Travel Welcome Pack Template
Guide for developers

A Welcome Pack is a package of information on travel options from a new site/ development, to assist residents with planning journeys from their new home.

The aim of the Welcome Pack is to reduce single occupancy car trips in favour of walking, cycling, public transport and car sharing - in line with your site Travel Plan and Slough Borough Council (SBC)'s strategic transport objectives.

To help your new residents find out all they need to know about travelling to and from their new home, and improve consistency in transport information provided, SBC has produced a Welcome Pack template for you to use. This is available in PDF format on the SBC website, please contact us for an editable Word version, using the details at the end of this Guide.

Options for provision of Welcome Packs

There are two options available to developers for the provision of the Welcome Packs:

1. Developer/housing association provides a contribution to SBC to cover the costs of the council designing and printing the Welcome Pack for the site.
2. Developer produces the Welcome Pack themselves using the council's template.

Option 1 Costs

There is a standard design and development cost for a new bespoke pack, printing is then charged on top of this using the bands set out below. The printing costs include couriering the Welcome Packs to one address, it is then assumed the developer/housing association will distribute these, alongside other new tenant/resident information.

If you would like SBC to include a cost for delivery and distribution of the Welcome Packs on your behalf, please contact us using the details at the end of this Guide.

Task	Quantity	Cost
Bespoke Welcome Pack Design and Development	N/A Standard fee applies	£500
Printing	<100	£20
	101 - 500	£35
	501 – 1000	£120
	1001 – 1500	£165
	>1500	£210

Developers are also required to reissue the bespoke Pack in Years 3 and 5 of your travel plan. This would incur the same costs as set out above and should be agreed in discussion with SBC.

How to use the template

The template has both **editable** and **non-editable** sections, which are clearly marked with < > symbols.

Your responsibility is **only to update the editable sections**. Please ensure that ALL editable text hints (e.g. **<Insert your development name>**) within the template are removed once updated with your development's specific information. There are also sections of the leaflet which will need site-specific images and maps.

The layout and sections of the template should not be altered, please try and use consistent fonts and ensure your version is clear, reader friendly and of high quality.

Fundamentally, the information within your development's Welcome Pack should be:

- Site-specific
- Clear and readable; and
- Contain maps of the local area.

Finalising your Welcome Pack

Each household in a new development needs to receive a printed copy of the Welcome Pack (one copy per household is sufficient) within their new home to refer to. If your development has a specific website, having an online PDF version accessible to residents / prospective residents, as well as the printed packs, is recommended.

Along with the main Welcome Pack document, the following also needs to be included with the Welcome Pack as an insert:

- Slough Borough Council Cycling and Walking map.

Plus any additional site-specific information you may have, e.g. a separate car club leaflet.

If the developer chooses to produce the Welcome Pack themselves using the supplied template, they will need either need to print the above insert map themselves, or approach the council for a quote for the printing of the above leaflets – to be provided on a case by case basis. Please note that SBC must also sign off a final copy of your leaflet before distribution to residents.

For assistance with the Welcome Pack process and to request the editable template, please contact the Transport Development team: 01753 474046 or **TfS@slough.gov.uk**.

Transport *for* **Slough** (T*f*S)

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