the information provided by the DfT in the original correspondence, in order to focus this funding on schemes with high levels of casualties and limited scope to fund from other sources. With specific regard to the hotspots identified by the DfT, we have undertaken the following:

1. Stoke Crossroads, Guildford – a scheme has been programmed through our LSTF-funded Travel SMART programme. We are also in dialogue with the Highways Agency with regard to the proposed junction improvements at the adjacent junction from the A3.

2. Chobham Road - Victoria Way junction, Woking – the serious casualties identified have already been addressed through the Woking Cycling Town. There is ongoing monitoring in the area and, should need be identified for further intervention, it will be funded through the LSTF.

Meeting the Fund Objectives

Evidence of reduced risk for cyclists, perceived or actual

The selection of schemes for Surrey has been casualty data led. The schemes are designed based on our analysis of casualties as well as reported concerns from the Times Readers Survey. The location of the Walton Bridge links scheme has seen 35 reported casualties in the last three years, with a further 8 casualties in Leatherhead Town Centre. Both schemes are characterised by fragmented routes resulting in cyclists having to navigate heavily trafficked roads in order to get from residential areas to retail, education and employment locations. The schemes will also reduce the risk of collision and improve accessibility for other road users through the provision of safer junctions, improved crossing facilities, and realignment of roads and footways.

Evidence of match funding

As part of its commitment to tackling cycling casualty rates in Surrey, the County Council is seeking to allocate funds from both developer contributions and our own capital programme. Confirmation of this match will be in place in February 2013.

Commitment to deliver in 2013

Annex 1 sets out our project management plan in order to achieve the delivery deadline of December 2013. In order to achieve this timescale, detailed design of the schemes will commence in December 2012, with all necessary approvals in place by March 2013. The implementation phase will commence in April 2013 with scheme completion by December 2013.

Clear demand from stakeholders, users and potential users for proposed solution

To test our proposed approach, we commissioned on-street surveys in Leatherhead and Walton upon Thames. In total 304 face to face interviews were carried out, of which roughly 50% of people interviewed owned a bicycle. The survey found relatively low levels of cycling currently, only 8% of bike owners cycle on a weekly basis. Amongst bike owners, 44% were deterred from cycling more often due to road safety concerns, this figure was over 80% for non bike owners. Of those surveyed,

almost 90% felt that segregated cycle paths would be a positive thing in the area and 70% of respondents said that this provision would encourage them to cycle more frequently.

We liaise regularly with the Mole Valley Cycle Forum (<http://www.mvcf.org.uk/>), whose area of interest covers Leatherhead, and will continue to do so as we develop detailed proposals. The submitted scheme is in line with Forum's own priorities and strategy. There is no equivalent group in the Walton area.

High quality scheme design and innovation

As part of our overarching aim to encourage more people to cycle more often, safely and conveniently, we are revising our cycle infrastructure design standards. The draft standard is included as Annex 5 for information. At the heart of the standard is a commitment to separate cyclists and motorised traffic on busy roads and junctions and to ensure that all new cycle facilities are built to a high enough quality to encourage use by a wide cross-section of the community. This bid is designed to those standards and, together with our LSTF Travel SMART schemes, will be critical in demonstrating this new approach to cycle infrastructure provision in Surrey.

Monitoring

We currently have in place a monitoring plan which covers each of the bid areas. In addition, we monitor our cycling casualty figures on an ongoing basis to inform the focus of our cycle safety and wider Drive SMART initiatives.

In addition, as part of our LSTF funded Travel SMART initiative, we have developed a promotional package for each new cycle path which involves intensive marketing to residents and businesses adjacent to the route. We will be adopting similar promotional measures for these routes and monitoring the impact in terms of take up of the new facilities.



We trust that our bid demonstrates to you our commitment to think differently about safe cycling in Surrey, in order to make cycling a viable transport choice for all our residents.

Yours sincerely

Handwritten signature of John Furey.

John Furey
Cabinet Member, Environment & Transport

Handwritten signature of Kay Hammond.

Kay Hammond
Cabinet Member, Community Safety