

SURREY COUNTY COUNCIL

LOCAL COMMITTEE (WOKING)

DATE: **25 SEPTEMBER 2013**

LEAD OFFICER: **PAUL FISHWICK, PROJECT MANAGER, TRANSPORT POLICY**

SUBJECT: **LOCAL SUSTAINABLE TRANSPORT FUND (WOKING)
PROJECT – UPDATE INCLUDING PROGRESS ON A3046
CHOBHAM ROAD CROSSING WOKING AND WAY FINDER
MAPPING**

DIVISION: **WOKING**



**SURREY
COUNTY COUNCIL**

SUMMARY OF ISSUE:

This paper is to update members on the planned puffin crossing consultation on the A3046 Chobham Road Woking and agree a programme to deliver this crossing in the spring of 2014.

Members are asked to note the progress to date on the Wayfinding pedestrian signage project and to approve progression to the subsequent phases of manufacture and installation. They are also asked to approve two revenue schemes put forward by the Business Travel Forum.

RECOMMENDATIONS:

The Local Committee (Woking) is asked to agree :

- (i) To note the public consultation results on the two options for a crossing located on the A3046 Chobham Road Woking as indicated in Annex B.
- (ii) To a puffin crossing at location B, determined by being the most popular by the majority of potential users.
- (iii) To the statutory advertisement that may be required under the Road Traffic Regulation Act 1984.
- (iv) That if objections are received to the advertisement of the legal notices, the Area Team Manager is authorised to try and resolve them in consultation with the Chairman/Vice Chairman, Divisional Member and Project Manager, and decide whether or not they should be acceded to and therefore whether the order should be made, with or without modification.
- (v) To note the progression of the Wayfinding pedestrian signage programme to the final design and placement stage. The final options will come to the LSTF Task Group in November for discussion, and the Local Committee on December 4 for approval.
- (vi) To progress the two revenue schemes put forward by the Business Travel Forum as indicated in Annexes D and E.

REASONS FOR RECOMMENDATIONS:

The Local Committee are asked to agree to the proposed crossing located on the A3046 Chobham Road Woking, at point B, as indicated by the majority of potential users. This facility will provide a much safer crossing point along this section of road and at the consultation a good number of people fed back their views.

Initial design work on the Wayfinding pedestrian signage programme has now started. This will be further progressed over the next couple of months. The final design and signage options for the programme will come to the LSTF Task Group in November, and Local Committee on December 4 for approval. This would enable the designs to be installed in 2014/15.

As previously agreed, any schemes the Business Travel Forum would like to implement need to be approved by the Local Committee. Two schemes are outlined in Annexes D and E.

1. INTRODUCTION AND BACKGROUND:
--

A3046 Chobham Road Woking

- 1.1. The A3046 Chobham Road scheme, was identified as installing a controlled crossing at a location to be determined, following a consultation survey. However, a similar scheme in this road has been reported to this Local Committee and predecessors of this committee, with records showing debates back to 1998.
- 1.2. As there have been several attempts in the past to agree a suitable location to construct a controlled crossing, which have all ended in failure, it is evident that the correct location must be adopted first. To do this it was proposed to consult widely the residents of the area, including Woking High School students/parents and other schools identified within the catchment area who currently cross or are potential users of a crossing if installed, during the spring of 2013.
- 1.3. As members are aware from the petition received on the 5 December 2012 (minute ref 57/12 refers) that there was a clear indication that a crossing is required by residents in the area. However, the question is identifying a suitable location that will meet the guidelines in siting a controlled crossing on this type of road.
- 1.4. At a site meeting on 14 November 2012, officers from Surrey County Council and Councillors Ben Carasco and Will Forster met with the lead petitioner Joyce Bianconi and Mary Painter to survey the road and review the history. Two potential locations for the crossing were identified, the first by Broomhall Lodge (known as site A), which was the subject of the report in April 2004 (minute 29/04 refers), and just to the north of Laleham Court (known as site B).

Wayfinding (pedestrian signage) Project

- 1.5. Forming part of the original Large Bid made to the Dept for Transport, the Wayfinding project began in February 2013. The first phase of this programme, involved working with Atkins to research and design the most appropriate signage system and map for use in Woking.
- 1.6. Research concluded that existing pedestrian signage in Woking is not as it could be. It is therefore proposed to introduce a network of map-based signage aimed at encouraging and facilitating pedestrian movement around the town centre.

Business Travel Forum

- 1.7. The Business Travel Forum is comprised of businesses based in the Woking town centre area. The Business Travel Forum has £50,000 per financial year to spend on making transport related improvements. This allocation is equally split each year for capital schemes (£25,000) and revenue schemes (£25,000). For 13/14 revenue spend the Business Travel Forum have put forward two schemes for approval; guided commuter rides and cycle training, and the development of walking maps.

2. ANALYSIS:

A3046 Chobham Road Woking

- 2.1 As agreed at the Local Committee meeting on 5 December 2012 (minute 64/12 refers), a public consultation was undertaken on two possible crossing locations on the A3046 Chobham Road Woking, known as site A and site B, as indicated in Annex A.
 - 2.2 The consultation commenced on the Monday 13th May 2013 and ended on Sunday 4th August 2013, a period of 12 weeks.
 - 2.3 Posters were displayed on site, a press release was made, the consultation was advertised on the County Council web site and local schools within the catchment area were provided with electronic links to the survey.
 - 2.4 The consultation was also available as a hard copy at Woking Borough Council offices, Woking Library and Quadrant Court Woking.
 - 2.5 There were 259 responses received, 241 on line (93 %) and 18 hard copy (7%).
 - 2.6 Annex B indicates the responses to the questions, but as a summary the following can be stated:
 - 259 responses
 - 49.2% cross the road 5 or more times a week, 30.5% 2 to 4 times per week.
 - 194 cross the road for shopping/leisure, 132 for visiting friends/family, 97 for school and 71 for work.
 - 88% of respondents said that a crossing at location A or B would assist them.
 - 61% of respondents favoured location B
 - 12% of respondents were under 20 years of age.
 - 2.7 From the consultation it is clear that there is a requirement for the crossing and located at site B.
- Wayfinding (pedestrian signage) Project**
- 2.8 The proposed progression of this project will build upon the research and design work that has been carried out since the project inception in February 2013.
 - 2.9 Comments from the Wayfinder workshop held on the 12th July 2013 are summarised in Annex C.

Business Travel Forum

- 2.10 The Business Travel Forum last met on Thursday 6th June 2013 at the Skanska offices. The ideas generated from the discussions culminated in the two revenue schemes which require approval to ensure delivery by the end of the financial year 13/14.

3. OPTIONS:

A3046 Chobham Road

- 3.1 There were two options available for this scheme, either site A or site B. The consultation feedback indicated 39% preferred site A and 61% preferred site B.

3.2 **Recommendation**

A3046 Chobham Road

Following the consultation, it is therefore recommended that site B is taken forward to detailed design during the winter of 2013/14 ready for implementation during the spring of 2014.

Wayfinding (pedestrian signage) Project

- 3.3 Original designs of both the signage and the proposed network have evolved since the initial stakeholder workshop in July. Attendees were asked for feedback and input into the initial concepts around the design of the signs themselves, the map that has been developed specifically to form part of those signs and also the proposals for where the signs should be placed.
- 3.4 Some additional work on developing these products and systems has been done. The results will be shared at a further workshop on the 20th September 2013.
- 3.5 Comments raised at the September workshop will be incorporated into the designs. The final design and signage options for the programme will come to the LSTF Task Group in November, and Local Committee on December 4 2013 for approval. This would enable final designs to be installed in 2014/15.
- 3.6 A complete system for Woking has been designed although current LSTF funding will only enable the installation of signs within the core of the town centre (phase 1). Should the local authority wish to expand on phase 1 in the future all of the planning and design will be in place for them to authorise and fund future phases of the scheme.

3.7 **Recommendation**

Wayfinding (pedestrian signage) Project

For Members to note the progression of the Wayfinding pedestrian signage programme to the final design and placement stage. The final options will come to the LSTF Task Group in November for discussion, and the Local Committee on December 4 2013 for approval.

Business Travel Forum

- 3.8 Guided commuter rides and cycle training (please see Annex D for further detail). Providing cycle training on a one-to-one or one-to-two basis with a cycle instructor and following this up with the opportunity to participate in a guided commuter ride to a place of work to become familiarised with routes and shortcuts. This will increase the confidence and competence of cyclists and therefore the number of people commuting by bike to work. The amount requested for this scheme is £7,000.
- 3.9 Walking maps (please see Annex E for further detail). To create three walking maps (locations to be agreed upon) to encourage people who work or live in Woking to walk more, consider walking as a viable means of transport and an opportunity to keep fit. Paper maps with tailored walks will be developed and distributed to the specific area covered. The maps will also be included on the Travel SMART website. The amount requested for this scheme is £18,000.

3.10 **Recommendation**

For members to agree:

To the delivery of the two aforementioned revenue schemes which total £25,000.

4. CONSULTATIONS:

A3046 Chobham Road

- 4.1 A public consultation was carried out between 13 May and 4 August 2013 (12 weeks) attracting 259 responses, which is considered good for this type of consultation.

Wayfinding (pedestrian signage) Project

- 4.2 The first wayfinding stakeholder workshop was held on 12th July 2013. Attendees were given the opportunity to influence emerging designs and feed into the design process. The stakeholder comments log resulting from that workshop is included in Annex C for information and to demonstrate the type of issues being raised by stakeholders at this stage of the project.
- 4.3 The second workshop was held on 20th September 2013 and comments will be incorporated into final design proposals.

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 The need to ensure value for money was central to developing the Local Sustainable Transport Fund submission which included a Financial Case as part of the overall Business Case which is a requirement of the guidance. The LSTF programme is being developed so that future funding is sustainable within existing and projected budgets allowing for savings of self-financing in the longer-term.

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 6.1 Equality Impact Assessments have been developed for the Travel SMART project and individual schemes will be assessed against these during the programme.

7. LOCALISM:

- 7.1 The headline benefits for Woking will be reducing carbon and promoting economic growth by encouraging alternative modes of transport to the private car through;
- Tackling congestion
 - Improved journey time reliability (including buses)
 - Reduced journey times
 - Reduced vehicle operating costs
 - Increased walking and cycling
 - Reduced severance
 - Community engagement

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 and Public Health implications

Increased sustainable modes of transport, where it replaces motorised forms of transport such as the car, will improve air quality and reduce carbon emission levels, which is a key objective of the LSTF.

Transport is responsible for one third of carbon emission in Surrey. Surrey's Local Transport Plan has a target to reduce carbon emissions from (non-motorway) transport by 10% (absolute emissions) by 2020, increasing to 25% reduction by 2035 from 2007 baseline of 2,114k tonnes.

Increased walking and cycling has a positive impact on the health of a person. The NHS identifies cycling as an activity which provides significant health benefits. The emerging Surrey Health and Well-being Strategy has identified obesity as one of the priority public health challenges.

The whole project including the improved walking and cycling facilities will be marketed to residents and businesses and cycle training will be offered to those less confident of cycling to encourage take up and to maximise the benefits of the new infrastructure.

9. CONCLUSION AND RECOMMENDATIONS:

- 9.1 The Local Sustainable Transport Fund included provision for a crossing on the A3046 Chobham Road which had been taken from the Local Highways Minor Improvements schedule.
- 9.2 At the 5 December 2012 a petition was handed to the Local Committee (minute ref 57/12 refers) and at the same meeting, the Local Committee agreed to the consultation for this crossing during the summer of 2013 (minute 64/12 refers).
- 9.3 Following the consultation, the feedback from the public have indicated that crossing point B would be the most popular location for the puffin crossing, and it is therefore recommended that the Local Committee agree to this location to be developed further ready for installation during the spring of 2014.
- 9.4 Members are asked to agree to the progression of the Wayfinding (pedestrian signage) programme to the final design and placement stage. The final options for the programme will come to the LSTF Task Group in November, and Local Committee on December 4 for approval. This would enable the designs to be installed in 2014/15.
- 9.5 Following the approval of the two revenue schemes the Travel SMART Engagement Team will work with appropriate suppliers to deliver the schemes by the end of financial year 13/14.

10. WHAT HAPPENS NEXT:

- 10.1 Following Local Committee approval, the A3046 Chobham Road scheme will be developed further during the winter of 2013/14 ready for installation during the spring of 2014. This will include detailed design, road safety audits at stages 1 and 2 and advertisement of legal notices.
- 10.2 Regarding Wayfinding, the chosen manufacturer should be in place before the end of 2013 allowing them to commence work in the New Year. Following a period of about 3 months for prototyping, manufacture of the signage will begin. All signs identified in phase 1 of the project should be installed by the end of 2014.
- 10.3 Following the approval of the two revenue schemes from the Business Travel Forum, the Travel SMART Engagement Team will work with appropriate suppliers to deliver the schemes by the end of financial year 13/14.

Contact Officer: Paul Fishwick

Job title Project Manager, Transport Policy
Contact number 03456 009 009

Consulted:

Surrey County Council officers, David Ligertwood, Chris Parry, Marc Woodall, Andrew Milne, Kevin Patching, Heena Pankhania, James Price
Woking Borough Council Melanie Haywood
LSTF Member Task Group

Annexes:

Annex A – Poster
Annex B – Questionnaire and results
Annex C – Wayfinding study comments 12 July 2013
Annex D – Business Travel Forum scheme application for guided commuter rides and cycle training
Annex E - Business Travel Forum scheme application for walking maps

Sources/background papers:

Local Sustainable Transport Fund bids Key Component and Large Bid.
A3046 Chobham Road consultation

This page is intentionally left blank