

## Draft Active Travel Action Plan 2023-25

Ref. no	Title	Project/ Work package description	Resources	Work to date and additional information	Impact	Ownership	Project Duration
<b>Internal</b>							
	<b>Worcester City Council e-bikes</b>	<p>Establish an annual campaign to promote the e-bikes for employees to increase their usage for business travel.</p> <p>Allow staff who have completed Bikeability training to rent the e-bike for the weekend free of charge.</p>	<p>Existing budget.</p> <p>Existing budget.</p>	<p>Suggested date, Bike Week UK: 5th-11th June.</p> <p>Awaiting Bikeability training.</p>	<p>Reduce carbon emissions from business travel and create a healthier workforce.</p>	<p>Environmental Sustainability</p> <p>Environmental Sustainability</p>	<p>Summer 2023 Ongoing activities to become BAU.</p> <p>Summer 2023 It will then continue as BAU.</p>
	<p><b>Active commuting</b></p> <p><i>Environmental Sustainability Action Plan: Repeat Action ESS-4</i></p>	<p>Offer Bikeability training to all staff to increase confidence and take-up.</p> <p>Continue to promote the SHIFT scheme and expand to councillors for travel to and from Civic meetings.</p>	<p>Funding from corporate training budget.</p> <p>Current usage suggests the cost of expanding to councillors</p>	<p>A survey was created to gauge staff interest. First training session booked for 22/2/23 with the next planned for 5/4/23.</p> <p>5 staff members are currently using the scheme. During Sept-Dec 2022, 1177.57km was cycled with</p>	<p>Increase rates of staff active travel for commuting and business travel.</p>	<p>Environmental Sustainability.</p> <p>Environmental Sustainability</p>	<p>Feb 2023 Ongoing training opportunities to become BAU.</p> <p>New processes and comms to be embedded as BAU by Dec 2023</p>

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			would be small.	£29.44 donated to charity. A relaunch of the scheme is set for April.			
	<b>Active commuting</b> New Actions	<p>Continue to promote the Cycle to Work schemes.</p> <p>Create active travel induction materials for staff that include information regarding cycling facilities, public transport, cycling and walking maps and employee schemes.</p> <p>Continue to expand/improve staff cycle parking and facilities to support demand -Sixways Depot (increased cycle parking)</p>	<p>No cost to the Council</p> <p>Existing budget.</p> <p>New bike rack with 6 Sheffield stands and shelter priced at approx. £5000.</p>	<p>Applications over £2k will be considered on a case-by-case basis.</p> <p>Not started.</p> <p>Not started.</p>	As stated above.	<p>HR</p> <p>Environmental Sustainability/ HR</p> <p>Property Services.</p>	<p>Feb 2023 This will then continue as BAU.</p> <p>June-Autumn 2023 (Updated annually or when appropriate)</p> <p>Summer-Winter 2023</p>

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		Purchase e-cargo bike for use by operational and mobile teams	Existing grant budget. Additional costs for storage.	Not started		Environmental Sustainability	March 2023
	<b>Data collection</b>	Carry out a staff travel survey to establish a post COVID-19 baseline in staff travel patterns	Existing budget.	Not started	Allows progression to be measured and targets set	Environmental Sustainability	Summer - Autumn 2023 (carried out bi-annually)
<b>External</b>							
	<b>Town Investment Fund</b>  <i>Environmental Sustainability Action Plan: Repeat Action ESS-8</i>	Deliver the Active Travel Project within the Town Investment Plan. This project is reported separately to Health & Wellbeing Committee.	£4.5m already allocated	Bike share procurement planned for Q1/2 2023/24	Increase opportunities and journeys made through active travel.	Deputy Director – Corporate Policy and Strategy	Spring 2022- Spring 2025
	<b>Partnership Working</b>	Work with the County Council to support the development of the Local Cycling and Walking Infrastructure Plan.	Existing budget.	County Council have received funding for the LCWIP, and undertaken to host an Active Travel	Collaborative working will allow for more effective action.	Environmental Sustainability	Spring 2023- March 2024

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		Build relationships with partners including attending the Active Travel Stakeholder Group hosted by the County Council	Existing budget.	Stakeholder Group			
	<b>Wild about Worcester Way</b>  <i>Environmental Sustainability Action Plan: New Action 9</i>	Support the Worcester Environmental Group to launch and promote the Wild about Worcester 12-mile walking and cycling route.	Up to £15,000 already allocated (Env. Sustainability enabling budget).	The launch date has been set for 13/05/23 at the Worcestershire Countryside Centre.	Improved biodiversity and active travel encouragement	Environmental Sustainability	Nov 2022-May 2023
	<b>Communications</b>	Update Worcester City Council website to include an 'Active Travel' page under 'Climate Emergency' (include information on city centre cycle parking options and walking and cycling routes in Worcester e.g. Riverside Park).	Existing Budgets	Drafting of new pages has begun	Improved understanding of the action the City Council and partners are taking to reduce emissions – and the actions residents can take to reduce their carbon footprint through Active Travel.	Environmental Sustainability	July 2023-October 2023

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		Use social media to promote active travel related campaigns, events and information including key active travel corridors such as Riverside Park.	Existing budget.	Ongoing.		Communications	Spring 2023 This will be ongoing and become BAU.
		Create a walking distance radius map or similar to show walking times to key areas.	Existing budget.			Environmental Sustainability/ GIS	Summer-Winter 2023
		Support the promotion of partners' active travel initiatives.	Existing budget.	Ongoing.		Communications.	Spring 2023 This will be BAU for the duration of the initiative.
	<b>Community Engagement</b>	Investigate Incorporating /promoting active travel at large Worcester events such as the Worcester Show and Victorian Fayre.	Cost TBC.	Involvement with the active travel stakeholder group for the Worcester Show.	Key opportunities to improve cycling culture at Worcester events.	Environmental Sustainability/ Community Engagement/City Events	Spring 2023 This will be ongoing and become BAU at all council events.
		Investigate expanding the use of portable cycle parking at all City Council events.	Cost TBC.	Not started.		Community Engagement/City Events	Spring 2023 This will be ongoing and become BAU.

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	<b>Travel to School</b>	Encourage and support schools to become ModeSHIFT star accredited through the introduction and implementation of travel plans.  Provide advice to schools to support implementation of innovative cycling and walking initiatives.	Time resource: 2-3 hours a month.  Existing budget.	Not started.  Not started.	Create long-term change in travel habits for school aged children and their parents.	Environmental Sustainability/Community Engagement  Environmental Sustainability/Community Engagement	Autumn 2023 This will be ongoing.  Autumn 2023 This will be ongoing.
	<b>Cycle Parking/Storage</b>	Investigate the introduction/improvement of cycling facilities at other City Council owned buildings and green spaces such as leisure and community centres and parks.  Update online information with current cycle facilities at City Council locations including leisure centres, community centres, and parks.  Assess current provision and	Cost TBC.  Existing budget.  Cost TBC.	Not started.  Not started.  Not started.	Encourage more people to cycle to Worcester attractions.	Property Services/Freedom Leisure/Community Trust/  Communications.  Environmental Sustainability.	March-September 2023  Summer – Winter 2023  September 2023 Ongoing

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		investigate the expansion of city centre cycle parking.  Investigate potential options for a 'Park that Bike' scheme supporting businesses to provide cycle parking.	Cost TBC.	Not started.		Environmental Sustainability	Summer 2023
	<b>Businesses</b>	Continue to support and encourage businesses to reduce travel emissions through active travel (e.g. creating a guide for local businesses on why/how to support active travel as an employer).	Existing budget.	Ongoing.	As employers, businesses are in a strong position to increase rates of active travel within their workforce.	Economic Development/ Environmental Sustainability	Autumn 2023 This will be ongoing and will become BAU.
	<b>Leisure</b>	Support key partners in promoting leisure walking and cycling routes around the city including the riverside and canal.	Existing budget.	Not started.	Increase usage of key leisure routes in Worcester.	Environmental Sustainability	Summer 2023 This will continue to be promoted and will become BAU.