





























Active Travel Action Plan Overview


	E-bike staff campaign
	E-bike staff weekend rental
	Bikeability
	SHIFT Scheme
	Cycle to Work Scheme
	Active Travel Induction Material
	Staff cycle facilities
	E-cargo bike
	Staff Data Collection
	Local Walking and Cycling Infrastructure Plan
	Active Travel Stakeholder Group
	Update City Council Website
	Social Media
	Walking Distance radius map
	Active Travel and Worcester Events
	Travel to school
	Active Travel and Businesses
	Park that Bike Scheme
	Cycle Parking


Active Travel Action Plan Update


Action Status	
	Cancelled
	Overdue; Neglected
	Unassigned; Check Progress
	Not Started; In Progress; Assigned
	Completed


ATAP-001 E-bike staff campaign		
<p>27-Nov-2023 Currently this is planned to take place in early summer next year (June) to maximise engagement and to coincide with the launch of the Worcester bikeshare scheme. A formal plan for the campaign will be created early next year.</p>	Sponsor	David Sutton
	Due Date	01-Oct-2024
	Original Due Date	01-Oct-2024
	Current Status	
ATAP-002 E-bike staff weekend rental		
<p>28- Nov -2023 A date is yet to be confirmed for when it will be implemented. This action is being reviewed in light of the introduction of the bikeshare scheme and the changes this may bring to staff travel.</p>	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	
ATAP-003 Bikeability		
<p>28-Nov-2023 = Bikeability training has been offered to all staff, with two sessions taking place this year with staff from various departments. A third session was offered but did not attract sufficient interest: the training will continue to be promoted to staff and further sessions will be organised in due course.</p>	Sponsor	David Sutton
	Due Date	01-Jul-2024
	Original Due Date	01-Jul-2024
	Current Status	
ATAP-004 SHIFT Scheme		
<p>28-Nov-2023 Since the launch of the SHIFT scheme in September 2022, usage has gradually increased. The scheme was expanded to elected members in May and to include walking and wheeling in addition to cycling in September. Staff and councillors using the scheme receive monthly achievement emails congratulating them on the distance travel, money raised and carbon saved by choosing to travel actively. The scheme will continue to be promoted internally to staff to increase usage further. A press release was published promoting the scheme to businesses in</p>	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


Worcester.	
------------	--

ATAP-005 Cycle to Work Scheme		
28-Nov-2023 This project is to continue to promote the scheme which enables staff to hire and then purchase a new bike from their before tax salary, known as salary sacrifice. In February, we removed the limit on the maximum price of cycles and equipment that could be applied for to allow for the rising popularity of e-bikes and also include non-standard cycles. All applications over £2000 will be decided on a case by case basis. The scheme will continue to be promoted with staff and application data monitored.	Sponsor	David Sutton
	Due Date	01-Sep-2025
	Original Due Date	01-Sep-2025
	Current Status	


ATAP-006 Active Travel Induction Material		
28-Nov-2023 An initial meeting has taken place with HR and OD officers to discuss updates to the induction materials to include detail on active travel initiatives. The information is currently being drafted and is due to launch next year.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-007 Staff cycle facilities		
28-Nov-2023 This project is not due to start until spring 2024. The first action within the project, evaluation of staff cycle parking and facilities, is due to be completed in June 2024. Note this is a second phase review following the introduction of refurbished and new facilities at the Guildhall and Warndon depot.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-008 E-cargo bike		
28-Nov-2023 Work continues to identify a suitable permanent storage/parking location before an e-cargo bike is purchased.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-009 Staff Data Collection		
28-Nov-2023 A staff travel survey was completed in September with 134 responses. The results have been collated and analysed in a report with key actions outlined.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-010 Local Walking and Cycling Infrastructure Plan		
28-Nov-2023 Worcestershire County Council have procured Jacobs to complete the LCWIP for Worcester. A stakeholder	Sponsor	David Sutton
	Due Date	01-Jun-2025


engagement event was held in September to discuss initial routes and ideas and was attended by City Council officers. A further consultation event with City Councillors and key stakeholders is due to take place in the Spring, followed by public consultation in the summer with a completed plan in December 2024.	Original Due Date	01-Jun-2025
	Current Status	


ATAP-011 Active Travel Stakeholder Group		
30-Nov-2023 In May 2023, Worcestershire County Council set up an Active Travel Stakeholder Group with officers from all district councils and local cycling, walking and wheeling groups. There have been three meetings so far, attended by officers, with another planned for January. Topics discussed include the LCWIPs and local infrastructure improvements.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-012 Update City Council Website		
30-Nov-2023 A webpage dedicated to active travel in Worcester is currently being developed. This will include key information about the Active Travel Action Plan, local cycling and walking groups and cycle parking maps and bench location maps.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-013 Social Media		
30-Nov-2023 All key active travel awareness campaigns have been highlighted within the sustainability calendar and incorporated into social media posts on the Sustainability Instagram page and other council social media channels where appropriate. Work is continuing in order to embed active travel throughout all communications planning in the council.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-014 Walking Distance radius map		
30-Nov-2023 To encourage walking within the city centre a walking distance radius map is being created that shows walking times from a central point to key locations in the city. There is ongoing work to identify the best place for the central point of the map.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-015 Active Travel and Worcester Events		
30-Nov-2023 A communication plan was developed for both the Worcester Show and The Victorian Fayre. In the lead up to both events to encourage and promote active travel to the event through appropriate channels. Planned cycle parking was assessed to ensure it was sufficient and was promoted.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-016 Travel to school		
30-Nov-2023 There is an ongoing effort to work with the county council in increasing the number of students travelling to school through an active mode particularly through the promotion of the Modeshift stars scheme. The scheme has also been promoted with city councillors to identify schools who are keen to implement travel plans and active travel initiatives. The Council has supported the Bike Bus scheme promoted by Bike Worcester and will offer loan of hi viz vests to support the establishment of walking bus schemes.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-017 Active Travel and Businesses		
30-Nov-2023 As employers, businesses are a key part of facilitating modal shift in the city. It was agreed to continue to support and encourage businesses to increase uptake of active travel. This includes the creation of a guide for local businesses on why/how to support active travel as an employer. This action is due to begin in spring 2024.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-018 Park that Bike Scheme		
30-Nov-2023 There is an ongoing effort to identify potential external funding for a scheme to provide parking infrastructure free of charge to external organisations.	Sponsor	David Sutton
	Due Date	30-Jun-2025
	Original Due Date	30-Jun-2025
	Current Status	

ATAP-019 Cycle Parking		
30-Nov-2023 An assessment of cycle parking at city council owned buildings and in the city centre will be carried out to determine current provision and where improvements may be required. This action is due to begin in spring 2024.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	