

Blackpool Council Staff Travel Plan 2023

Portfolio holder foreword

I am pleased to receive this Travel Plan, which has my full backing and that of the Council and Senior Management Team. It is essential that this Plan supports Blackpool Council's commitment to sustainability. Providing colleagues with travel change options allows 'travel choice' which contributes directly to achieving our aspiration to reduce local highway congestion, improve local air quality, help achieve our ambition to be carbon neutral by 2030 and avoid a potential climate crisis, and to improve health and well-being.

The Council must take the lead for the whole of the Blackpool, which as a resort, is extremely transport dependent. Delivering this Travel Plan will depend on our partnerships with local sustainable transport providers and organisations, who will be essential to responding to this modal shift challenge. Although the car will remain an important modal choice, it is hoped that colleagues will choose an alternative once or twice a week. It's to be hoped that our transport providers are able to respond to the modal shift challenge and encourage and provide the means for transit to public transport.

This Travel Plan will support the Council's vision for Blackpool, ensuring we have a thriving economy that supports a happy and healthy community that is proud of this unique town.

We have a lot to look forward to: I am personally anticipating the new electric buses arriving to serve our community and hope they will be attractive to both existing and new bus users. In addition the new Talbot Gateway Tramlink will benefit both the leisure and commuting market.

To ensure we continue to support colleagues to adopt sustainable travel modes, we will continue to review this Travel Plan and improve the facilities and incentives as and when needed and required.

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1. Introduction

- 1.1. This travel plan sets a framework to reduce the Council's reliance upon internal combustion engine (ICE) vehicles, particularly for commuting to work and in work travel. A number of alternatives to ICE travel are available. The plan is sensitive and acknowledges individual circumstances in the need to use cars for in work purposes..
- 1.2. A staff travel survey conducted in 2022 shows the potential for greater use of public transport, walking and cycling. Almost half of staff completing the survey lived within five miles of their main work location. Just over half of staff completing the survey are based at One Bickerstaffe Square, in the bus network's town centre focus and opposite the main railway station. Of those travelling to work weekly, 73% did so by car as sole occupant. In comparison, 15% opted for public transport.
- 1.3. The climate change emergency and the need to reduce greenhouse gas emissions (GHG) leads this agenda, but the plan seeks health, congestion, public realm, air quality and economic benefits, both directly and indirectly.
- 1.4. New ICE vehicles will no longer be available from 2030 and hybrid vehicles from 2035. The Council is already starting its transition to new EV technology. However, EVs remain congesting, particularly if they displace public transport trips, and are not carbon neutral therefore the Council seeks a modal shift to public transport, cycling and walking and through this plan, will support use of these modes, particularly for to work commuting.
- 1.5. The plan provides information on changing travel mode and the current incentives that are in place to support that modal shift.

2. Objectives

2.1. This plan has the following objectives:

- Reduce the Council's emissions due to transport by 20% by 2030
- Easing peak time congestion pressures on the town centre thus improving public transport reliability, public realm and freeing capacity for essential trips
- Reducing harmful emissions from motor vehicles across the resort, specifically nitrogen dioxide, sulphur dioxide and particulate matter (PM10 and PM2.5)
- Enabling the uptake of electric vehicles
- Assisting the Healthy Weight and Active Travel Strategies by encouraging cycling, walking and public transport uptake
- Supporting the public transport network
- Reducing Council travel support expenditure
- Contribute to enabling car parking land to be released for other purposes
- Providing a lead to other Blackpool organisations adopting travel plans
- To use the staff car parking and travel page and other promotion to encourage alternative transport mode use.

3. Policy Framework

3.1. This Travel Plan is compatible with other key Blackpool Council plans including the emerging Local Transport Plan 4, Active Travel Plan, Climate Emergency Action Plan and Healthy Weight Strategy, all of which aim to reduce traffic and encourage active behavioural 'travel change'.

3.2. *Scope and Aims*

3.2.1. Scope

The Plan has been agreed following agreement between relevant Council departments and Senior Leadership Team. It applies to all Blackpool Council colleagues and covers two travel types:

- Staff journeys to and from work
- Travel within the working day

3.2.2. Principal Aims

In pursuit of its objectives above the Plan aims to:

- develop and promote alternative modes of travel and transport for any employee using a private vehicle for work commuting
- reduce car use by employees for commuting and travel within the working day
- encourage essential travel with minimal environmental impact
- ensure that alternative modes of transports' benefits are explicitly outlined to all employees
- facilitate equality of access to work for those with no private vehicle access.

4. Why is this necessary?

- 4.1. On 26 June 2019 the Council declared a climate emergency and committed itself to reducing its climate impacts. From a total carbon footprint of 490 ktCO_{2e}, 19% of Blackpool's greenhouse gas (GHG) emissions are transport-based and these can be reduced by more widespread public transport use, cycling and walking. Some trips where equipment or children for instance are carried, cannot be eliminated, but alternative modes to car use are available in many cases.
- 4.2. Although Blackpool's air quality is good, this is less so near to congested roads and junctions, particularly in the town centre where an Air Quality Management Area (AQMA) is in place. The impending move to electric buses from 2024 and electric vehicles (EVs) in general will ameliorate this situation, the sale of internal combustion engine (ICE) vehicles ceasing from 2030. However, there is an immediate problem, which reduced car commuting could help address.
- 4.3. A less car-dominated environment means a better public realm, particularly important as Blackpool regenerates its town centre and district centres moving forward, including such developments as the Multiversity. This is good for pedestrians (who may have disabilities) and cyclists.
- 4.4. Difficult to measure, road congestion has an economic cost. Road traffic collisions have a fundamental effect on families, particularly if a death occurs, and an ongoing economic price.
- 4.5. The average car is stationary for 95% of its life and can be parked on valuable potential development land for this purpose. Providing and managing land for parking is expensive, although parking charges off-set this to some extent. There is the immediate need to reduce pressure on available parking, particularly at peak times. The land has a higher value for development or public realm, particularly greenspace, a resource lacking in Blackpool. The resort needs sites to provide developments that will regenerate and diversify its economy.
- 4.6. There is a cost to the Council in supporting car use when alternatives are available and, as austerity effectively continues, it's important that this is minimised. Moving resources into supporting public transport networks, particularly local bus, helps secure and improve networks. Particularly with new electric buses and the tramway extension on the way, bus and tram offers a realistic commuting option for many. Heavy rail is available to longer distance travellers, providing they can reach their railway station.
- 4.7. Excess weight and morbidity related to physical inactivity are major issues in Blackpool, the most recent published data (2020/21) estimates that 70.5% of adults were overweight or obese (Sport England Active Lives Survey), contributing to high levels of heart attack and stroke. When people may have little time for formal exercise, or don't think it's for them, building exercise into a daily routine through active travel, cycling or walking to work, even walking

to the bus stop, can make a major difference. This is clearly a wider issue than merely the Council's workforce, but as a public sector body with responsibility for public health, the Council needs to take a lead.

- 4.8. This principle applies to the travel planning model in general. The Council needs to encourage all organisations across Blackpool to consider and manage their transport impacts, by designing and adopting a travel plan. In order to do this, the Council must have its own travel plan in place that can be shared and to act as a blue print for other organisations to develop their own.

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5. Existing Travel Patterns and their Management

5.1.1. In autumn 2022, an online survey was conducted to understand Blackpool Council employees' current commuting patterns, further results of which can be found at appendix 3. Based on the responses, key findings include:

- Almost half of Blackpool Council staff live within five miles of their work place.
- Just over half of staff are based at One Bickerstaffe Square.
- Most staff travel by car, either alone or as part of a car share arrangement
- 35% of car drivers are considering buying EVs in the next three years.
- 22% of staff consider that they live in walking distance of work. More than nine in ten of this group live under three miles from work and just over half of this group are aged under 45.
- 49% consider that they live within an acceptable cycling distance, with four in five living within four miles of their place of work, about half of this group is aged 45 or older.
- The proportion of staff completing the survey using public transport is less than 15%.
- Journey time length is the most significant factor underlying travel mode choice for most staff completing the survey.
- Staff in Community and Environmental Services and Adult Services are most likely to use cars for travel for work purposes.

5.2. Responsibilities

5.2.1. Management – action points

The following key action points have been identified:

- The Council's Corporate Leadership Team to be requested to give full support to this Travel Plan and to encourage colleagues to reduce the need for car travel into and around the town
- To review and improve available sustainable transport options
- To review annual travel survey results to identify barriers to and trends in modal shift
- Departments to review business mileage and consider where alternative modes might be more effective
- When organising conferences, events and meetings, consider venues that are easily accessible by sustainable transport modes and provide information to delegates
- Encourage flexible working practices for colleagues where practicable, without impacting on service delivery
- To ensure sustainable travel and transport options and incentives are included within all recruitment material
- To share the staff Travel Plan as part of the induction process.

5.2.2. Employees – action points

Employees are encouraged to:

- always consider whether using the private car to travel to work is appropriate, considering an alternative mode during the week
- consider sustainable transport options when travelling for work when attending meetings and events, including lift sharing and walking meetings
- understand and where possible, seek to achieve the staff Travel Plan's objectives.

Daily public transport use makes cost-effective [season ticket](#) products far more attractive and these can also be used for personal travel outside of work hours.

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6. Sustainable Transport Options

6.1. Public transport

6.1.1. Bus and tram

Blackpool has a high quality bus network that is focused on the town centre and provides the majority of possible commuting trips for colleagues living in the Fylde Coast area. [Bus](#) can substitute for many current car commuting trips.

Four companies currently provide Blackpool's bus services:

- [Blackpool Transport Services \(BTS\)](#) – the urban network between Lytham and Fleetwood, passing through Blackpool town centre.
- [Stagecoach Bus](#) – inter-urban services between Blackpool and Morecambe via Lancaster, and between Blackpool and Preston via Fylde Coast villages
- [Transpora Bus](#) – services between Blackpool and Staining, St. Anne's and Cleveleys.
- [Preston Bus](#) – a service between Blackpool and St. Anne's via the Fylde Coast villages.

Current Incentives

The Council offers all colleagues a discounted annual [BTS bus pass](#) available through monthly salary sacrifice. To account for new flexible working patterns, the Council will seek to negotiate further discounted products based on a carnet ticket approach. These reduce daily travel costs compare with walk-up fares dramatically and are available for use out of work hours. Other companies offer similar products.

All the operators have [mobile phone apps](#) offering features including on-line ticket purchasing, tailored ticket products eg. Family passes, timetables, journey planning and real time information. These complement the websites, links provided above.

Vehicles serving Blackpool are of high quality and CCTV equipped for security. Soon the BTS fleet will be electric, offering a new design and very smooth, comfortable running. Walk-up payment using [contactless card](#) is available, although the Council supported scheme offers better value. At the time of writing, a Government supported flat fare scheme is in place, which will cap fares at £2.50 until November 2024.

Since its modernisation in 2012, Blackpool has seen modern light rail trams operating along the 11 miles of coastline. Similar fare products are available for the [tramway system](#), connecting Blackpool with Cleveleys and Fleetwood through intermediate stations, and shortly to be extended to connect with heavy rail services at Blackpool North railway station directly opposite One Bickerstaffe Square, that will be of additional benefit to both the commuting and leisure market. [Season](#) products cover the tram and bus services.

6.1.2. Train

Blackpool North railway station, opposite One Bickerstaffe Square, has up to five arrivals an hour, originating from York via Leeds, Liverpool, London Euston via the Midlands and two per hour from Manchester Airport via Piccadilly. All stop at the Preston interchange hub station and a range of intermediate stations.

[Avanti West Coast](#) provides the London train with [Northern Railway](#) providing the other services. Services from Blackpool stations can interchange with [Trans Pennine Express](#) trains at Preston.

This offers a possible alternative for longer distance commuters to Blackpool and with season and flexible fare products, it might be competitive with a car journey.

There is a further hourly service from Colne, via East Lancashire and Preston, terminating at Blackpool South station on Waterloo Road, connected to the town centre by the [service 5](#) bus.

Current Incentives

Blackpool Council currently offers colleagues a twelve-month [interest free loan](#) for a Northern rail annual season ticket covering travel between two chosen rail stations. This annual season ticket will save you money on your rail travel and has the added benefit of you enjoying twelve weeks' free travel, with 52 weeks of travel for the price of 40; unlimited travel, use on any train between two chosen rail stations anytime, even evenings and weekends.

For more information and to calculate the cost of your annual season ticket and to apply, visit the [Staff Parking and Travel](#) page on the Blackpool Council Intranet.

6.2. Cycling & scooters

6.2.1. Cycling is identified as a practical commuting transport mode for those living within three miles of work. The resort has some cycling facilities to assist and will be seeking to implement a Local Cycling and Walking Infrastructure Plan (LCWIP) developed with partner Councils in line with government policy. The LCWIP will enable a long-term approach to developing local cycling and walking networks, identifying preferred cycling routes and core walking zones for future development.

Current Incentives

6.2.2. The Council has a salary sacrifice [Cycle to Work](#) cycle purchase scheme, considerably reducing the cost of purchasing a bicycle. If using the bike for in work trips, a £1 per day allowance can be claimed through the expenses system.

6.2.3. One Bickerstaffe Square has ground floor cycle parking for 56 bikes, lockers, showers and a drying room. There is cycle parking in the basement of Municipal Buildings and showers. The Council is committed to providing secure cycle parking and changing facilities at all workplaces, where viable.

6.2.4. The Council cycle training team is available to train adult riders and courses will be run as demand becomes apparent. This will include simple maintenance procedures, ensuring all staff have the opportunity to improve their skills and confidence

6.2.5. Push along scooters can be stored within cycle parking areas. Electric scooters are not currently legal for private ownership outside of approved hire schemes, but are in fact already in use. The Council will continue to monitor this situation, as these scooters clearly have a role to play in decarbonising travel.

6.3. Walking

6.3.1. Walking is favoured as a travel mode for those living one mile or less from their workplace.

Current Incentives

6.3.2. The drying rooms, changing facilities and lockers are also available for walkers wishing to store or dry outdoor clothing.

6.4. Car, van and motorcycle

6.4.1. Current parking pass arrangements will be maintained, being kept under review as this Plan progresses.

6.4.2. From 2025 only electric vehicles will be available through the Council vehicle lease [scheme](#), unless there are exceptional circumstances. As noted, there will be no more new ICE vehicles from 2030 and no more new hybrid vehicles from 2035.

6.4.3. The Council has adopted an EV charging strategy and is fitting new charging infrastructure as sites and resources become available. Council vehicles will have in depot charging.

6.4.4. The Council is currently considering the best way to provide a car sharing scheme. Car sharing provides the opportunity for staff to save on their fuel costs and assist towards the Council's ambition to be carbon neutral by 2030.

7. Travel within work

7.1. The Plan understands that some officers need to carry equipment, or people, and make a sequence of visits in the day, making the use of alternative modes to the car impractical. It will not affect arrangements for the use of vehicles where this is clearly essential. The Plan is principally focused on commuting to work where a car is not required and maximising sustainable transport use in work where this is practical.

7.2. Public Transport

7.2.1. Where possible staff should be supported to use alternative transport options instead of the car, for example the maximum number of out of town journeys being made by bus or train travel. Train tickets can be purchased through the Click Travel site, with other costs reclaimed through the expenses system.

7.3. Cycling

7.3.1. Urban cycling is a good way of moving between buildings or meetings, provided that parking is available. The LCWIP should encourage this and training should be made available. As noted above, a £1 per day allowance for in work cycle use can be claimed through the expenses system.

7.4. Flexible working

7.4.1. Changing how and when staff attend their workplace is one available measure to reduce travel for both commuting and in work travel. The Council currently accommodates home/flexible working and will continue to do so. Transport operators are addressing the ticketing consequences of this, as traditional season tickets are less effective.

8. Communication and Marketing

8.1. The key to a successful Travel Plan is the effectiveness with which the employee benefits and associated initiatives outlined within it are promoted and communicated. Following its launch, the following communication methods will be used as promotional mechanisms within the Action Plan outlined below:

- New Starter Induction – The iPool induction pack now contains a module addressing staff travel issues, which will be updated as this Plan progresses.
- Events – Blackpool Council will actively conduct events to promote both National and Local sustainable transport campaigns for example, [National Bike Week](#), [National Walking Month](#) and [World Car Free Day](#).
- Staff Intranet – The staff travel page will be kept up to date, providing visible and easily accessible information on how to access the incentives that are outlined and progress towards the principal target of reducing the Council's transport related emissions by 20% by 2030
- Staff Newsletter – New Travel Plan developments would be announced in this newsletter, together with information about events, including cycle training sessions. Information on where to get advice would be essential. The staff travel survey would be promoted and its results reported.

9. Action Plan

9.1. It's essential that tasks to be completed to a time scale and focused on achieving the overall objectives and identified performance indicator targets be identified. Also how these will be taken forward, who will be responsible and the resources that will be required.

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10. Monitoring and Evaluation

- 10.1. Travel Plan Targets - Using baseline data taken from the staff travel survey and other data available to the Council such as air quality, a performance indicator system has been established as outlined in the associated spreadsheet.
- 10.2. This gives clear SMART targets for the plan, for which the monitoring data is available.
- 10.3. Key amongst this is the workforce modal share as the plan develops.
- 10.4. The monitoring and evaluation regime will provide cues to adapt and refresh the plan as the Council progresses with its wider climate emergency agenda.

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11. Conclusion

- 11.1. Given the accelerating urgency of the need to combat climate change, a genuine existential threat, the Council must reduce its emissions across all areas, in this case transport. Thus this plan seeks to reduce the Council's and its employees' reliance on ICE vehicles, prior to their phase out from 2030. By reducing car-borne commuting trips, congestion issues can be addressed.
- 11.2. The resort's public realm needs improvement, particularly as town centres' roles are changing in the face of internet commerce. Reducing town centre traffic levels while preserving the centre's economic viability is the challenge. If car parking land can be released, it can be used for more remunerative development or providing much needed green-space.
- 11.3. Blackpool's health statistics are poor and active travel can help address the exercise component within this. The Council workforce can lead the way.
- 11.4. The Council has a number of measures to support active travel in place and these will continue to be available and improved where possible. Above all, season products can reduce public transport costs a long way below walk-up fare rates. Living without a car at all can make a significant improvement to a household budget.
- 11.5. If climate change is to be combated and the resort regenerated sustainably, all Blackpool organisations need to follow a similar path and as a responsible public body, the Council needs to lead the way.

Appendices

1 – Workforce distribution postcode plot – staff travel survey

2 – Sources of information

3 – Supporting plans and policies

4 – Key statistics

5 – Equality analysis

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1 – Workforce distribution postcode plot – staff travel survey

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2 – Sources of information

Traveline journey planning service - Plan Your Journey | Traveline

Department of Transport – electric vehicles - [Office for Zero Emission Vehicles - GOV.UK \(www.gov.uk\)](#)

Campaign for Better Transport - [Home - Campaign for Better Transport](#)

Friends of the Earth - [Transport | Friends of the Earth](#)

Living Streets - [Living Streets | Home Page | Living Streets](#)

Cycling UK - [Cycling UK | The UK's cycling charity](#)

British Cycling - [Home - British Cycling](#)

London Cycling Campaign - [Home | London Cycling Campaign \(lcc.org.uk\)](#)

3 - Supporting plans and policies

Council plan - [Blackpool Council plan](#)

Local Transport Plan – [Blackpool Council | Transport policy](#)

Town centre strategy - [Blackpool Council planning policy | Town centre strategy](#)

Climate Action Plan - [Climate Action Plan \(blackpool.gov.uk\)](#)

Active travel - [Home \(blackpool.gov.uk\)](#)

Air quality strategy - [Air quality management \(blackpool.gov.uk\)](#)

Greening Blackpool - [Greening Blackpool](#)

Parking strategy - [Strategy Report Final w Appendices Mar 16 compressed \(blackpool.gov.uk\)](#)

Tramway extension - [Blackpool Council | Blackpool's new tramway](#)

Local plan core strategy, part 1 and 2 - [Blackpool Council planning policy | Local plan | Core strategy](#)

Healthy weight strategy - [Blackpool declaration on healthy weight](#)

4 - Key statistics

Staff Travel Plan 2022

Key Findings:

- Almost half of staff completing the survey live within 5 miles of their main work location.
- Just over half of staff completing the survey are based at One Bickerstaffe Square.
- There is a very strong pull towards car travel; either alone, as part of a car share or as a passenger.
- 35% of car drivers are considering buying electric vehicles in the next 3 years.
- 22% staff completing the survey consider that they live in walking distance of work. More than 9 in 10 of this group live under 3 miles from work and just over half of this group are aged under 45.
- 49% consider that they live with cycling distance. More than 4 in 5 of staff who consider themselves living within cycling distance live within 4 miles of their work site and about half of this group are aged 45 or older.
- The proportion of staff completing the survey opting for public transport such as buses, trains or trams is less than 15%.
- Length of journey time is the most significant factor underlying choice of travel mode for the majority of staff completing the survey.
- Staff in Community and Environmental Services and Adults Services are most likely to use cars to travel for work purposes.

How far do you travel to work? Number who answered the question = 588

Almost half of staff completing the survey live within 5 miles of their main work location.

Distance	Total % of staff	Further Details
Less than 1 mile	6%	50% of staff who travel under 1 mile by walking. 33% travel by car and supplement with walking and biking. 8% travel via a car share. 6% travel by bus and 3% by cycling.
1 to 2 miles	14%	64% of staff who travel 2-3 miles travel by car. 14% travel via a car share and a further 6% travel as car passengers. 10% by walking, 5% by cycling and 1% travel by bus.
2 to 3 miles	21%	66% of staff who travel 2-3 miles travel by car. A further 1% mainly travel by car, but also bike or walk. 17% travel in a car share or as a passenger. 10% travel by bus. 4% use tram, taxis or walk, and 2% cycle.
3 to 4 miles	17%	71% of staff who travel 3-4 miles travel by car, 8% travel via a car share. 4% travel as passengers in a car and a further 4% travel mainly by car and supplement with other modes of public transport. 8% travel by bus or tram, 4% by cycling or walking.

5 to 10 miles	23%	74% of staff who travel between 5 and 10 miles travel by car, 12% travel via a car share. 2% travel mainly by car and supplement this with other modes such as tram, bus, taxi or bike. 6% travel by bus, tram or train and 4% by cycling.
10 to 20 miles	9%	78% of staff who travel between 10 and 20 miles travel by car and a further 12% via a car share. 10% use trains, trams, buses or taxis.
+20 miles	10%	88% of staff who travel more than 20 miles travel by car. 7% use trains and 5% travel with a combination of car and trains.

What are the main reasons why you travel to work in the way you do? Number who answered the question = 588

It is the quickest way	81%
It is the cheapest way	40%
Bad weather	37%
Enjoy relaxing during journey	18%
Don't drive / no car / I have no alternative method	14%
It is better for the environment	13%
For health/fitness reasons	13%
Won't pay to park / no pass for car park	8%
There are no car parking spaces at work	3%

Car drivers: Rank the following options about why you choose to travel by car. Number who answered the question = 460

1	It is the quickest way
2	I need a car to do my job
3	It is the cheapest way
4	I need a car before/after work e.g. to collect children
5	I bring heavy loads (e.g. papers) to work
6	Safer in car
7	Poor public transport e.g. unreliable, expensive, no service
8	I have irregular hours of work
9	For health reasons
10	Share transport, other person needs car for work

Car drivers: Are you considering buying an electric or hybrid car in the next 3 years? Number who answered the question = 460

Total Yes	35%
Yes.	13%
Yes. It will depend on work charging needs.	15%
Yes. It will depend on affordability.	4%
Yes. It will depend on national charging infrastructures	2%
Yes. It will depend on my home charging needs.	1%
Total No	65%
No.	55%
No. I Already have one	8%
No because of costs and national charging infrastructures	2%

Do you live within walking distance of work? Number who answered the question = 588

119 staff consider themselves within walking distance with 90% living under 3 miles from work.

Less than 1 mile	29%
1 to 2 miles	34%
2 to 3 miles	28%
3 to 4 miles	8%
5 to 10 miles	1%
10 to 20 miles	1%
20+ miles	0%

Which, if any, of the following would encourage you to walk to work more? Number who answered the question = 119 and respondents could pick more than one option.

Well-maintained pavements (even, clean, uncluttered, well-lit)	45%
Safer roads	23%
More direct walking routes	18%
Better provision for health needs (e.g. benches, public toilets, access ramps)	11%
More crossing points	9%
Less road noise	8%
Access to showers or changing facilities at destination	7%
Provision of information on walking routes	3%
Better maps and signage	3%

26% of those who answered this question currently don't walk to work. 2 in 3 of those who currently do not walk would be encouraged to walk more if the routes were safer and well maintained.

Which, if any, of the following would encourage you to use public transport for work more? Number who answered the question = 588 and respondents could pick more than one option.

Discounts on tickets	34%
Make it cheaper than travel by car	32%
More frequent services	28%
More direct services	28%
More reliable services	23%
Easier to get to the station/stop from home and work	16%
Faster service e.g. bus lane	16%
I already use public transport as much as I can	10%
More CCTV cameras/ better sense of safety/information on safety measures	8%
Better facilities on public transport	6%

Better facilities at stations/stops	6%
Better public transport information at work	5%
Have a service	3%

Although a small proportion of staff chose this mode, when public transport is the chosen option it is typically used by staff who live between 3 and 10 miles away.

More than half of staff who answered the survey question about what could encourage them to use more public transport explained there is nothing that would encourage them to take this option.

Across all survey respondents, 41% of all staff are aware of annual salary deduction ticket discount schemes. Some comments noted that annual discounts did not translate into discounts for staff travelling once or twice a week, which needs to be addressed.

Which, if any, of the following would encourage you to cycle to work more?
Number who answered the question = 217 and respondents could pick more than one option.

Better/more cycle paths and lanes	54%
Safe route e.g. lighting, no traffic	45%
Discounts on bicycles and safety equipment	39%
Better health/ get fitter	32%
Better cycle parking at work	27%
Clothes lockers at work	24%
An interest-free loan to buy a bicycle and safety equipment	24%
No childcare commitments	24%
Improved changing/showering facilities at work	21%
Flexibility to cycle in daylight hours	18%
Cycling mileage allowance for business journeys	17%
Cycle to work scheme	16%
Accessories e.g. suitable clothing	13%
Cycle training/a refresher course	11%
A bicycle user group at work	3%

6% of staff cycle to work and the median distance cycled is 3.5 miles.

41% of staff own a bike of which 3.5% are hybrid bikes and 0.5% are electric bikes. 215 members of staff own a bike and do not cycle to work. 51% of this group live within 4 miles of work.

57% of staff are aware of the cycle2work scheme.

Travel for work: staff who travel for work use the following methods. Number who answered the question = 380 and respondents could pick more than one option.

Car	88%
Walk	23%
Train	15%

Bus, minibus or coach	11%
Tram	6%
Cycle, e-bike or adapted cycle	4%
By motorbike/scooter/moped	1%

Census data 2021

Distance travelled to work in Blackpool

Less than 2km	2km to less than 5km	5km to less than 10km	10km to less than 20km	20km to less than 30km	30km to less than 40km	40km to less than 60km	60km and over	Works mainly at an offshore installation, in no fixed place, or outside the UK	Works mainly from home
11206	13448	6790	2461	1706	535	489	837	9882	12013
18.88%	22.65%	11.44%	4.15%	2.87%	0.90%	0.82%	1.41%	16.65%	20.24%

Across Blackpool, public transport use for travel to work is around 8% and 14% travel by bicycle or walking. The proportions of people travelling to work by car is almost 50%, yet the proportion of Council staff who travel by car regularly is much higher at 73%.

Mode of travel to work in Blackpool

Bicycle	Bus, minibus or coach	Driving a car or van	Motorcycle, scooter or moped	On foot	Other method of travel to work	Passenger in a car or van	Taxi	Train	Underground, metro, light rail, tram	Work mainly at or from home
1378	3391	29375	332	7015	865	3479	949	320	255	12013
2.32%	5.71%	49.48%	0.56%	11.82%	1.46%	5.86%	1.60%	0.54%	0.43%	20.23%

Active transport related health figures

Increased use of sustainable and active travel modes can provide the exercise needed to improve health indicators significantly. The Council can show the way to reducing these figures by pursuing this staff travel plan.

Here are some national figures relating to obesity:

- Nationally the direct cost to the NHS in 2006/07 of people being overweight and obese was £5.1 billion, and is expected to reach £9.7 billion by 2050.
- In England, obesity prevalence has been gradually increasing and is now almost double the rate it was 25 years ago.
- The proportion who are overweight has fallen slightly over the same period as more people have become obese.

- Severe obesity has also increased since 1993, 2% of men and over 4% of women were morbidly obese in 2019, compared with fewer than 0.5% of men and just over 1% of women in 1993.
- In 2019, 27% of men and 29% of women were obese. Around two thirds of adults were overweight or obese, this was more prevalent among men (68%) than women (60%).

Here are some local figures related to obesity:

- The most recent published data (2020/21) estimates that 70.5% of Blackpool adults were overweight or obese; this is significantly higher than the estimated national average of 63.5% and equates to approximately 77,000 residents.
- Over 11,800 people in Blackpool have been diagnosed with diabetes, 8.2% of the population compared with 7.1% nationally.
- Since 2013/14 hospital admissions where obesity was a factor have been rising steadily across the country and far more quickly in Blackpool.
- Blackpool recorded 3,620 hospital admissions where obesity was a factor in 2019/20. This compares to 3,300 admissions the previous year. The admission rate was 2,623 per 100,000 population.
- Both men and women have seen a clear drop in activity levels compared to pre-Covid pandemic. The drops were slightly greater for men (down 2.2%) than women (down 1.7%).

Other health related Blackpool indicators:

- Life expectancy for men in Blackpool is 74.1 years and for women is 79 (2018-2020), both lower than national averages.
- Both men and women have the lowest life expectancy from birth of any local authority in England. Life expectancy is 5.3 years below England and 3.9 years below the North West in males. Female life expectancy is 4.2 years below England & Wales and 2.7 years below the North West female life expectancy from birth (2018-20).
- The resort's under 75 mortality rate from all cardio-vascular diseases (1 year range, 2020) was 136.4. England's worst rate was 137.1 and the best 36.1.
- Blackpool's under 75 mortality rate from cancer (1 year range, 2020) was 161.3. England's worst rate was 187.1 and the best 69.3.
- The resort's percentage of physically active adults (2017/18) was 54.4 against a national figure (England) of 66.3.

5 – Equality analysis

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