

# Cost estimates for active travel interventions

## Introduction

Sustrans Cymru has developed this document in order to provide cost estimations for active travel (walking and cycling) interventions which can be included in your Sustainable Transport Action Plan. Data provided is to be used as a guide line only, to enable users to provide ball-park figures for funding applications or equivalent. Actual costs may vary depending on economic climate, location and purchasing leverage. Quotes should be sought directly from suppliers

Documents and contact details cited in the 'contacts and decision making' column in the table below can provide further support and assist with site specific queries.

In some cases, a human resource cost may be involved in managing the 'action'. This cost is not included in the cost estimation column and should be added as appropriate. Additionally, it is recognised that some cost estimates may require more in-depth planning i.e. traffic calming and cycle lane provision. In order to provide realistic cost projections, further technical advice should be sought. VAT is not included in the costs quoted.

Marketing materials should be designed and distributed in order to advertise schemes, events and active travel opportunities. These materials may incur a cost but this may vary widely across sites depending on availability of internet communications, printing costs and design time. It is advised that a 'general marketing' lump sum is estimated. Free marketing and advertisement can be attained through your intra/internet pages, newsletters, etc. If funding is available, banners, posters and e-bulletins should be developed.



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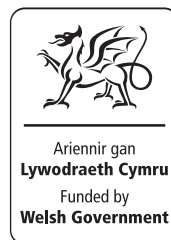
Action	Decision making and resources	Contacts	Cost estimates
<p><b>Cycle maintenance training/ Dr Bike</b></p>	<p>Prices range depending on the ratio of trainers to trainees and the number of sessions provided.</p> <p><b>Who would you like to benefit from the sessions?</b></p> <p>Deciding what your objectives for the maintenance session are, in advance of booking will ensure you get the right package. What is your main focus?</p> <ul style="list-style-type: none"> <li>• staff to bring their own bikes to be checked over for road worthiness (up to 12 bikes can be serviced by one mechanic in half a day), or to learn to mend their own bikes?</li> <li>• support 'champions' (who can then provide further 'in-house' sessions for all staff) or provide support for the 'masses' in a one-off day?</li> <li>• training provided as part of pool bike maintenance system (for approval of pool bike loan)?</li> <li>• For Dr Bike sessions, is it better for your site to have two mechanics for one morning, or one mechanic for a whole day?</li> </ul>	<p>Contacts below provide cycle maintenance and cycle safety training throughout Wales.</p> <p><b>Cycle Training Wales:</b>  <a href="mailto:info@cycletrainingwales.org.uk">info@cycletrainingwales.org.uk</a>            Tel: 029 20397283  <a href="http://www.cycletrainingwales.org.uk">www.cycletrainingwales.org.uk</a></p> <p><b>Cycle Touring Club:</b>  <a href="http://www.ctc-wales.org.uk">www.ctc-wales.org.uk</a>            The Cycle Touring Club (CTC) will provide contact names of independent, qualified cycle trainers and bike mechanics in your area.</p>	<p>Depending on site requirements, number of trainers and session length (full or half day):</p> <p>Approx £150 per day</p>
<p><b>Cycle skills training</b></p>	<p>Cycle skills' training enables attendees to be more confident when cycling on the roads, no matter what their current confidence level.</p> <p><b>Which type of training is important for encouraging more people to cycle to work?</b></p> <ul style="list-style-type: none"> <li>• Would attendees be beginner cyclists or those who can cycle already but need more confidence on the roads?</li> <li>• How many people are you aiming to train? (A trainer can take up to 7 people in one day for 1-2-1 sessions which last approximately 50 minutes)</li> </ul> <p>N.B It is preferable to have 1-2-1 sessions for adult attendees, for safety reasons.</p>	<p>See above links for contacts.</p>	<p>See above.</p>
<p><b>Bike breakfasts</b></p>	<p>Incentivising staff to actively travel to work is a great way to encourage people to 'give cycling or walking to work a go'. Once they have experienced their usual drive to work on a cycle or on foot, they may consider doing it more often.</p> <p><b>When, where, how?</b></p> <ul style="list-style-type: none"> <li>• When will breakfasts be provided? e.g. During 'Bike Week' or for example every 4th Monday, for on-going promotion.</li> <li>• How many people do you expect per day?</li> <li>• How will you monitor attendees?</li> </ul> <p>You could ask people to register in advance and then provide them with a voucher in exchange for breakfast on the day. This could be administered departmentally if you work within a large organisation.</p>	<p>Ask your local café for costs or provide breakfast from your work canteen.</p>	<p>Approx £2.50 per person per day</p>

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<p><b>Active travel maps</b></p>	<p>Maps can be developed which show your workplace at the centre of the map, with the surrounding walking and cycling routes, cycle storage facilities, services and public transport stops/stations/ hubs.</p> <p>Example maps are available in the Active Travel Workplace Toolkit.</p>	<p><b>Cycle City Guides</b> (used previously by Sustrans) <a href="http://www.cyclecityguides.co.uk">www.cyclecityguides.co.uk</a> - this is just one of many organisations that offer this service.</p> <p><b>Sustrans GIS mapping</b> team can develop or provide base maps which include the local and national cycle routes. These maps can then be sent to an outsourced design team to create active travel maps.</p> <p>Contact <a href="mailto:sustranscymru@sustrans.org.uk">sustranscymru@sustrans.org.uk</a></p>	<p>Approximately £2000 for 2000 maps (includes design, cartography and print)</p> <p>Sustrans GIS team maps approx £525</p>
<p><b>GIS postcode mapping</b></p>	<p>It is possible to plot staff postcode data and key transport corridors (public transport, walking and cycling routes) on Geographical Information System (GIS) maps. This visual representation will allow you to focus your marketing attention on key staff groups, depending on staff home location and proximity to the alternative transport routes. You can also establish the numbers of staff living within set distances of your site using this mapping facility.</p>	<p>The <b>GIS team at Sustrans</b> can provide a wide range of services for workplaces <a href="mailto:sustranscymru@sustrans.org.uk">sustranscymru@sustrans.org.uk</a></p>	<p>Approximately £100 for a single site, depending on requirements.</p>
<p><b>Signing walking and cycle routes</b></p>	<p>Sustrans can provide temporary ‘Sticker’ route signs, for walking and cycling routes which link up your organisations location to nearby NCN or local bus or train stations.</p> <p>For plastic/ metal signs contact your Local Authority, who will be able to provide support on this.</p> <p>The number of signs required will depend on:</p> <ul style="list-style-type: none"> <li>• complexity of site/ route;</li> <li>• number of entrances/ exits of your site;</li> <li>• cycle paths surrounding site (contact your Local Authority regarding signing off-site);</li> <li>• proximity of transport hubs to/from site;</li> <li>• availability of space for cyclists on road or on mixed use path; and</li> <li>• type of route chosen.</li> </ul>	<p>For advice on sign-posting walking and cycling routes to your site, and purchasing walking and cycle route stickers, contact: <a href="mailto:sustranscymru@sustrans.org.uk">sustranscymru@sustrans.org.uk</a></p> <p>Most Local Authorities are aware of the Sustrans sticker signs for current designated routes, but you should contact the Cycling Officer/ Transport department to seek approval for the signs if you would like to sign a new route.</p>	<p>Stickers (arrows, destination stickers and ‘this way to’ - all bilingual)- approximately 40p each</p> <p>Permanent signs (Plastic/ metal) £120- £240 (sign +post) with additional costs for labour and design.</p>

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<b>Cycle storage</b>	<p>Whether your organisation is paying for the storage, or you have received grant funding, making an informed choice about your cycle storage means you are providing the best facilities to encourage more staff to cycle to work.</p> <p><b>What type of storage should I provide?</b> The documents below provide background information on which type of storage is suitable for your site. Where possible, it is best to provide shelter over the bike storage area.</p> <p><b>Cycle parking info sheet:</b> <a href="http://www.sustrans.org.uk/webfiles/Info%20sheets/cycle%20parking%20info%20sheet.pdf">www.sustrans.org.uk/webfiles/Info%20sheets/cycle%20parking%20info%20sheet.pdf</a></p> <p><b>Workplace cycle parking guide:</b> <a href="http://www.tfl.gov.uk/assets/downloads/businesspartners/Workplace-Cycle-Parking-Guide.pdf">www.tfl.gov.uk/assets/downloads/businesspartners/Workplace-Cycle-Parking-Guide.pdf</a></p> <p><b>Sustrans Active travel workplace toolkit:</b> <a href="http://www.activetravelcymru/toolkit">www.activetravelcymru/toolkit</a></p>	<p>Organisations providing cycle storage solutions include (suggestions only):</p> <p><b>Falco</b> <a href="http://www.falco.co.uk">www.falco.co.uk</a>  <b>Broxap</b> <a href="http://www.broxap.com">www.broxap.com</a>  <b>Barriers Direct</b>  <a href="http://www.barrierdirect.co.uk">www.barrierdirect.co.uk</a>  <b>Tamstar</b> <a href="http://www.tamstar.co.uk">www.tamstar.co.uk</a>  <b>Glasdon</b> <a href="http://www.glasdon.com">www.glasdon.com</a></p>	<p>A basic Sheffield stand for two cycles ~£100 (Includes supply and installation).</p> <p>A secure cycle locker costs ~£500 per cycle, installed.</p> <p>A covered shelter with racks for 10 cycles ranges ~ approximately £5,000, including installation costs.</p>
<b>Pool bikes</b>	<p>Providing pool bike gives staff the opportunity to cycle to local meetings or get some exercise at lunch time. Providing folding bikes can also provide an easy option to take the bike on a train.</p> <p><b>What type of bikes?</b> The type of bike you purchase depends on:</p> <ul style="list-style-type: none"> <li>• frequency of use,</li> <li>• type of use i.e. used to loan out to staff to encourage uptake of cycle to work scheme, or mainly for business use (site to site or to access meetings),</li> <li>• level of integrated transport intended e.g. folding bikes are useful for train journeys</li> <li>• leisure or business prioritised e.g. lunch time trips to nearby town centre/ shops</li> </ul> <p>The decision of which bikes to purchase may depend on budget, how many you would like and what they will be used for. You should also consider how the bikes will be maintained and whether you will employ external or internal support to do this.</p>	<p>Try your local bike shops, the internet or larger, national companies.</p> <p>For further support in choosing the right bicycle go to <a href="http://www.activetravelcymru.org.uk/toolkit">www.activetravelcymru.org.uk/toolkit</a></p>	<p>Try your local bike shops, the internet or larger, national companies.</p> <p>Hybrids: between £250 and £300</p> <p>Folding bikes: between £350 and £450</p> <p>Mountain bikes: you should look to spend a minimum of £300 Plus insurance, storage and maintenance</p>
<b>Bike Accessories</b>	<p>Providing accessories with the pool bikes ensures the use is available for all. You could include:</p> <ul style="list-style-type: none"> <li>• Helmet;</li> <li>• Lights;</li> <li>• 'D' lock; and</li> <li>• Hi-vis vests.</li> </ul> <p>You could also consider buying these accessories as prizes for your annual travel plan questionnaire returns.</p>	<p>Try your local bike shops, the internet or larger, national companies.</p>	<p>Approximate costs:</p> <p>Helmet: £35</p> <p>Rear and front light: £30</p> <p>A good lock (should ideally be a 'D' lock, with optional cable for attaching through quick release wheels): from £20</p> <p>High visibility vest or reflectors: £10 each/ pair</p>

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<b>Cycle storage/ Car sharing bay location posters</b>	<p>Promoting the facilities you have on site to either new site visitors or staff is vital for increasing uptake and continued use. Posters are a good way of doing this. You could provide location posters for cycle storage, shower and locker facilities and car sharing bays.</p> <p>It is best to get posters printed in laminated A3 size. You will need to provide site maps for the designers.</p> <p>Examples can be found in the Active Travel Workplace Toolkit.  <a href="http://www.activetravelcymru.org.uk/toolkit">www.activetravelcymru.org.uk/toolkit</a></p>	<p>Contacts are best found locally, using your usual procurement process.</p>	<p>50 A3 laminated posters will cost between £300-£550. (Design and print)</p>
<b>Pull-up banners</b>	<p>Pull-up banners are a great way to promote your car-share scheme, cycle skills or Dr Bike days.</p>	<p>Contacts are best found locally, using your usual procurement process.</p>	<p>Approximate cost for one pull-up banner (design and print): £350</p>
<b>Promotional gifts</b>	<p>Promotional gifts provide a way to encourage people to engage in conversation regarding their current travel arrangements, at events. Gifts should promote your organisation and also your travel schemes. Promotional materials could include:</p> <ul style="list-style-type: none"> <li>• Snap bands (trouser clips for cyclists)</li> <li>• Bike lights</li> <li>• Pedometers</li> <li>• Mugs</li> <li>• Coasters</li> <li>• Water bottles</li> <li>• Pens</li> </ul> <p>There are a range of organisations on the web, offering services providing promotional</p>	<p><b>Sustrans shop</b> sells Sustrans branded promotional material, if you don't have time to design your own promotional gifts. Contact <a href="http://www.sustransshop.co.uk">www.sustransshop.co.uk</a> or call 0117 926 8893 and speak with the Trading team.</p> <p>Other organisations providing personalised promotional material include (suggestions only);</p> <p><b>Boston Promotional Gifts:</b>  <a href="http://www.bostonpromotionalgifts.com">www.bostonpromotionalgifts.com</a>            01332 875350</p> <p><b>Need for Green:</b>  <a href="http://www.needforgreen.co.uk">www.needforgreen.co.uk</a>            01704 335 038</p> <p><b>Polygon Direct:</b>  <a href="http://www.polygondirect.com">www.polygondirect.com</a>            0845 287 6240</p>	<p>Approximate costs are (including design and print):</p> <p>Coasters: £220 for 250            Pedometer: £450 for 250            Snap bands: £325 for 500            Pens: £195 for 500            Water bottles: £150 for 50            Lights: £2 each to £30</p>
<b>Lockers</b>	<p>Lockers are available in all shapes and sizes. For active travel it is worth purchasing lockers which are large enough to allow users to hang their clothes up.</p> <p><b>Finding out more</b>            The costs cited in this document do seem very low at the cheapest end (the data is from 2002), but it gives a broad indication of price based on case studies.</p> <p><b>DfT publication: Making Travel Plans Work:</b>  <a href="http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgr/sustainable/travelplans/work/ngtravelplansworklessons5783.pdf">http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgr/sustainable/travelplans/work/ngtravelplansworklessons5783.pdf</a></p>	<p>Local and national companies providing lockers can be found through an internet search.</p>	<p>The 2002 DfT publication 'Making travel plans work' quotes:            10 lockers ~£300- £1000</p>

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Showers and changing facilities	<p>Initially, identify the showering and changing facilities currently on site and make sure all staff are aware of them. Following a site audit, you may establish that there are enough facilities on site already.</p> <p>Showers are not an essential element to encouraging active travel (although the lack of showers is often cited as a deterrent, showers are rarely required if a commuter travels for example 4 miles per day at a steady speed). But, if funding is available, initially, look to up grade any existing facilities if building space is in short supply, or look into how existing space can be used to incorporate new showers, changing and drying areas.</p> <p>Costs depend on the facilities already available and the possibility of re-development of existing buildings. It would be beneficial to speak with your Estates and/ or Facilities personnel for a greater level of detail on this subject area.</p> <p><b>DfT publication: Making Travel Plans Work:</b>  <a href="http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgr/sustainable/travelplans/ork/ngtravelplansworklessons5783.pdf">http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgr/sustainable/travelplans/ork/ngtravelplansworklessons5783.pdf</a></p>	Local and national companies providing showers and associated found through an internet search.	The 2002 DfT publication 'Making travel plans work' quotes: Two sets of shower and changing facilities ~ £3,000 - £8,000
Cycle lanes (on site)	<p><b>Which designs work best?</b>  The Sustrans website provides a wide variety of technical guidelines which describe and explain the requirements of building new cycle lanes and redeveloping existing infrastructure. These documents can help you to decide broadly which types of measures you could implement on your site:  <a href="http://www.sustrans.org.uk/default.asp?SID=1149001882109">www.sustrans.org.uk/default.asp?SID=1149001882109</a></p> <p>Additionally, <b>The London cycling design standards: A guide to the design of a better cycling environment (TfL, 2005)</b>, particularly Chapter 7. p133 provides surfacing materials costs and p144-5 provides details on construction costs of e.g. lighting and cycle facilities.  <a href="http://www.tfl.gov.uk/assets/downloads/businessandpartners/lcds_chapter7.pdf">www.tfl.gov.uk/assets/downloads/businessandpartners/lcds_chapter7.pdf</a></p>	Contact your Local Authority for more information.	<p>To paint on cycle lanes to improve existing segregation of traffic, approx £850 for labour for 1 day. Additional cost may include materials, design and size of site.</p> <p>NB: paint type and design may vary depending on road surface and space availability.</p>
Traffic calming measures/ infrastructure	<p>This area of work covers a wide variety of interventions, where measures can vary greatly in cost. Examples include: sleeping policemen; bollards; chicanes; traffic lights; and pavement improvements, etc.</p> <p>Your Local Authority Highways Department should be able to provide cost estimates for a range of such measures, and if possible, may provide support in funding such programmes, particularly if the measures can be linked to provide benefits to the wider community.</p>	Contact your Local Authority for more information.	Contact your Local Authority for more information.



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