

## Active Travel Action Plan 2023-25

### Internal Actions

Title	Project/ Work package description	Resources	Work to date and additional information	Impact	Ownership	Project Duration
<b>Worcester City Council e-bikes</b>	Establish an annual campaign to promote the e-bikes for employees to increase their usage for business travel.	Existing budget.	Suggested date, Bike Week UK: 5th-11th June.	Reduce carbon emissions from business travel and create a healthier workforce.	Environmental Sustainability	Summer 2023 Ongoing activities to become BAU.
<b>Worcester City Council e-bikes</b>	Allow staff who have completed Bikeability training to rent the e-bike for the weekend free of charge.	Existing budget.	Awaiting Bikeability training.	Reduce carbon emissions from business travel and create a healthier workforce.	Environmental Sustainability	Summer 2023 It will then continue as BAU.
<b>Active commuting</b> <i>Environmental Sustainability Action Plan: Repeat Action ESS-4</i>	Offer Bikeability training to all staff to increase confidence and take-up.	Funding from corporate training budget.	A survey was created to gauge staff interest. First training session booked for 22/2/23 with the next planned for 5/4/23.	Increase rates of staff active travel for commuting and business travel.	Environmental Sustainability.	Feb 2023 Ongoing training opportunities to become BAU.
<b>Active commuting</b> <i>Environmental Sustainability</i>	Continue to promote the SHIFT scheme and expand to councillors for travel to and from Civic meetings.	Current usage suggests the cost of expanding to	5 staff members are currently using the scheme. During Sept-Dec 2022,	Increase rates of staff active travel for commuting and business travel.	Environmental Sustainability	New processes and comms to be embedded as BAU by Dec 2023

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<i>Action Plan: Repeat Action ESS-4</i>		councillors would be small.	1177.57km was cycled with £29.44 donated to charity. A relaunch of the scheme is set for April.	Increase rates of staff active travel for commuting and business travel.		
<b>Active commuting</b> New Actions	Continue to promote the Cycle to Work schemes.	No cost to the Council	Applications over £2k will be considered on a case-by-case basis.	Increase rates of staff active travel for commuting and business travel.	HR	Feb 2023 This will then continue as BAU.
<b>Active commuting</b> New Actions	Create active travel induction materials for staff that include information regarding cycling facilities, public transport, cycling and walking maps and employee schemes.	Existing budget.	Not started.	Increase rates of staff active travel for commuting and business travel.	Environmental Sustainability/ HR	June-Autumn 2023 (Updated annually or when appropriate)
<b>Active commuting</b> New Actions	Continue to expand/improve staff cycle parking and facilities to support demand -Sixways Depot (increased cycle parking)	New bike rack with 6 Sheffield stands and shelter priced at approx. £5000.	Not started.	Increase rates of staff active travel for commuting and business travel.	Property Services.	Summer-Winter 2023

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<b>Active commuting</b> New Actions	Purchase e-cargo bike for use by operational and mobile teams	Existing grant budget. Additional costs for storage.	Not started	Increase rates of active travel for fleet journeys.	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)

### External Actions

Title	Project/ Work package description	Resources	Work to date and additional information	Impact	Ownership	Project Duration
<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

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<b>Partnership Working</b>	Work with the County Council to support the development of the Local Cycling and Walking Infrastructure Plan.	Existing budget.	The County Council have received funding for the LCWIP,	Collaborative working will allow for more effective action.	Environmental Sustainability	Spring 2023-March 2024
<b>Partnership Working</b>	Build relationships with partners including attending the Active Travel Stakeholder Group hosted by the County Council	Existing budget.	The County Council have undertaken to host an Active Travel Stakeholder Group.	Collaborative working will allow for more effective action.	Environmental Sustainability	Spring 2023-March 2024
<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	Existing Budgets	Drafting of new pages has begun	Improved understanding of the action the City Council and partners are taking to reduce emissions –	Environmental Sustainability	July 2023-October 2023

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	walking and cycling routes in Worcester e.g. Riverside Park).			and the actions residents can take to reduce their carbon footprint through Active Travel.		
<b>Communications</b>	Use social media to promote active travel related campaigns, events and information including key active travel corridors such as Riverside Park.	Existing budget.	Ongoing.	Increase active travel amongst city residents.	Communications	Spring 2023 This will be ongoing and become BAU.
<b>Communications</b>	Create a walking distance radius map or similar to show walking times to key areas.	Existing budget.	Ongoing.	Increase walking in the city centre.	Environmental Sustainability/ GIS	Summer-Winter 2023
<b>Communications</b>	Support the promotion of partners' active travel initiatives.	Existing budget.	Ongoing.	Support partners in their active travel initiatives.	Communications.	Spring 2023 This will be BAU for the duration of the initiative.
<b>Community Engagement</b>	Investigate Incorporating /promoting active travel at large	Cost TBC.	Involvement with the active travel stakeholder	Key opportunities to improve cycling culture at	Environmental Sustainability/ Community	Spring 2023 This will be ongoing and become BAU at all council events.

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	Worcester events such as the Worcester Show and Victorian Fayre.		group for the Worcester Show.	Worcester events.	Engagement/City Events	
<b>Community Engagement</b>	Investigate expanding the use of portable cycle parking at all City Council events.	Cost TBC.	Not started.	Key opportunities to improve cycling culture at Worcester events.	Community Engagement/City Events	Spring 2023 This will be ongoing and become BAU.
<b>Travel to School</b>	Encourage and support schools to become ModeSHIFT star accredited through the introduction and implementation of travel plans.	Time resource: 2-3 hours a month.	Not started.	Create long-term change in travel habits for school aged children and their parents.	Environmental Sustainability/Community Engagement	Autumn 2023 This will be ongoing.
<b>Travel to School</b>	Provide advice to schools to support implementation of innovative cycling and walking initiatives.	Existing budget.	Not started.	Create long-term change in travel habits for school aged children and their parents.	Environmental Sustainability/Community Engagement	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	Cost TBC.	Not started.	Encourage more people to cycle to Worcester attractions.	Property Services/Freedom Leisure/Community Trust/	March-September 2023

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	spaces such as leisure and community centres and parks.					
<b>Cycle Parking/Storage</b>	Update online information with current cycle facilities at City Council locations including leisure centres, community centres, and parks.	Existing budget.	Not started.	Encourage more people to cycle to Worcester attractions.	Communications.	Summer – Winter 2023
<b>Cycle Parking/Storage</b>	Assess current provision and investigate the expansion of city centre cycle parking.	Cost TBC.	Not started.	Encourage more people to cycle to Worcester attractions.	Environmental Sustainability.	September 2023 Ongoing
<b>Cycle Parking/Storage</b>	Investigate potential options for a 'Park that Bike' scheme supporting businesses to provide cycle parking.	Cost TBC.	Not started.	Encourage more people to cycle to Worcester attractions.	Environmental Sustainability	Summer 2023
<b>Businesses</b>	Continue to support and encourage businesses to reduce travel emissions through active travel	Existing budget.	Ongoing.	As employers, businesses are in a strong position to increase rates	Economic Development/ Environmental Sustainability	Autumn 2023 This will be ongoing and will become BAU.

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	(e.g. creating a guide for local businesses on why/how to support active travel as an employer).			of active travel within their workforce.		
<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.