

Active Travel Fund: Communications, Engagement and Marketing outline

Wokingham Borough Council has been awarded more than £500,000 to support walking and cycling in the borough. This has been funded by the Government as part of the second phase of its [Active Travel Fund](#). This was announced by the Secretary of State for Transport earlier this year in response to the Covid-19 pandemic.

This funding is to make it easier for people to choose alternatives to driving a private vehicle and public transport, such as walking or cycling. The council is now working on plans to improve routes into Wokingham town centre and along the A4 in Woodley/Earley, with residents able to have their say on these plans early next year.

Key points

- We have received just over £575k to carry out this work
- We will be gathering feedback from residents and key stakeholders to inform decision making and design on the schemes for routes into Wokingham town centre and along the A4 in Woodley/Earley
- We are unlikely to proceed with both schemes in the immediate future as the funding is not enough for both schemes but are gathering feedback on both, in order to inform decisions and designs in case more funding becomes available
- Both the Woodley/Earley A4 and Wokingham town centre plans link up to the existing cycle network within the borough and beyond

Target audience:

A vital part of the use of the phase two funding is to gather feedback from residents and key stakeholder groups to inform decision making on these potential projects. We will also gather feedback once the project(s) are completed to see how residents feel about them and how well they are being used. Some of the groups we will target include:

- All residents
- Residents who live along the proposed routes
- Businesses, including those along the proposed routes
- Town and parish councils
- WBC councillors
- Local MPs
- Interest groups (eg, cycling clubs, transport operators, etc)
- Hard to reach groups, such as organisations for people with limited vision or other physical disabilities, people with learning difficulties etc



Public: Information that can be seen and used by everyone inside and outside the Council.



Methods:

Wokingham Borough Council uses a number of different methods to reach a range of audiences as part of its consultation work. These methods include:

- Wokingham Borough Connect (e-bulletins)
 - Covid-19
 - General news
 - Traffic and travel
 - Business matters (for business groups)
- My Journey newsletter
- Local media
- Direct mailing list
 - Town and parish councils, request to share with their constituents
 - WBC members, request to share with their constituents
- Social media
 - My Journey platforms
 - WBC corporate social media channels
- Updated webpages/My Journey website with information

Action	Method/notes	When
News item to announce funding awarded	News/media item (WBC news site and My Journey website)	WC 7 December
Publish consultation plan	On My Journey website	11 December
Consultation on proposals and locations	Promoted through appropriate channels (news items, ongoing social media etc)	January/February 2021 (four to six week period)
Possible drop in sessions at relevant locations (if Covid-19 safe) or a virtual drop in event	Depending on the Covid-19 situation at the time	February 2021
Publish consultation feedback and summary	My Journey website	March? 2021
News item – confirm we are proceeding with scheme (and when) and amendments from feedback	News item, cascaded through appropriate channels	March
News item – announce start of work	News item, cascaded through appropriate channels	TBC
News item – announce completion of work	News item, cascaded through appropriate channels	TBC



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Survey residents on completed scheme(s)	To assess effectiveness of schemes	Six months post-construction
Survey residents on scheme(s)	To continue to monitor the scheme and its impact	12 months post-construction