

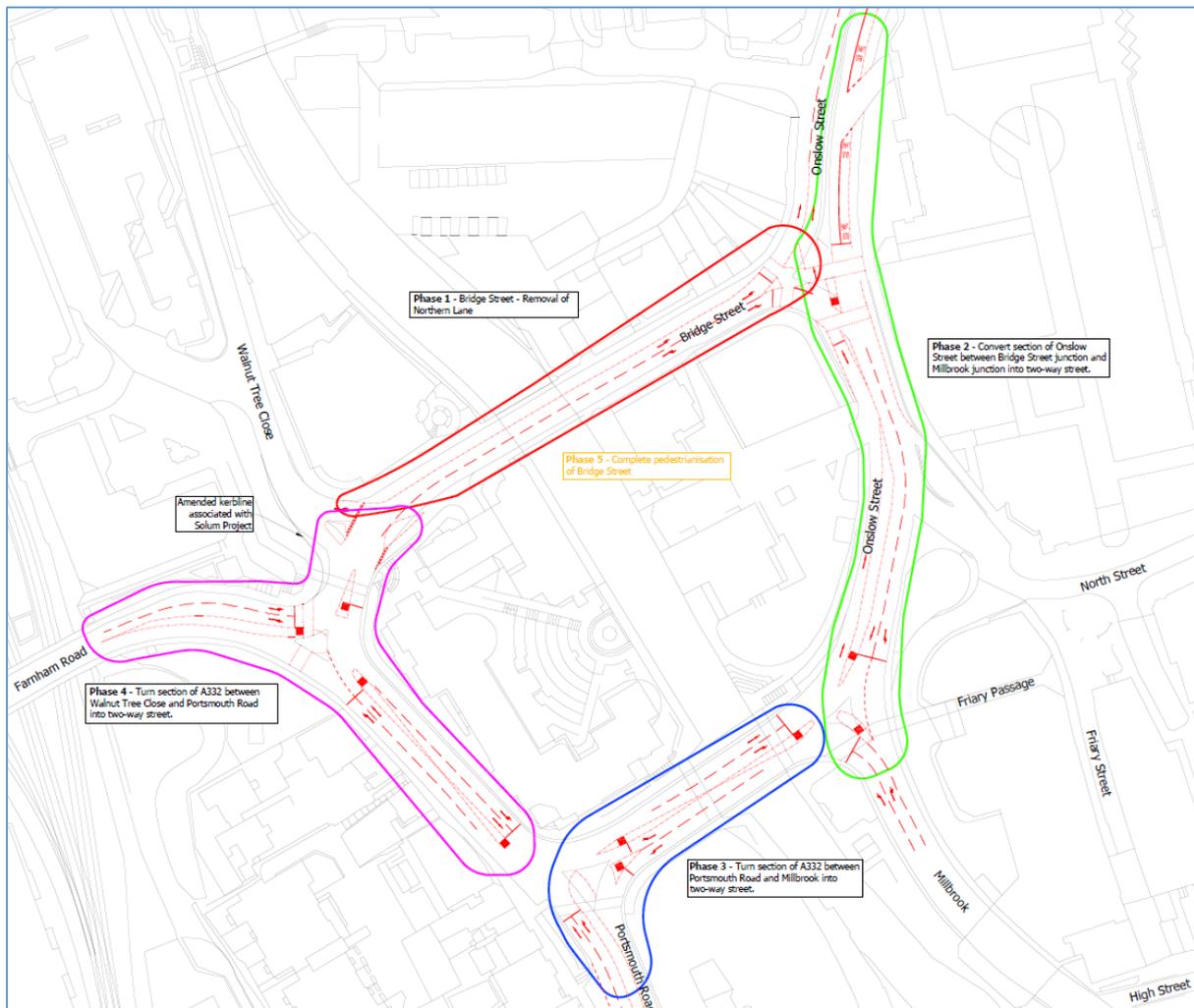
Call for Expression of Interest

Please email your Expression of Interest form to bids@enterprisem3.org.uk by **5pm on Thursday 31 March 2016** (we will confirm receipt).

If you are unsure about what information should be provided in each section please refer to the guidelines. If the answer is not provided there please contact us for clarification.

Project name	Guildford Town Centre Gyrotory Scenario 2 – Implementation (Guildford Town Centre Transformation Package)
Location	Guildford town centre

Lead organisation and address	Guildford Borough Council, Millmead House, Guildford Surrey GU2 4BB
Project lead contact name	Inderpal Grewal
Project lead email	Inderpal.grewal@guildford.gov.uk
Project lead telephone	01483 444 633



Partners Please list all key delivery partners and their role in the project	<p>Network Rail Local bus operators Surrey CC Experience Guildford BID (All partners are engaged but roles depend on outcome of the bid and final project detail).</p>
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Project summary (Please provide a short summary of the project, including what it will deliver, the impacts it will have, why LGF funding is required, inter-dependencies with other projects and what will happen without LGF investment)	<p>Using temporary traffic management the project will reconfigure in phases the improved Guildford gyratory system, in accordance with Gyratory Scenario 2 in the Draft Guildford Town Centre and Hinterland Masterplan Report (Allies & Morrison, October 2015) to allow Guildford Borough Council (GBC) to examine the resulting impact on traffic flow and pedestrian movement and safety.</p> <p>The scheme will be implemented over a 6-12 month period to allow the impacts to be thoroughly tested.</p> <p>The proposed layout is based on Option 4 - Vision Concept selected by GBC as their preferred layout for the wider Gyratory Scenario 2 masterplan following technical advice received from WSP in their GOTCHA Technical Note 1: Assessment of the performance of preliminary highway options (September 2015).</p> <p>Before the installation of any traffic management, variable message signs (VMS) will be installed in the area to inform the public about the proposed changes to the gyratory. The VMS signs will remain in place throughout the life of the project to provide public information regarding the progress of the scheme.</p> <p>Temporary traffic management will be introduced over five separate phases working towards the final aim of pedestrianising Bridge Street and establishing two-way flow across the remaining sections of the gyratory system, retaining Onslow Street as a key vehicular route with two-way movements across Friary Bridge.</p> <p>The first phase will close one traffic lane of Bridge Street. This phase will have the most significant traffic impact as it makes no change to the existing traffic flows on Bridge Street whilst reducing its capacity. The following four phases will incrementally introduce two-way flow around the gyratory (excluding Bridge Street). As such, each phase will lessen the demand for traffic to use Bridge Street, leading up to its closure to traffic in phase 5 of the scheme. Phase 6 will involve the full implementation of the changes to the gyratory, the details of which will be confirmed following the review of the impacts resulting from phases 1 -5. Phase 6 is therefore un-costed and will be subject to LGF Round 4 funding.</p> <p>To assess the impact of phases 1 to 5 on driver behaviour and congestion, automatic traffic counters and cameras will be installed on strategic routes throughout Guildford.</p> <p>A flow diagram (colour coordinated as per the above plan) providing a description</p>
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and indicative cost/timescale for each phase of the temporary traffic management scheme at the gyratory over a 12 month period is set out below. This flow diagram very much represents a worst-case scenario as it is possible that (depending on review of the phased impact) some or all of the phases shown could be combined to reduce costs/time.

VMS - Installed prior to and throughout the following Phases, displaying public information regarding the project (£169,000)



Phase 1 - Bridge St - Removal of Northern Lane (Timescale 2 months - £128,000)



Phases 1 to 2 - Convert section of Onslow Street between Bridge Street junction and Millbrook Junction into two-way street (Timescale 2 months - £412,000)



Phases 1 to 3 - Turn section of A332 between Portsmouth Road and Millbrook into two-way street (Timescale 2 months - £230,000)



Phase 1 to 4 - Turn section of A332 between Walnut Tree Close and Portsmouth Road into two-way street (Timescale 2 months - £378,000)



Phase 1 to 5 - Bridge Street Pedestrianisation, except buses (Timescale 4 months - £344,000)



Phase 6 - Full implementation of the final scheme (associated costs to be confirmed following review of the impact of the above phases)

To conclude, the proposed scheme will allow:

- the impact on traffic flow around the gyratory system of the Vision Option to be tested on the ground
- improved access for cyclists and pedestrians between the town centre and railway station
- allow improved bus routing and provision along Bridge Street

Summary of Impacts	
Jobs Created	5,404
Jobs Safeguarded from Averted Relocations	700
Commercial Floorspace Upgraded sqm	35,000
Net Increase in Commercial Floorspace	56,000
Additional homes brought forward	1,000
Additional GVA Generated per Annum	£340,969,972
New Investment Generated	£499,372,953
Additional Annual High Level Skills Qualifications Attained	1,000
Additional Apprenticeships Created	166

Inter-dependencies:

	<ul style="list-style-type: none"> • Consistent with the provisionally funded Guildford Town Centre Transport Infrastructure Package (now approved subject to LEP Board Approval) • Consistent with the proposed Yorkie’s Bridge Sustainable Movement Corridor, but not dependent on this • Current Solum planning application for Guildford rail station <p>Why LGF funding is required and what will happen without LGF investment:</p> <p>The project is a pre-requisite to facilitate the scale of redevelopment of Guildford town centre envisaged in the Draft Guildford Town Centre and Hinterland Masterplan (Allies & Morrison, October 2015).</p>
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Strategic Fit: Please summarise how the project fits with the 4 inter-related themes, SEP aims and strategic/project priorities as set out in the Prospectus	
Innovation & Enterprise	<p>In the context of the innovation and enterprise theme, the project will address the aim of the SEP to make Enterprise M3 sub-region the premier location for enterprise and economic growth, balanced with an excellent environment and quality of life through the enabling of housing and commercial development. It will help to achieve this by:</p> <ul style="list-style-type: none"> • Enabling investment in the enhancement of high quality employment space. • Improving business productivity through improved access, reduced congestion and improved sustainable transport, contributing to the aim of increasing GVA per head. • It will bring support to creating the on-going vitality of the town centre through the enhancement of retail, entertainment and leisure and environmental amenities, essential to retaining and attracting a globally competitive workforce. • Accelerating the realisation of Guildford’s designation as a Growth Town. <p>The project will contribute to LGF priorities by:</p> <ul style="list-style-type: none"> • Encouraging investment in employment space to meet the LEP’s productivity objective, in particular Grade A office space through the upgrading of vacant commercial floorspace. • Providing the infrastructure needed to unlock key sites with economic growth potential and for enhancing Guildford’s success as a Growth Town. <p><u>Enhancing Grade A Office Provision</u></p> <p>The Town Centre Masterplan states that office floorspace in Guildford Town Centre is predominantly characterised by late 1980s accommodation with little development in the town centre since then. Some office floorspace has been converted to residential under permitted development rights. A lack of development sites in the core town centre limits delivery of new office accommodation. There is only one site allocation for additional employment land in the town centre included in the updated Local Plan.</p> <p>However, more recently, however, values have supported more extensive</p>

refurbishments of existing office stock. An office market report by Lambert Smith Hampton in 2015 indicated that 27% of Guildford’s vacant office space is in the town centre. It is estimated that around 7,000 sqm will become vacant per year. Improved and more coherent accessibility in and around the town centre would provide a major impetus to investment in office refurbishment. There is strong demand for town centre Grade A office space in Guildford. The vast majority of office-based businesses currently within the town centre area are in the professional, scientific & technical, information and communications, digital and business administration and support sectors. These are significant wealth generating activities generating high levels of GVA per employee and growing significantly, with over 400 additional business units being generated within these sectors between 2010 and 2014 in Guildford. Moreover, the Guildford Business Survey found that 56% of Guildford businesses are contemplating expansions, most with expected requirements for additional floor space. In parallel, 33% are actively considering relocating, with expansion plans being the main reason. Recent interviews with local property agents have indicated that a large proportion of Guildford’s office based businesses prefer the town centre, because employers increasingly want to satisfy staff’s preferences for being close to amenities.

Addressing Congestion and Accessibility Constraints

Guildford faces major barriers to increasing its business productivity because of the levels of traffic congestion and accessibility constraints. The recent A3 Economic Impact Assessment (November 2014) found that 94% of local businesses experience operating difficulties as a result of the traffic congestion and accessibility difficulties. Employees are often late for work, impacting on morale and productivity, repeat business is suffering and less deliveries and client appointments are achievable in a day. There is high staff turnover due to difficult journeys to work and recruitment is difficult. All of this leads to reduced business performance and productivity. By addressing accessibility barriers in the town centre, these problems could be alleviated.

Impact on Retaining and Attracting a Competitive Workforce

A town aspiring to achieve strong international competitiveness needs attractive places where bright entrepreneurs can meet, exchange ideas and meet with clients. Guildford’s housing and quality of life needs to develop in line with its aspired growth in its wealth generating capacity. The improved accessibility brought about by the project will enhance the prospects for development of additional high quality leisure activities and on-going vitality in the town centre. This will be conducive to Guildford retaining and attracting a globally competitive business base and workforce and to enhancing its productivity and wealth creating performance.

Enhancing the Competitiveness of the Town Centre

The recently completed a retail and leisure strategy for Guildford highlights the strengths of the town centre being a major destination, drawing in visitors beyond the borough. There is scope to build on these strengths through more comparison shopping being directed to the North Street development, a new anchor store and renovation of the Friary and Tunsgate Centres. Improvements in the scale and quality of offer will help offset increased competition from

	some of the major centres in adjacent locations.
Skills	The town centre services students of prominent educational establishments as Guildford College with approximately 10,000 students, the University of Law and the Academy of Contemporary Music, as well as the University of Surrey has plans for expansion of student numbers in such disciplines as business, advanced physics, medical and digital technologies. These activities are major generators of GVA as well as supplying local demand for qualified people. The improvements to town centre accessibility and its lifestyle offer will provide a major boost to the attraction of students to Guildford's highly significant sector.
Housing and Commercial Development	<p>The proposed highway works are necessary to allow the realisation of the residential, leisure and entertainment development set out in the Draft Guildford Town Centre and Hinterland Masterplan to come forward.</p> <p>The project will provide the conditions needed unlock development of 1,000 homes, which will make a major contribution to taking pressure off rural sites, together with student accommodation, 46,000M2 of net additional prime retail, which will allow the extensive demand for new space in the town to be addressed, and 10,000M2 of net additional food and drink space.</p> <p>As stated above, it will also provide the impetus for upgrading of a substantial amount of older office stock currently vacant or to be become vacant due to outward relocations.</p> <p>As stated above, it will also provide the impetus for upgrading of a substantial amount of older office stock currently vacant or to be become vacant due to outward relocations. The Council is currently considering the set-up of a revolving investment fund for this purpose.</p> <p>The Guildford Employment Needs Assessment completed in September 2015 found that Guildford has added little new employment space in recent years, with refurbishment of existing stock being the approach taken by occupiers. At the time of writing, no new supply of town-centre grade-A space had come on to the market since 2010 and that Guildford has also added proportionately office space at half the rate of the wider PMA. Guildford has added little new employment space in recent years, with refurbishment of existing stock being the approach taken by occupiers.</p>
Transport	<p>The Draft Guildford Town Centre and Hinterland Masterplan has examined a number of improvements to the existing Guildford Gyratory, the aim of which will be to improve the functionality of the urban areas and enable investment and development essential to the sustainability of Guildford's local economy to proceed. The resulting Gyratory Scenario 2 masterplan pedestrianises large areas of Guildford town centre, creating improved public realm along the river frontage.</p> <p>Examining the real life traffic impacts resulting from the proposed temporary traffic management at the gyratory is an important step in delivering this aim.</p> <p>The impacts of the proposed improvements in the Draft Guildford Town Centre and Hinterland Masterplan were examined in a Technical Note produced by WSP (September 2015). This report found that the gyratory currently operates</p>

	<p>near, or exceeds, its practical capacity during peak periods.</p> <p>The temporary traffic management scheme is a key component in delivering practical solutions to improve traffic flow and improve pedestrian permeability between the town centre and the railway station via Bridge Street.</p>
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Outputs: Please detail all project outputs in relation to the 4 inter-related themes highlighted in the Prospectus, including how and when these will be measured and the basis for your calculation	
Innovation and Enterprise	<p>5, 404 jobs created, of which:</p> <ul style="list-style-type: none"> - 2,917 jobs created in professional and technical occupations from expansion space created from office upgrades - 1120 new jobs from net increase in retail and food and drink floorspace - in retail, food and drink - 1,110 construction jobs - 257 jobs from multiplier effects <p>700 professional and technical jobs safeguarded 35,000 sqm of upgraded office space Source: Economic Growth Management</p>
Skills	<p>1,000 additional annual high level skills qualifications attained as a result of 1000 unit increase in student accommodation 166 additional apprenticeships created Source: Economic Growth Management</p>
Housing and Commercial Development	<p>Construction of 1,000 housing units enabled 35,000 sqm of upgraded office space Increase in GVA of £340m £499m of new investment captured Source: Economic Growth Management</p>
Transport	<p>Substantial increase in new public realm and shared surface areas, increase in bus patronage, increase in car park turnover and income, increasing footfall on the street and in key areas. Real life assessment of the potential impacts on congestion and pedestrian permeability provided by the Vision Option scheme.</p>

Please describe any other economic, social and environmental impacts of the project	<p><u>Growth Town Prospects</u></p> <p>Guildford is identified as a Growth Town. Growth of population and employment to these levels demands a commensurate increase in retail, leisure and supporting amenities. Guildford also has plans for developing its cultural, leisure and recreation sector and visitor economy offer, building on such assets as Surrey Sports Park, a regular training site for international rugby, swimming and lacrosse and a significant annual events programme at G-Live, other new venues as well as street activities in the town, each of would benefit from the project.</p> <p><u>Contribution to Wider Enterprise M3 Priorities</u></p> <p>Overall, in view pf the supporting role played by the Town Centre to</p>
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	<p>the rest of Guildford the project will contribute to delivery against all of the following SEP priorities:</p> <ul style="list-style-type: none"> • Innovation and Enterprise – Surrey Research Park, University of Surrey – Arrow Project • Skills – University of Surrey • Housing • Transport and Infrastructure – Accessibility to public transport, links to walking and cycling improvements across Guildford <p>The Enterprise M3 Strategic Economic Plan 2014 – 2020 (EM3 Local Enterprise Partnership, 2014) includes this scheme: ‘Strategic Cross-LEP Infrastructure Scheme’ which states that ‘these interventions will improve accessibility to employment, improve communication to retain and attract new businesses to Guildford’</p>
<p>How does the project align with relevant local plans and national strategies</p>	<p>The project has come forward as part of the wider Gytratory Scenario 2 masterplan to enhance the economic and growth prospects for Guildford.</p> <p>The aim to reduce congestion and the improvements to pedestrian permeability in the town complies with local and national legislation on sustainability, promotion of public transport and reduction in congestion.</p> <p>The project is at the centre of a Town Centre Master Plan strategy to enhance the economic and growth prospects for Guildford. This provides opportunities for new employment and housing in the town centre as well as increased retailing and service industry. To achieve this it is essential to provide an enhanced quality of environment and access arrangements which this project for a more sustainable town seeks to deliver. The reduction in traffic in the town complies with legislation on sustainability, promotion of public transport and reduction in congestion. Significant reductions in air and noise pollution would be achieved.</p> <p>There is a strong interdependency with this project and the County-wide Flood Alleviation Schemes which will impact upon Guildford also proposed for funding under Local Growth Fund. Severe fluvial and road surface flooding occurred in Guildford during 2013-14; flood risks could rise with predicted effects of climate change. Within Guildford, there is an opportunity to tie in flood alleviation works which free up properties that are currently at risk of flooding for residential, commercial and open green spaces and enable redevelopment to go ahead.</p> <p>The project also connects with proposed accessibility improvements in the wider Guildford area subject to parallel LGF 3 funding bids including:</p> <p>a) Guildford Quality Bus Corridors, which will introduce</p>

	<p>sustainable measures to improve connectivity with the town centre to and from West Guildford (University, Research Park and Hospital), and along each of the major A roads linking the town centre with the outer urban areas of Guildford. These will enhance travel choice and reduce journey times.</p> <p>b) The Guildford London Road and Epsom Road walking and cycling corridors project will provide safe, mainly off-road) walking and cycling facilities along the A25 and A3100 corridors in order to reduce vehicle usage and provide more sustainable travel patterns.</p>
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	2017/18	2018/19	2019/20	2020/21	Total
Local Private Sector Contributions	£ -	£ -	£ -	£ -	£ -
Local Public Sector Contributions	£ 23,015	£ 203,063	£ 191,063	£ 10,563	£ 427,703
LGF Funding Request	£ 31,688	£ 608,688	£ 573,188	£ 31,688	£ 1,245,250
Total Project Costs	£ 54,703	£ 811,750	£ 764,250	£ 42,250	£ 1,672,953

Breakdown of Funding						
		2017/18	2018/19	2019/20	2020/21	Total
VMS	Local Private Sector Contributions					0
	Local Public Sector Contributions	10,563	10,563	10,563	10,563	42,250
	LGF Funding Request	31,688	31,688	31,688	31,688	126,750
	Total Project Costs	42,250	42,250	42,250	42,250	169,000
Phase 1 - Bridge St - Removal of Northern Lane	Local Private Sector Contributions					0
	Local Public Sector Contributions		32,000			32,000
	LGF Funding Request		96,000			96,000
	Total Project Costs	0	128,000	0	0	128,000
Onslow Street two way system	Local Private Sector Contributions					0
	Local Public Sector Contributions		103,000			103,000
	LGF Funding Request		309,000			309,000
	Total Project Costs	0	412,000	0	0	412,000
A332 Portsmouth Rd to Millbrook two way	Local Private Sector Contributions					0
	Local Public Sector Contributions		57,500			57,500
	LGF Funding Request		172,000			172,000

Breakdown of Funding						
		2017/18	2018/19	2019/20	2020/21	Total
	Total Project Costs	0	229,500	0	0	229,500
A332 WTC to Portsmouth Rd two-way	Local Private Sector Contributions					0
	Local Public Sector Contributions			94,500		94,500
	LGF Funding Request			283,500		283,500
	Total Project Costs	0	0	378,000	0	378,000
Bridge Street Pedestrianisation, except buses	Local Private Sector Contributions					0
	Local Public Sector Contributions			86,000		86,000
	LGF Funding Request			258,000		258,000
	Total Project Costs	0	0	344,000	0	344,000
Full implementation of the final scheme	Un-costed as subject to assessment of impact of above phases. Will be subject to LGF Round 4 funding.					0
Application Fee	Local Public Sector Contributions	12,453				12,453
Total Project Costs		2017/18	2018/19	2019/20	2020/21	Total
	Local Private Sector Contributions	£ -	£ -	£ -	£ -	£ -
	Local Public Sector Contributions	£ 23,015	£ 203,063	£ 191,063	£ 10,563	£ 427,703
	LGF Funding Request	£ 31,688	£ 608,688	£ 573,188	£ 31,688	£ 1,245,250
	Total Project Costs	£ 54,703	£ 811,750	£ 764,250	£ 42,250	£ 1,672,953

Have local funding contributions been confirmed? If not, when will they be confirmed?	Major contributions would be made by key development sites through S106 / CIL and through GBC as landowner including from the £500M North Street scheme.
Are there any revenue implications associated with the project?	To be calculated.
Please describe how the project provides value for money? What is the basis for your assessment?	TBA
Has any financial sensitivity analysis been undertaken?	No.
What are the financial risks? What measures will be put in place to minimise these risks?	The biggest financial risks are associated with the local private sector contributions not coming forward. GBC will seek to consider all the included infrastructure changes in a Corporate Plan to be adopted as a work-plan in Q1 2016

Is the project proposal compatible with EU State Aid regulations?	Procurement will be compliant
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Project delivery start date	2017 although the access strategy has been anticipated in projects submitted under the LGF Round 2
What feasibility or preliminary works have been undertaken? (Please include details of any planning or land ownership investigations or requirements, detailed design work, etc.)	<p>The proposals result from preliminary studies undertaken during production of the Town Centre Masterplan, based on transport planning study work undertaken by WSP in their GOTCHA Technical Note 1: Assessment of the performance of preliminary highway options (September 2015).</p> <p>This has produced the overall analysis of the current traffic issues and the options for resolution from which Scenario 2 has been selected as a basis for further work and implementation.</p>
Has a full impact assessment been completed on the scheme? Were any issues identified?	See Above.
What delivery risks have been identified and what measures will be put in play to minimise these risks?	<p>The main risk is that the modifications to the network are unable to support the traffic volumes on the gyratory.</p> <p>However, due to the temporary nature of the modifications, it will be a relatively simple matter to return the gyratory to its existing layout if required following the study period.</p>
Options appraisal: please describe the options considered in the development of the project and why this option was selected	The TCMP has considered 12 concepts for the road network in the town centre and selected two for further work. The Gyratory Scenario 2 was considered the most practical scenario appraised by GBC, and will be evaluated further prior to full implementation by the temporary traffic management proposed.
What experience has the applicant had in delivering similar projects in scale and cost?	GBC has established a delivery capability in traffic and transport in joint working with SCC as HA. The project will be planned and implemented jointly.

Milestones for delivering the project	
Milestone	Date
Complete Scheme Design/Testing and Appraisal	October 2016
Submit LEP Business Case	November 2016
LEP Approval Received	January 2017
Scheme Completion, Tendering and Procurement Process	April 2017
Installation of Phase 1	May 2017

Installation of Phases 2-5	Over a 12 month period
Completion of Monitoring Period for Phases 1 -5	May 2018
Review of Impacts	June 2018

Are any elements of this application commercially confidential?	No.
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Please specify any other information on the project not captured in the previous sections of the form	
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