

ANNEX E

LSTF Woking Programme 2013/14									
		Electoral	Estimated						
Key component	Scheme details	Division(s)	cost	Revenue	Capital	Comments			
Element									
Travel Planning & Promotion									
Community funding programme	Continuation of the Community funding programme for Sheerwater and Maybury	Sheerwater and Maybury	150	150	0	As per 2012/13 a community panel will be set up to preside over smaller bids and to assist in developing plans for the community funding event.			
Cycle training			5	5	0	Training offered for those who have received discounted vouchers. Family and business level 2 and 3 training			
Awareness and Marketing	Generic budget to cover events, communications etc	Woking	25	25	0	Travel SMART Campaign started June 2013. Wide ranging behaviour change campaign focussing on frustrated drivers			
Surrey Cycle Challenge	Annual online challenge encouraging business and residents to cycle for prizes		5	5	0	Development costs to make improvements to the Cycle Challenge website			
Go - Ride	Continuation of the Go - Ride scheme with British Cycling		30	30	0	Scheme designed to encourage school children to cycle more, and develop competitive cycling clubs in schools			
Large Bid		Electoral	Estimated						

Element	Scheme details	Division(s)	cost	Revenue	Capital	Comments			
Travel Planning & Promotion									
Mapping and indoor screens	Media broadcast displays (live travel information, advertising, TS promotion) and paper maps for town centre car parks	Woking town centre	48	48	0	Budget carried over from 13/14. 4 screens to be installed in Mercia Place in conjunction with Woking BC. Screens facing station to carry real time bus and train information, screens facing Jubilee Square carry advertising space.			
Wayfinder mapping	Audit of existing signage in town centre	Woking town centre	180	65	115	Detailed design and placement to be completed September 2013. Manufacture and installation to begin Spring 2014			
Maintenance of Travel SMART website	Website focus on Travel SMART towns with live travel information available for the whole	Woking	5	5	0	Journey planner and micro-site to go live in July 2013.			
Phase 2 development of Travel SMART website	Additional features to be delivered in 2013/14	Woking	10	10	0	Additional features to include bus fare calculator and registration for journey alerts			
Business Travel Planning Package Delivery	Training (travel planner, personalised travel planning, eco driver) delivered as well as roadshows and travel	Woking town centre, Sheerwater business estate	40	40	0	The consultant, Parsons Brinckerhoff, appointed in September 2012. Ongoing cost. Full suite of measures including Eco Driver Training, Travel Planner training and Personalised Travel Planning to be delivered in 13/14			

Awareness and marketing	Generic budget to cover events, communications etc	Woking	25	25	0	Travel SMART Campaign started June 2013. Wide ranging behaviour change campaign focussing on frustrated drivers'
Business Travel Forum	Fund projects developed by the forum and approved by Local Committee	Woking town centre	50	25	25	Funding is equally split between revenue and capital projects. This 50/50 split between revenue and capital cannot be altered and any funding not spent cannot be rolled over to the following year.
Cycle Improvement Fund	Incentive to businesses who undertake other business measures to receive cycle marking, lining and signing of car sharing spaces, match funding for showering facilities etc.	Woking town centre, Sheerwater business estate	30	0	30	Offer for businesses, community groups, churches etc to apply for funding to install cycle parking at their premises. Applications welcome until October 2013
Cycle training	Cycle training for groups or individuals	Woking	5	5	0	Training offered for those who have received discounted vouchers. Family and business level 2 and 3 training
Community Development support	On the ground support for the community funding programme	Sheerwater and Maybury	12	12	0	Appointment of contract expected mid June 2013
Cycle festival	Woking Cycle Festival - 9th June - Woking Park	Woking town centre	10	10	0	Cycle festival to be held on Sunday 9th June 2013 at Woking Park.

Walking programme	We are currently working up this programme	Woking town centre	7.5	7.5	0	Develop a promotional programme for walking in the Town Centre - including links with the walking for health agenda			
Intensive marketing-bus corridor improvements	Paper maps to be developed for each bus corridor infrastructure improvement	Woking	10	10	0	Address points of all businesses and residents within 300m of an infrastructure improvement (eg the Oyster Lane shared use path) will receive a paper map. This will promote use of nearby improvement for commuting or leisure purposes.			
Intensive marketing-cycle infrastructure	Paper maps to be developed for each cycle infrastructure improvement	Woking	5	5	0	As above. Discounted cycle training will also be made available to addresss points. 3 hours of cycle training for £15.			
Monitoring and evaluation		Woking	5	5	0	Monitoring and evaluation. Currently negotiating a partnership			
		Total funding	442.5	272.5	170				

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