

SURREY COUNTY COUNCIL

LOCAL COMMITTEE (SURREY HEATH)

DATE: 1 OCTOBER 2015



LEAD OFFICER: MARC WOODALL – SUSTAINABLE TRANSPORT MANAGER

SUBJECT: Travel SMART in Surrey Heath update

DIVISION: All Divisions

SUMMARY OF ISSUE:

This report provides an update on the Travel SMART programme in Surrey Heath and the Blackwater Valley, and the Living Streets Walk To project. These programmes are funded via the Department for Transport's Local Sustainable Transport Fund (LSTF).

RECOMMENDATIONS:

The Local Committee (Surrey Heath) is asked to note:

- (i) The progress made to date on the Travel SMART programme in Surrey Heath and the Blackwater Valley and the forward programme to March 2016
- (ii) The progress made to date on the Living Streets Walk To project in Surrey Heath and the Blackwater Valley the forward programme to March 2016

REASONS FOR RECOMMENDATIONS:

The Travel SMART programme in Surrey Heath is approaching its halfway point and this report provides an update to members on progress so far.

1. INTRODUCTION AND BACKGROUND:

- 1.1 In December 2014 a paper was tabled at the Surrey Heath Local Committee informing members that Surrey County Council in partnership with Surrey Heath Borough Council had been successful in bidding for funding from the Dept for Transport's Local Sustainable Transport Fund. The funding is being used to deliver the Travel SMART programme in Surrey Heath and the Blackwater Valley.
- 1.2 The objectives of is programme are to support economic growth by :
- Improving the economic vitality of nine priority towns to boost economic growth, and to help deliver Strategic Economic Growth (SEP) growth objectives
 - Enhancing travel choice through connecting seven stations and five town centres in the Blackwater Valley area.
 - Reducing travel barriers to employment and skills in the Enterprise M3 area
 - Unlocking economic, health and carbon reduction benefits through sustainable travel choices
- 1.3 The programme focuses on four main areas :
- Addressing transport barriers and costs facing businesses
 - Encourage more journeys by active modes
 - Improving the quality and attractiveness of bus and rail travel in the Blackwater Valley
 - Improved journey information and travel awareness
- 1.4 The detail behind each of these areas of work is provided in section 2 below.
- 1.5 Surrey County Council were also a partner in the Living Streets Partnership programme – a bid led by Durham County Council that builds of a successful LSTF bid to deliver a Walk to School Outreach Model with 11 local authorities in partnership with Living Streets
- 1.6 Both programmes are being delivered during the financial year 2015/16 with a completion date of 31 March 2016.

2. ANALYSIS:

2.1 Addressing transport barriers and costs facing businesses

2.2 Improving travel choice and the awareness of options available to commuters can save businesses costs, improve productivity and help to reduce congestion. We are providing businesses in Camberley and Frimley with intensive travel planning support based on their requirements. The programme will work with three businesses intensively – providing up to 20 hours of professional support and advice. We are additionally providing light touch advice to a further 5 businesses.

2.3 Personalised travel planning and eco driver training will also be delivered at 5 roadshows at businesses in Camberley and Frimley during the year. Three businesses will also benefit from Dr Bike sessions, providing free bicycle repair on site.

2.4 Encourage journeys made by active modes

2.5 Businesses, community groups and institutions can bid for grants to provide cycle parking for staff and visitors. A total of £25,000 is available for this purpose in Surrey Heath.

2.6 The ‘Clever Legs Have Busy Legs’ marketing campaign was launched in July and is running to the end of September. An example of the marketing materials can be seen in Annex A.

2.7 The Cycling Touring Club (CTC) have been commissioned to provide work with local communities in the Blackwater Valley to deliver at least two Community Cycle clubs. These clubs are designed to encourage local people to organise and enjoy guided cycle rides, provide a facility to hire bikes and

2.8 We are working with Sustrans to provide cycle hire facilities at businesses in Surrey Heath. The first cycle hire system has been delivered to Frimley for Business Park, with 15 bikes installed. Discussions are also currently underway with another major business in the area for a second scheme to be delivered.

2.9 Improving the quality and attractiveness of bus and rail travel in the Blackwater Valley

2.10 Stagecoach and First Great Western are attending business roadshows in the Blackwater Valley offering ticket discounts and incentives to encourage people to try the bus and the train

2.11 A public transport marketing campaign, co-designed with the public transport operators will be launched in the autumn of 2015.

2.12 Wi-Fi and Audio Visual equipment (on bus information display and audio announcements) will be delivered on services in the Blackwater Valley from February 2016.

2.13 Improved journey information and travel awareness

- 2.14 A Camberley map has been produced, providing shoppers, workers and visitors to Camberley a wealth of travel information regarding the town. These maps are being distributed throughout the town from locations such as the Train Station, the Mall and Camberley Library.
- 2.15 Businesses have been encouraged to promote the Travel SMART journey planner to staff and visitors, and add the Travel SMART journey planner widget to their homepage.

2.16 Living Streets Walk to Project

- 2.17 The Walk 2 project is a programme delivered by the charity Living Streets to promote Walking as a mode of travel, either for the whole journey, or part of our journey to school or work. The programme is targeting businesses, communities and schools in Surrey Heath, and is currently working with :

- Frimley Green C of E
- Ravenscote
- St Augustine's
- Lakeside
- Crawley Ride Junior School

- 2.18 The programme is also targeting businesses in Camberley and Frimley

2.19 Progress to date

- 2.20 Table 1 below provides a list of the key performance indicators that were developed at the beginning of the programme, and the progress made against each of these. Commentary on this performance is then provided in the paragraphs below.

Project Element	Description	Target	Progress to date
Intensive Business Engagement	Providing up to 20 hours of Travel Planning support	3 businesses	Working with two, seeking one further
Roadshows	Provide roadshows promoting sustainable travel at businesses	5 businesses	4 Roadshows delivered to date
Eco Driver Training	Provide sessions of Eco Driver training to Business employees	30 sessions	None so far – Autumn activity
Town Centre Map	Map for visitors to Camberley Town Centre	Produce map	Map produced and distributed
Cycle Hire	Providing cycle hire schemes for	Two community and two	One business scheme

	businesses and communities in the Blackwater Valley	business schemes	delivered
Cycle Improvement Fund	Provide cycle parking grants to businesses and communities	Total grant value £10,000	£1,800 spent
Town Centre Cycle Parking	Installation additional cycle parking in Camberley Town Centre	Deliver by March 2015	Report being prepared for Surrey Heath Borough Council

Table 1 – Project Elements and progress to date

3. OPTIONS:

- 3.1 This report is for information only, and as such there are no specific options for members to consider. However, the Cycling Task Group will be able to analyse the cycling measures delivered as part of this programme and discuss their value for promoting cycling in the future in Surrey Heath.

4. CONSULTATIONS:

- 4.1 A regular dialogue throughout the programme has been maintained with Surrey Heath Borough Council, and Hampshire County Council who are partners in the delivering of the programme.
- 4.2 A quarterly stakeholder meeting is held with local organisations that have a role to play in sustainable travel within Surrey Heath and the Blackwater Valley.

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 This programme is funded by a grant from the DfT, A business case agreed by Surrey County Council and Hampshire County Council's S151 officers, was submitted as part of bid application and accepted by the DfT.

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 6.1 The major elements of the existing LSTF programme have been subject to Equality Impact Assessments. These documents are published on the Surrey County Council. These documents will be reviewed as part of the ongoing programme management of this programme.

7. LOCALISM:

- 7.1 The programme is expected to have a long-term impact on congestion levels in the Camberley and Frimley areas as a result of a business engagement programme that aims to reduce the number of people commuting by car with no passengers. By promoting active forms of travel e.g. cycling and walking, significant health benefits can also be derived.

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- 7.2 The programme also encourages local residents and employees to make their own travel choices by giving them improved travel information e.g. through the online journey planner and engagement at road shows.

8. OTHER IMPLICATIONS:

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 implications

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

8.2 Public Health implications

There are some direct positive implications to public health arising from this report, including working with Surrey County Council and Hampshire County Council's public health teams to develop programmes that promote greater levels of active travel, and in particular, walking and cycling.

9. CONCLUSION AND RECOMMENDATIONS:

9.1 **The Local Committee (Surrey Heath) is asked to note**

- i. The progress made to date on the Travel SMART programme in Surrey Heath and the Blackwater Valley and the forward programme to March 2016
 - ii. The progress made to date on the Living Streets Walk To project in Surrey Heath and the Blackwater Valley the forward programme to March 2016
- 9.2 The Travel SMART programme in Surrey Heath is approaching its halfway point and this report provides an update to members on progress so far.

10. WHAT HAPPENS NEXT:

- 10.1 A further report will be tabled at the end of the Travel SMART and Living Streets Walk To programmes at the end of 2015/16.

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Consulted:

Surrey County Council Travel SMART and Transport Policy officers
Surrey Heath Borough Council Transformation team officers

Annexes:

Annex A – Example of ‘Clever heads have busy legs’ campaign material

Sources/background papers:

LSTF 2015/16 Revenue programme bidding guidance
Surrey CC and Hampshire CC Joint LSTF 2015/16 bid application

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