

SURREY COUNTY COUNCIL

LOCAL COMMITTEE (REIGATE & BANSTEAD)

DATE: MONDAY 6 JUNE 2016



LEAD OFFICER: MARC WOODALL, SUSTAINABLE TRANSPORT MANAGER

SUBJECT: TRAVEL SMART PROGRAMME CLOSE OVERVIEW

DIVISION: REDHILL EAST, REDHILL WEST & MEADVALE, REIGATE, MERSTHAM & BANSTEAD SOUTH, EARLSWOOD & REIGATE SOUTH

SUMMARY OF ISSUE:

This report provides an overview of all the work delivered in Redhill and Reigate, as part of the Travel SMART programme that started in April 2011. It summarises the range of achievements, outcomes and challenges recognised across the programme, but with a specific focus on Redhill and Reigate. It should be used by the members of Local Committee initially to assess the success of the programme and to have sight of the open schemes that continue to be progressed.

RECOMMENDATIONS:

The Local Committee (Reigate & Banstead) is asked to:

- (i) Note the content of the report and the outcomes of the project.
- (ii) Agree that the remaining schemes in the Redhill and Reigate programme will now be delivered through the most appropriate department, as set out in paragraph 4.4.

REASONS FOR RECOMMENDATIONS:

Recommendations are based on:

- As per the agreed governance structure of the programme, to keep the relevant Local Committees informed of progress.
- To facilitate the closure of the programme.
- To ensure there is a mechanism to deliver the remaining schemes in the programme.

1. INTRODUCTION

Background, aims & objectives

- 1.1 In 2011/12 Surrey County Council (SCC) submitted two bids to receive funding from the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF) to deliver Surrey's Travel SMART programme. A key component bid was submitted in April 2011 and a large bid was submitted in July 2011.

www.surreycc.gov.uk/reigateandbanstead

ITEM 9

- 1.2 SCC received a total of £18.233m from the LSTF with £3.93m awarded in July 2011 from the key component bid, and a further £14.304 million awarded in June 2012 from the large bid. This funding covered the period April 2011 to March 2015. A minimum of £5.470m was secured in local contributions from the private sector, other organisations and the Council's New Homes Bonus Fund. This gave an overall budget of at least £23.703m to spend on the programme.
- 1.3 The two bids were designed to address the overarching objectives of the LSTF, as set out by DfT. These were to:
- Support the local economy and facilitate economic development.
 - Reduce carbon emissions.
 - Help to deliver wider social and economic benefits (e.g. accessibility and social inclusion) for the community.
 - Improve safety.
 - Bring about improvements to air quality and increased compliance with air quality standards, and wider environmental benefits such as noise reduction.
 - Actively promote increased levels of physical activity and the health benefits this can be expected to deliver.
- 1.4 The aim of the Travel SMART programme was to stimulate economic development and provide people with more sustainable travel options in Surrey. The intention was for the programme to build on the existing successful initiatives such as "Cycle Woking" our cycling demonstration town, our "Drive SMART" anti-social initiative, our quality bus partnerships and the Transport for Surrey Partnership.
- 1.5 The funding received for Travel SMART was used to fund five inter-related workstreams:
- Workstream 1** – Bus priority and corridor improvements
Workstream 2 – Walking and cycling improvements
Workstream 3 – Information, travel planning and marketing
Workstream 4 – Traffic Management (Guildford and Woking)
Workstream 5 – Major projects (Onslow Park & Ride, Sheerwater Link Road, and Redhill Variable Message Signing)
- 1.6 The focus of this work was in Woking, Guildford & Redhill and Reigate. These towns were chosen for their economic contribution to Surrey and because of their significant congestion and transport issues. This package of measures was designed to achieve the following in the Travel SMART towns:
- Help tackle congestion.
 - Support existing businesses and future employment opportunities at key employment locations through tackling transport problems.
 - Improve accessibility from areas of deprivation and other neighbourhoods to centres of employment.
 - Improve access from transport hubs to areas of employment, with clear signing and safe, continuous routes.
 - Improve the links within town centres/key retail and leisure destinations and adjacent residential areas and transport hubs.

2. APPROACH

Delivery approach and governance

2.1 To deliver the Travel SMART programme, the project team structure was divided into five working groups:

- Guildford
- Woking
- Redhill & Reigate
- Guildford Park & Ride
- Woking Sheerwater Link.

2.2 The first three working groups enabled a coordinated approach to the Travel SMART improvements that were delivered in each town. The other two working groups provided focus on the two largest elements of the programme. Each working group had a lead officer, and had both County Council and District & Borough Council officer representation and were responsible for the following:

- Delivering local programme of measures in Travel SMART towns.
- Leading on local engagement and consultation.
- Managing the local programme budget.
- Liaising with the Local Highways Programme.
- Managing and reporting risk.
- Securing local approvals with Local Committee.

2.3 The Local Committee approved the programme for each delivery town and was advised by an LSTF Task Group, which was a member led group that provided scrutiny on programme progress. Where appropriate, schemes had to go through the following gateways:

0. Initial design/specification
1. Member Approval
2. Task Brief to design team
3. Design
4. Ready to go/construction

2.4 The programme as a whole was overseen by a Delivery Board which has been responsible for providing strategic direction and targeting delivery risk management. The Delivery Board has also been responsible for approving spending and allocating budgets. This board was chaired by the Project Sponsor and had representation from Travel and Transport, Transport Strategy, Sustainability, Highways, Finance and Procurement groups at Surrey County Council.

2.5 A programme management team was also setup. It was led by a Programme Manager, and provided support to the Delivery Board, the working groups and provided overall coordination and liaison with the DfT.

2.6 A core group of officers already employed at Surrey County Council have been involved with the programme from its inception. However the

ITEM 9

programme was supplemented by a number of temporary staff to fulfil the various roles in the programme.

2.7 A range of different suppliers were used in the programme to help facilitate delivery. The Capital schemes in the programme have largely been delivered by Surrey's Highway maintenance contractor, Kier Group (Formerly May Gurney).

3. OUTCOMES:

Key achievements in the overall programme

3.1 Travel SMART has delivered a range of positive work across the workstreams of the programme. This is set out in the table below:

Element	Output
Buses	<ul style="list-style-type: none">• 290 bus stops upgraded.• 1 new park and ride facility for Guildford (Onslow).
Mapping	<ul style="list-style-type: none">• 31 different travel maps produced with 26, 306 handed out.
Walking	<ul style="list-style-type: none">• 5,000 pedometers handed out with 52% of users walking more as a result• 71 pedestrian wayfinder signs installed.• 17 pedestrian crossings and alleyways upgraded.
Business and Travel SMART challenge	<ul style="list-style-type: none">• 34 travel roadshows organised for Surrey businesses.• 450 people receiving eco driver training.• 132 workplaces signed up to the Travel SMART challenge with 1,383 people taking part, leading to 3,799 miles cycled and 2,699 miles walked.
Efficient driving	<ul style="list-style-type: none">• 656 new members of the Surrey lift share scheme and 353 new members of the co wheels club.• 14 new car club vehicles.• 8 electric vehicle charging points.• 1 new link road for Sheerwater.
Information centres	<ul style="list-style-type: none">• 1 live smart centre opened in Redhill.• 1 new bike project in Westborough.
Cycling	<ul style="list-style-type: none">• 31,797 people received cycle training.• 14,000 people came to our cycle festivals.• 18km of new cycle routes.• 3 signalised crossings for cyclists.• 3 folding bike hire stations established.• 1,358 cycle and scooter spaces installed.• 12 new pool bikes available to borrow.• 52% of people cycled more after seeing the promotional campaign
Community funding	<ul style="list-style-type: none">• 222 community projects received money from our funding programme with 1,001 people voting at our events to decide how funding should be allocated.

Performance against budget

3.2 The grant award received from the DfT, as set out in paragraph 1.2 was spent in its entirety across the three Travel SMART towns during the funding period 2011/12 to 2014/15. The flexibility of the local contributions in the programme allowed delivery to continue on the programme in 2015/16 through to 2016/17 to complete the remaining schemes in the programme.

3.3 Expenditure in Redhill and Reigate is summarised in the table below with projections for planned expenditure in 2016/17.

Redhill - Reigate Scheme Elements	Expenditure from 2011/12 to 2015/16 (£000s)	Planned expenditure 2016/17 (£000s)
Bus Priority and Corridor Improvements	£456	£20
Walking and Cycling improvements	£466	£440
Information, Travel Planning and Marketing	£2,828	£0
Major Projects (Variable Messaging System)	£154	£95
Total	£3,904	£555

Table A – Total expenditure

3.4 The £3.9m of expenditure set out above includes £0.258m of local contributions. The remaining schemes as outlined in paragraph 4.4 will be funded with local contributions.

Overarching delivery

3.5 A large amount of the work in the programme was undertaken across multiple work streams. This included the following:

3.6 **Travel SMART Website and Journey Planner** - A dedicated microsite that provides journey information, advice and tips on travelling sustainably and how you can get involved in local events. The website receives c.7,000 hits each month and the journey planner and cycling pages are the most popular.

3.7 **Marketing campaigns** - We conducted 5 wide ranging marketing campaigns, including :

- **Remember when you cycled every day?**
- **What would you do with an extra hour each day?**

Illustrations of these campaigns are set out below:

ITEM 9



- 3.8 **Bus stop information improvements** - New updated bus stop information was placed in over 500 bus stops around the County, and onward walking maps, based on mapping information from our new wayfinding products were placed in popular town centre bus stop shelters.
- 3.9 **Social Media** - Throughout the programme we operated facebook and twitter social media campaigns, promoting our events and encouraging people to walk, cycle and use public transport more. We currently have just under 800 followers on twitter and have received lots of feedback throughout the programme via this channel.
- 3.10 **Cycle Training** - As a result of funding from the travel SMART programme we were able to deliver 1,100 additional cycle training sessions across the County, including to families, business employees and children.

Delivery in Redhill and Reigate

3.11 The delivery of the Travel SMART programme focussed on interventions in Reigate, Redhill and Merstham. The table below provides a high level list of the capital outputs from the programme :

Programme Element	Output
Improved bus stops	67
Distance of cycle routes improved	5.6km
Distance of footways improved	2.5km
Cycle Parking (no of stands)	170
New bus shelters	3
Wayfinding signs and finger posts	33
Brompton Dock cycle hire	2
Multimedia transport information screens	3

Table B – Capital programme outputs

Annex A provides further detail on these outputs.

3.12 The programme also consisted of a comprehensive behavioural change programme designed to both support the capital infrastructure, and seek to

influence peoples' behaviour in its own right. Annex B provides more detail of the types of interventions that were implemented during the programme.

Programme Element	Output
Business Engagement	Engaged with 5,191 employees across Reigate and Redhill across 28 businesses
Community Engagement	Held 5 public voting events and funded 83 community projects
Marketing campaign	5 public campaigns
Bike IT	c. 20,000 positive engagements with Reigate and Banstead pupils
Cycle Festivals	3 Festivals attracting over 6,000 people
Live SMART Centre and Bikes Revived	See Table D for outputs
Information and awareness	New mapping created in both towns and in bus stops

Table C – Revenue Programme Outputs

3.13 Live SMART Centre and Bikes Revived - The Live SMART Centre was a community hub designed to offer a community space available in the centre of Redhill, while the centre provided a range of sustainability and well being services to residents and members of the public. Bikes Revived is a community workshop and space in Merstham that both recycles bicycles and sells them at an affordable price to the local community and provides work experience and training opportunities for local people. Although unfortunately ongoing sustainability of the Live SMART centre was not achieved, up to March 2015 the Live Smart Centre and Bikes Revived delivered the following :

Element	No of people delivered to
No of bikes revived and sold back to the community	309
Value of bikes revived and sold back to the community	£23,497
People attending guided walks	1,037
Health Checks	532
People attended guided cycle rides	85
Cycle maintenance training courses delivered	19
Over interventions include Action Surrey advice, job seeker advice	255

Table D – Live SMART Centre and Bikes Revived outputs

Annex A provides further detail on these outputs.

Schemes delivered outside of Redhill and Reigate

3.14 This report does not document the schemes delivered in the other LSTF towns of Guildford and Woking. For information on delivery there, please refer to the relevant Local Committee reports that will be presented at the June 2016 meetings.

4. PROJECT EVALUATION:

Lessons learned

4.1 A number of valuable lessons have been learnt in terms of partnership working, resourcing and delivery. The working groups and community funding events were an example of working well with partners and good engagement with the community, which helped build strong relationships and deliver a programme that was supported by many. Conversely the complex nature of a multi faceted programme with time constraints was recognised, and this learning will be shared to help inform future initiatives.

Benefits realisation

4.2 The key outputs in the programme are set out in the table in paragraph 3.1. Whilst we recognise the success of these key achievements, it's still too early to assess the detail of specific measures or the overall impact of the programme. The full benefits realisation will emerge over time, which will be subject to further assessment and analysis. However we are already seeing measurable benefits in the following areas:

- There has been a reduction of up to 21% in the number of vehicle using Albert drive following the construction of the Sheerwater Link Road.
- Over 100 passengers are carried every day during the AM peak period on the Onslow Park and Ride. There has been a steady increase in the patronage since it opened in November 2013, which is in line with initial forecasts and mirrors the experience of other sites previously constructed in the town.
- Overall in the LSTF areas bus patronage has increased by 1%, whilst cycle parking at railways stations has increased at both Guildford and Woking by 16%.
- The business travel forum results show a decrease of 10% in single vehicle occupancy in Guildford.

Closure activities

4.3 In order to close the programme down the Project Sponsor and Programme Manager must ensure that the following tasks are concluded:

- Review of the programme successes and achievements
- More in depth lessons learned session to be held and sharing of these findings with the relevant departments.
- Owners for outstanding schemes have been agreed and actions handed over to be delivered as business as usual.
- Any remaining risks or issues have been highlighted to the Project Sponsor for mitigation.
- Archiving of the necessary project documentation.

Outstanding schemes

4.4 The table below outlines the schemes that are outstanding from the programme and included estimated delivery dates for these.

4.5 To facilitate the closure of the programme any schemes that remain undelivered will now be transferred to the most relevant department for progression and completion. These will be funded through local contributions, as set out in paragraph 3.3 and 3.4. The table below sets out what is left to deliver in Redhill and Reigate.

Scheme name	Scheme detail and update	Responsible department	Estimated delivery date
Redhill and Reigate Quality Bus Corridor Improvements	<ul style="list-style-type: none"> - Southdown bus routes added to SCC RTPi system. - Southdown bus fleet was fitted out with RTPi equipment in 15/16. However errors were observed with some of the bus routes in our RTPi system, and amendments needed to be finalised before the works could be signed off. -Some training for Southdown staff has taken place but one session still outstanding. 	Travel and Transport Projects Team - SCC	August 2016
Redhill Variable Messaging Signing	<p>The signs have passed factory acceptance testing and are ready for installation.</p> <p>Skanska have provided quotations for the power supplies, these have been ordered.</p>	Traffic and Streetworks, Surrey County Council Team - SCC	August / September 2016
St Annes Drive Road Safety Audit 3 works	Awaiting Road Safety Audit stage 3 to be completed	Local Services Highway Group/ Design Programme Team - SCC	Quarter 4 2016/17
London Road A23 cycle scheme	Design nearing completion. Awaiting road safety audit.	Local Services Highway Group/ Design Programme Team - SCC	Quarter 4 2016/17
Nutfield Road cycle scheme	Final design commissioned	Local Services Highway Group/Design Programme Team - SCC	Quarter 4 2016/17 – Quarter 1 2017/18

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 The overall Travel SMART programme which commenced in 2011 with grant support from the DFT supplemented by local contributions from the Councils New Homes Bonus Fund, Developer contributions, and other organisations provided a total of £23.703m of resources to deliver the range of objectives set out in para 1.3.
- 5.2 The DFT grant award was time limited to be spend by the end of 2014/15 which required the delivery of some locally funded aspects of the programme to be rescheduled to later in the programme to ensure that the grant element was fully claimed thereby maximising the benefits to the programme

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 6.1 Full Equality Impact Assessments (EIA) were carried for the relevant schemes in the programme and were published on the Surrey County Council website. Mitigating actions were carried out to reduce or limit any equality or diversity implications. EIA's will continue to be reviewed and monitored by the relevant departments.

7. RISK MANAGEMENT IMPLICATIONS:

- 7.1 Risks in the current programme have even satisfactorily mitigated or are being progressed as referred to in paragraph 4.3. Any risks and issues for the schemes that remain outstanding will be transferred to that delivery function for mitigation.

8. CONCLUSION:

8.1 In 2012 SCC was awarded £14.3 million from the LSTF, which went towards the TravelSMART programme in Surrey, totalling a £20 million investment. The TravelSMART scheme set out to deliver transport related capital improvements and behaviour change initiatives in three Surrey towns, with an overarching objective of economic growth and a decrease in carbon emissions. The funding targeted Woking, Redhill & Reigate and Guildford, as they were deemed to be collectively suffering from problems such as congestion, unreliable journey times and lack of funding or awareness of sustainable transport, such as walking and cycling, as well as having good potential for economic growth.

8.2 The following key outputs have been delivered as a result of the scheme:

- Sheerwater Link Road construction in Woking to improve access to business parks
- Creation of a 550 space park & ride facility in Guildford
- Sheerwater Link Road construction in Woking to improve access to business parks
- Bus priority and corridor improvements in Woking, Redhill and Guildford

- Around 15 miles of safe, signed walking and cycling routes across the three towns have been implemented
- Additional support activities to encourage people to travel more sustainably, ranging from cycle training and promotion of eco-driving to better information on congestion and journey planning have been introduced, and
- Five business travel forums have been established with funding allocated directly to local business communities to help address their travel problems in Woking, Guildford and Surrey Research Park.

8.3 It is still too early to assess the detail of specific measures or the overall impact of the LSTF programme; the full outcome will emerge overtime, which will be subject to further assessment and analysis. Even so, it is pleasing to note that we are already seeing measurable benefits. For example, following the construction of the Sheerwater Link Road there has been a reduction of up to 21% in the number of vehicles using Albert Drive.

8.4 When considering Onslow Park and Ride in Guildford, over 100 passengers are carried everyday during the AM peak period and there has been a steady increase in patronage since the scheme opened, which is in line with initial forecasts and mirrors the experience of other sites previously constructed in the town.

8.5 Overall in the LSTF areas bus patronage has increased by about 1%, whilst cycle parking at railway stations has increased at both Guildford and Woking by 16%. In addition, the Business Travel Forum results show a decrease of 10% in single vehicle occupancy in Guildford

8.6 The above early outcomes demonstrate the value of the LSTF investment, although future monitoring will determine the full and true impacts of the programme.

Contact Officer:

Marc Woodall, Sustainable Transport Manager, Surrey County Council, Tel: 01483 519 556

Paul Millin, Travel & Transport Group Manager, Surrey County Council, Tel: 020 8541 9365

Nicholas Meadows, Change Consultant, Surrey County Council, Tel: 020 8541 7804

Consulted:**Annexes:**

Annex A – Redhill and Reigate Project Outputs

Sources/background papers: None

This page is intentionally left blank