

GUILDFORD TOWN CENTRE TRANSPORT PACKAGE

IMPROVING TRAVEL CHOICES IN GUILDFORD

**WE NEED YOUR VIEWS ON OUR PLANS TO IMPROVE SUSTAINABLE
TRANSPORT IN GUILDFORD TOWN CENTRE.**

What is the Guildford Town Centre Transport Package?

It is a series of improvements in and around Guildford town centre that will make travelling on foot and by bike safer, easier and faster, improving the alternatives to travelling by car for all users.

The improvements will:

- Encourage more walking, cycling, bus and rail travel.
- Reduce congestion and its cost to local businesses.
- Help people get to work, retail and railway stations.
- Reduce accidents.

The current road network

Recent traffic surveys undertaken in Guildford have suggested that 14% of car journeys through the town centre are less than 4km long, and 26% of journeys are less than 6km. This suggests that encouraging people to walk, cycle or use public transport should have a significant and noticeable effect on traffic volumes.

Guildford town centre is heavily congested and there are very few cycle paths or lanes. Those that exist are generally poor quality and cyclists must often negotiate busy roads. This means that few people choose to cycle into the town centre. In addition both the river and the one-way system disconnect the town centre from the railway station.

To get to the town centre from the station on foot you have to negotiate narrow and crowded routes and to cycle you must either get off and walk or cycle with busy traffic which can be daunting and off-putting for inexperienced riders. Both the bridges that connect the station and the town centre are equally difficult for pedestrians and cyclists to use.

The net effect is that traffic and congestion are restricting the area's potential as an attractive retail and business centre. Therefore, it's really important to reduce the need to travel by car and extend the town's pedestrianised areas and cycle facilities to open up other ways of getting around and making shorter journeys within the town.



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