


























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 Buisnesses
	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		
15-Jul-2024 A staff active travel engagement week took place at the end of June, following the launch of the bikeshare scheme. It included a staff walk and staff communications throughout the week promoting active travel.	Sponsor	David Sutton
	Due Date	01-Oct-2024
	Original Due Date	01-Oct-2024
	Current Status	


ATAP-002 E-bike staff weekend rental		
15-Jul-2024 This action is being reassessed following the introduction of the bikeshare scheme.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-003 Bikeability		
15-Jul-2024 This project is now complete. 10 staff have received Bikeability training in the last year. Feedback from the course was that it gave staff confidence to cycle when they were previously reticent. The training has continued to be promoted with staff and additional sessions will be organised as required, as a business-as-usual activity. It is intended that these will also be open to Members.	Sponsor	David Sutton
	Due Date	01-Jul-2024
	Original Due Date	01-Jul-2024
	Current Status	


ATAP-004 SHIFT Scheme		
15-Jul-2024 A press release on the SHIFT scheme was published in March. Promotion of the scheme amongst staff and members is ongoing and is a regular item in the staff and members newsletter. Staff recorded 3397km miles in the six months from January-June 2024.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-005 Cycle to Work Scheme		
15-Jul-2024 The Cycle to Work scheme is continuing to be promoted. In the period January-June 2024, one new application was received and this resulted in the employee hiring a bike through the scheme. One employee transferred ownership of a bike to themselves having reached the end of their hire period. As of end of June, there are four employees currently hiring a bike through the scheme.	Sponsor	David Sutton
	Due Date	01-Sep-2025
	Original Due Date	01-Sep-2025
	Current Status	


ATAP-006 Active Travel Induction Material		
15-Jul-2024 The information was launched as part of the staff Active Travel Week in June. This includes advice on active travel during the working day, including cycle routes to different Council locations, and schemes to enable active travel for staff commutes, including the cycle to work scheme. This information will continue to be updated and improved based on staff feedback.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-007 Staff cycle facilities		
15-Jul-2024 Further evaluation of staff cycle parking and facilities is due to take place over the summer.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-008 E-cargo bike		
15-Jul-2024 The intended outcome for this project was to procure an e-cargo bike for staff use. We have been unable to identify sufficient demand to justify the expenditure. This project is therefore closed. Officers will investigate the potential for the Beryl scheme to include cargo bikes.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-009 Staff Data Collection		
22-Jan-2024 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		
15-Jul-2024 The Worcester City LCWIP is being undertaken	Sponsor	David Sutton

by Jacobs who have been procured by Worcestershire County Council. The progression of Worcester's LCWIP has been delayed with a second stakeholder event now planned for early 2025.	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-011 Active Travel Stakeholder Group

15-Jul-2024 As part of the County Council hosted Active Travel Stakeholder Group a number of sub-groups have been created to focus on issues in more detail. A Worcester sub-group has been set up and is meeting regularly, providing a forum for co-ordinating and collaborating on active initiatives and an opportunity for partnership working. The Worcester sub-group will report to the Countywide Active Travel Stakeholder Group at the quarterly meetings.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-012 Update City Council Website

15-Jul-2024 The active travel webpage is now live and is being regularly reviewed for updates and improvements. It includes a cycle parking map of publicly available cycle parking in the city.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	

ATAP-013 Social Media


15-Jul-2024 Key active travel awareness days have been incorporated into the Sustainable Worcester social media plan including National Walking Month and Walk to School Week. Work is ongoing 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

15-Jul-2024 This project is complete, the walking distance radius map has been produced and is now available on the Council website.	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025
	Current Status	


ATAP-015 Active Travel and Worcester Events

15-Jul-2024 Engagement will continue with the Community Engagement team in the lead up to the Worcester Show to ensure there is sufficient comms encouraging people to	Sponsor	David Sutton
	Due Date	01-Jun-2025
	Original Due Date	01-Jun-2025

travel actively. The new website information and cycle parking map is a good resource for event organisers in the city.	Date
	Current Status 

ATAP-016 Travel to school	
15-Jul-2024 Officers have continued to give advice to those working directly with schools around promotion of the Modeshift STARS scheme as a way to create and implement travel plans with a focus on increasing active modes.	Sponsor David Sutton
	Due Date 01-Jun-2025
	Original Due Date 01-Jun-2025
	Current Status 

ATAP-017 Active Travel and Buisnesses	
15-Jul-2024 This action is due to commence later this year and will investigate how we can support businesses to encourage active travel.	Sponsor David Sutton
	Due Date 01-Jun-2025
	Original Due Date 01-Jun-2025
	Current Status 

ATAP-018 Park that Bike Scheme	
15-Jul-2024 Funding is yet to be identified to support installation of cycle parking infrastructure on private land.	Sponsor David Sutton
	Due Date 30-Jun-2025
	Original Due Date 30-Jun-2025
	Current Status 

ATAP-019 Cycle Parking	
15-Jul-2024 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. Opportunities and funding for secure cycle parking is part of this. This action is due to begin in the coming months.	Sponsor David Sutton
	Due Date 01-Jun-2025
	Original Due Date 01-Jun-2025
	Current Status 