

# Workplaces Travel Plan

**Blackburn  
with  
Darwen  
Borough  
Council**

**2025  
to  
2028**

**July 2025**



# Workplaces Travel Plan

## Contents

1. Executive Summary
2. Background
3. Aims and Objectives
4. Blackburn with Darwen Borough Council
5. Targets
6. Ideas and Initiatives
7. Targets, Monitoring & Evaluation
8. Conclusion

## 1. Executive Summary

1.01 As a Borough, Blackburn with Darwen continues to be affected by increasing car use, limited public transport use and low levels of Active Travel that all contribute to congestion. Increased demand for car travel will inevitably spread congestion beyond the rush hour peak periods, hamper the local economy and impact on our local, regional, and national environment.

1.02 The Road Haulage Association has warned that congestion costs the UK economy £30.8 billion per year and the economic cost of local congestion in the UK in 2022 was estimated at £31.9 billion per year, or 1.6% of the Gross Domestic Product which equates to £631 per person. The Environmental Audit Committee has estimated that health costs because of air pollution range between £8.5 billion and £20.2 billion a year.

### Tables

- Table 1 – Workplaces Travel Plan Targets
- Table 2 – CO<sub>2</sub> Reduction Forecast

### Figures

- Figure 1 – Staff Travel Survey: % Transport Choice
- Figure 2 – Staff Travel Survey: % Reasons for Choice
- Figure 3 – Staff Travel Survey: % Staff Who May Swap Mode

### Annex 1

- Workplaces Travel Plan Actions Table

### Appendices

- Appendix A – List of BwD occupied council buildings
- Appendix B – Staff Travel Survey Postcodes Map
- Appendix C – Carbon Accountancy Methodology
- Appendix D – Staff Travel Survey Data
- Appendix E – Travel Diary
- Appendix F – Safeguarding Measures

1.03 Blackburn with Darwen Borough Council (the Council), along with our neighbouring authorities, is responsible for setting transport policy in Lancashire. As part of the new, emerging Joint Local Transport Plan (LTP4) there will be a clear commitment to improving and supporting sustainable travel alternatives, to improve travel choices. The Council is therefore able to lead the way forward in encouraging more sustainable travel, and to set an example to other businesses and organisations, and the health, faith, community, and leisure venues within our borough.

1.04 The development of “Smarter Choices options and incentives”, as set out within this Workplaces Travel Plan (WTP), is vital in providing the right support, benefits and facilities to encourage more colleagues to use public transport, walk, cycle and car share for journeys to and from work and on work related journeys. This WTP provides a range of options, measures, and incentives to support BwD staff in making better informed decisions.

1.05 This WTP will endeavour to create the right conditions for helping staff to make more sustainable travel decisions, without imposing direct restrictions. This will be achieved by supplying the knowledge, information, support, and incentives to advise and guide colleagues.

**1.06 The overarching objectives of Council’s WTP are to:**

- help reduce congestion
- improve sustainable transport choices, reducing carbon emissions
- improve air quality and the impacts of climate change
- increase levels of activity via cycling and walking thus improving staff health and well-being
- improve road safety

**1.07 The WTP proposes three key aims:**

- i. raising awareness of the impact of traffic and congestion
- ii. creating an acceptance that there is a need for change and for people to do their bit whenever possible; and
- iii. producing the processes to bring about change



1.08 The WTP has a total of thirty-one actions (summarised in Annex 1) to deliver its highlighted targets to increase sustainable trips by cycling, walking, public transport, and car sharing, most of which will be undertaken within the first 2 years from launch. The Workplaces Travel Plan Coordinator (WTPC) and the infrastructure requirements will need to be adequately funded if this WTP is to be a success.

## 2. Background

### 2.1 Introduction

2.1.1 The Workplaces Travel Plan (WTP) details the Borough Council's commitment to encourage a modal shift from single occupancy vehicles towards more sustainable modes over the next three years (2025-2028). This WTP will support and encourage sustainable transport modes for all council staff across its 30-plus work locations from schools, leisure facilities, health centres and Family Hubs and Children's Centres, to its key buildings, which accommodate the main business operations of the Council and where the main sustainable transport infrastructure improvements will be focused.

2.1.2 The council is one of the largest employers in the Borough with approximately 2354 employees based in various locations with the key workplaces of Blackburn Library, Duke Street, Blackburn and Darwen Town Halls, and Davyfield Depot. The Staff Travel Survey undertaken in November/December 2024 showed that 79% of BwD employees drive alone to work, which compares to 39% for Lancashire-12 and 45% for England. In June 2025 nearly 1,000 staff had a car park pass for Blackburn town centre car parks. Aside from disincentivising alternative means of transport, the impacts of large numbers of car parking passes are reduced availability parking for visitors, shoppers, businesses and education establishments, potential reduced revenue from pay and display car parks, and the cost of subsidising parking permits for staff.

2.1.3 Blackburn with Darwen Borough Council recognises that it has a responsibility to minimise the impact of staff travel on the local environment and that its town centre staff parking demands could be detrimental to the needs of businesses, visitors, shopping and educational facilities. The Council recognises that it needs to lead by example and reduce unnecessary car journeys and encourage more journeys to, from and on work-related journeys by sustainable modes with the overarching aim of reducing congestion, improving sustainable transport options and increasing car parking availability along with pay and display revenue wherever possible.

2.1.4 The provision of a robust WTP will also demonstrate economic savings whilst providing a good example to other employers in the Borough, both in the public and private sectors. This Plan focuses on the sustainable measures and actions which can be implemented by the council to minimise the impact of our premises on the local area and to reduce the number of single occupancy car journeys to and from work and on work related journeys. The document also sets out the key objectives of the WTP which are included for a modal shift target.

2.1.5 Travel Plans form an important component of policies and actions including the Council’s Local Plan, the emerging Joint Local Transport Plan 4, Climate Change Action Plan and Health and Well-Being Action Plan. All of these highlight the desire for effective sustainable transport provision, improved air quality and increased activity for our staff and residents. It is recognised that the WTP, by setting an example to our businesses and organisations, will provide an important role in delivering sustainable transport options. This will not only help to enable economic growth within the Borough, but reduce congestion, improve air quality and road safety and sustainable transport choices.



## 2.2 What is a Travel Plan?



2.2.1 A Travel Plan provides a range of measures and sets out steps designed to encourage staff to travel to work using sustainable transport. These measures can include information provision, improvements to facilities, and a wide range of incentives designed to improve the availability and choice of sustainable travel options.

2.2.2 Research in the West Midlands showed that well-supported and implemented Travel Plans have reduced car use to a site between 10 and 25% (Helping you deliver a successful travel plan – Transport for West Midlands). If successful, this WTP, which covers all BwD premises, will not only provide benefits for BwD employees but for residents, businesses, and visitors in the local area as traffic flow, air quality, personal health and well-being improve. It will also support the reduction in use of some of the parking stock, which, longer term, may enable some sites to be considered for high quality developments in Blackburn town centre.

## 2.3 Benefits of Travel Plans

2.3.1 The Blackburn with Darwen Borough Council WTP will identify a range of measures, benefits and incentives to generate a significant increase in sustainable travel choices to and from our offices, depots, schools, health and recreational facilities and on work-related journeys. The overarching aim of this WTP is to reduce the number of single occupancy trips in private and council vehicles, which in turn should help reduce congestion on the local network, encourage better public transport provision and increase cycling and walking. This in turn will increase the number of sustainable travel trips by pedestrians, cyclists, public transport and car sharing, as well as homeworking.

2.3.2 A review of the existing travel patterns of BwD staff in 2024 provided crucial data on our employee travel habits, wishes and ideas. This invaluable

information has been used as a starting point to measure the WTP's success and understand what is required to achieve it.

**2.3.3 The benefits of the WTP extend beyond reducing employee reliance on single-occupancy vehicle trips and can include the following:**

- Increased travel choices
- Reduced congestion which will improve road safety and air quality
- Lower carbon emissions towards climate change targets
- Making BwD offices and workplaces more accessible
- Improved social inclusion

**2.3.4 This WTP acknowledges that to achieve its aims and objectives it requires the following crucial elements:**

- An active and committed *Workplaces Travel Plan Coordinator (WTPC)*, responsible for the implementation and instigating the actions within the plan
- A comprehensive communication strategy to promote the actions, incentives, and benefits within the WTP
- An ongoing process of monitoring, review, and adjustment of the WTP

**2.3.5 A successful WTP can bring a range of benefits to Blackburn with Darwen Borough Council including the following:**

- Present a corporate and environmental responsibility for the borough
- Improved parking options in town centres for businesses, visitors, and educational/health establishments
- Improve staff health and wellbeing through greater activity levels
- Cost benefits through reduced car parking subsidies and mileage claims
- Greater carbon footprint reductions to support council targets

## 3. Aims and Objectives

3.01 The WTP has several targets in relation to reducing car use; these are outlined in Section 4. This Plan also sets some high goals for its three-year period included in its short term (year 1), medium term (year 2) and final term (year 3) at the end of which it will be fully reviewed.



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### 3.02 Short Term Goals (Year 1)

- To make all BwD staff aware of the WTP, including its offers, benefits, incentives and support
- To create sustainable transport channels to distribute relevant, up-to-date information for staff
- To ensure the continued involvement of all key transport operators and stakeholders
- To appoint a WTP Coordinator and establish a WTP Focus Group

### 3.03 Medium Term Goals (Year 2)

- To have delivered all identified year 2 infrastructure and/or support measures
- To undertake a second Staff Travel Survey
- To deliver a comprehensive online sustainable transport information portal
- To develop a personalised online Sustainable Travel Pack for staff

### 3.04 Long Term Goals (Year 3)

Year 3 goals will be subject to Local Government Re-organisation arrangements, however at present these are expected to include:

- To have delivered all identified year 3 infrastructure and/or support measures
- To undertake a third Staff Travel Survey
- To have achieved the first three-year Plan period modal shift targets
- To have delivered the appropriate support to achieve a reduction in the BwD car parking spaces
- To deliver a 10% reduction in car trips for work related journeys
- To provide the appropriate infrastructure to achieve national targets and guidelines for EVs

## 4. Blackburn with Darwen Borough Council

### 4.1 Introduction

4.1.1 This chapter sets out the key strategies and policies relating to the WTP, local context, and general information about the council.

### 4.2 Local Policy Context

4.2.1 This WTP supports several of the Council's plans, such as the emerging Local Transport Plan 4, the **Climate Emergency Action Plan**, and the emerging Health and Wellbeing Action Plan. In 2019 the Blackburn with Darwen Borough Council declared a Climate Emergency and set out its goal to be carbon neutral by 2030. This Workplaces Travel Plan forms part of the Council's response following this declaration and two of the key themes within the **Climate Emergency Action Plan** which are:

- **Sound Decisions** which states "Considering the environmental impact, and accounting for emissions in our decision making",
- **Travelling lightly** which states "To reduce emissions from transport and promote active travel".

4.2.2 The Emergency Action Plan has detailed what actions are required in the borough to address climate change many of which are applicable to this WTP including:

- using resources efficiency
- emissions reductions
- greener fuels
- more active travel
- behavioural change

4.2.3 The emerging **Local Transport Plan 4 (LTP4)** is currently being developed by Blackburn with Darwen Borough Council in conjunction with Lancashire County Council and Blackpool Council to establish transport policy for Lancashire's Combined County Authority (CCA), officially launched

Workplaces Travel Plan – Blackburn with Darwen  
DRAFT – July 2025



on 05 February 2025. The CCA will sit above the current local government structure, giving greater powers to tackle key priorities such as better public transport, boosting economic prosperity, and improving employment and skills.

4.2.4 Lancashire is predicted to experience growth during the LTP4 period (2025–2045); in response the plan will support the needs of businesses, education, and services to develop the local economy, whilst safeguarding the environment and reducing our impact on the climate. This growth will occur in commercial and residential development. The Lancashire Transport Network must be enhanced to accommodate the additional travel demand generated over this period as this will place pressure on existing roads, passenger transport, cycling and walking infrastructure and services.

4.2.5 The **Blackburn with Darwen Local Plan 2021 to 2037** was adopted on 25 January 2024 and forms part of the statutory development plan for the borough. The Local Plan sets out the council’s vision and strategy for the area until 2037, identifying locations for housing, mixed use and employment land as well as the infrastructure required to support this growth. Core Strategy 9 Transport and Accessibility paragraph 2, states the following: *“New development which is likely to generate significant numbers of car journeys will be required to provide a travel plan setting out the measures that the developer, either alone or in conjunction with neighbouring uses, shall adopt to reduce reliance on the use of the private car for journeys to and from the site.”*

4.2.6 BwD has not previously had an in-house Travel Plan of any description but does have a history of encouraging staff to travel by sustainable modes. It is proposed that this WTP has an initial three-year timeframe, to be reassessed in the context of the anticipated new unitary authority following Local Government Re-organisation and a further two-year timeframe to deliver the outlined targets.

### 4.3 National Policy and Guidance

4.3.1 The WTP also supports the **Government’s Clean Air Strategy 2019** which is part of the 25-year plan to dramatically reduce the countries emissions and to deliver a Zero Carbon UK by 2050 whilst protecting the health of the nation and future generations. The strategy includes measures that will:

- protect the nation’s health
- protect the environment
- secure clean growth and innovation
- reduce emissions from transport, homes, farming and industry
- monitor our progress

4.3.2 The revised **National Planning Policy Framework** document (NPPF) 2024, states that transport policy has an important role to play in facilitating sustainable development giving people real choice about how they travel. The NPPF states that a key tool to facilitate this will be a Travel Plan and all

## 4.4 About the Council (Travel and Workplaces)

4.4.1 Blackburn with Darwen Borough Council, at the time of writing, employs 2354 staff across 32 locations (see Appendix A) ranging from offices, children's, health and neighbourhood centres to museums, leisure centres and galleries. There are also 4 Nursery schools, 56 Primary schools, 12 Secondary schools, 3 Special schools and 5 state-funded special, alternative provision (AP) or Pupil Referral Unit (PRU) schools. Some schools have their own School Travel Plan to encourage the sustainable travel of pupils and staff, but all school employees will now receive additional support in travelling sustainably through this plan.

4.4.2 Those 2354 staff are employed across six departments as follows:

- Adults & Health – 453
- Children's & Education – 780
- Environment & Communities – 487
- Growth & Development – 182
- Chief Executives – 298
- Finance & Resources – 154

4.4.3 However, most staff work in Blackburn Town Centre (Map 1) at Blackburn Library, Blackburn Town Hall and Duke Street, or close by at the Davyfield Depot (Map 2) or Darwen Town Hall (Map 3). See Appendix B for a map of where staff travel from and to work. The WTP, as stated, will focus many of the proposed changes on these *five key buildings*, such as cycling facilities and pool car vehicles, whilst offering the incentives, information support and benefits to all staff regardless of their location.

4.4.4 A comprehensive and well delivered WTP can help mitigate the adverse traffic and parking impacts of our key buildings. The increased use of sustainable transport including walking to and from public transport services, cycling and walking will improve the daily lives of our staff improving attendance records, health and wellbeing. This WTP has been developed following a comprehensive Staff Travel Survey and the formulation of a Travel



Plan Focus Group comprised of representative from each department and gender, ethnicity, age and modal choice to work that reflected council employees. The WTP will continue to seek the input and support of Council employees and other relevant partners such as cycling organisations and

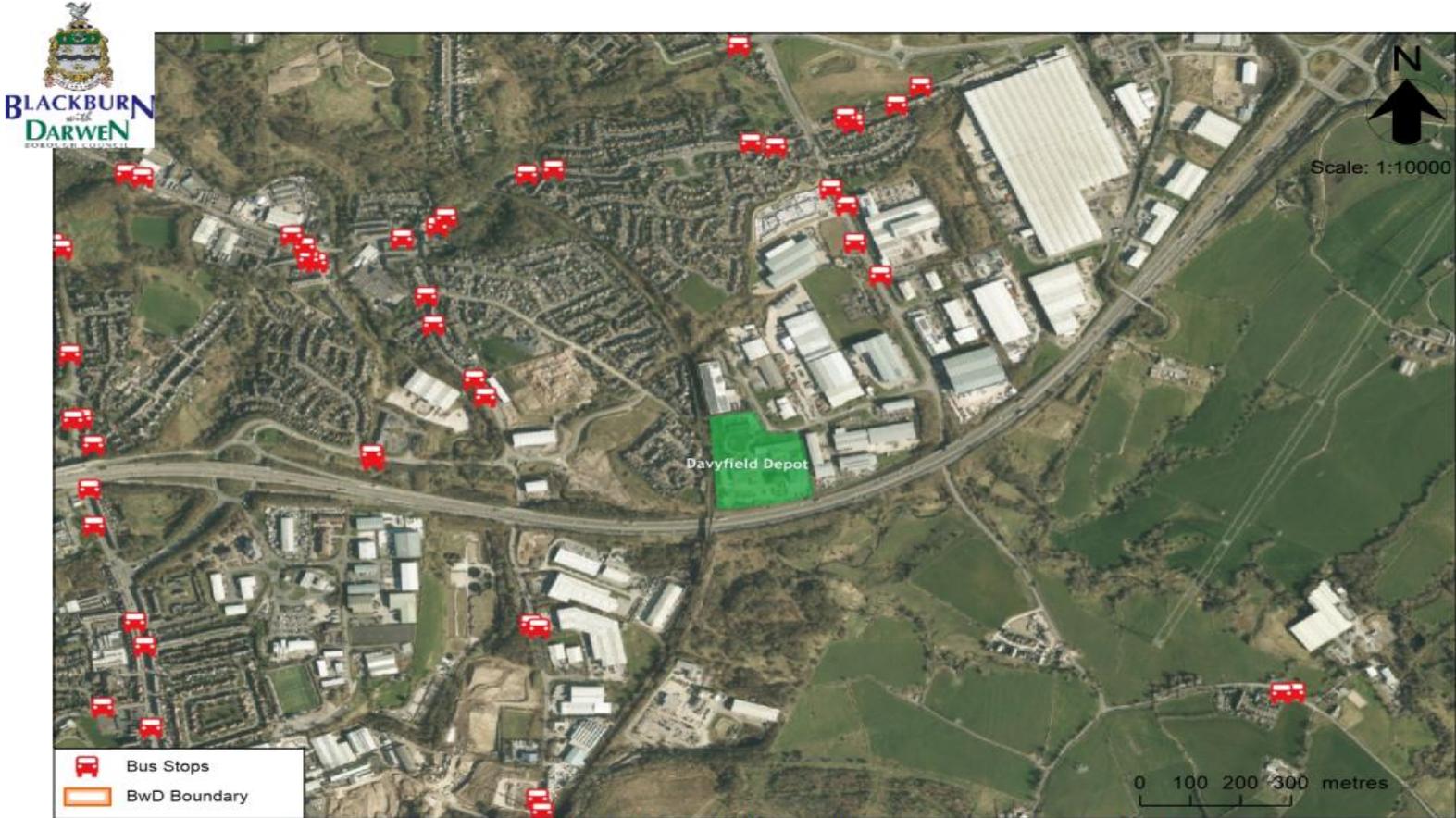
### Map 1: Bus Stops Surrounding Blackburn Town Centre



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### Map 2: Bus Stops Surrounding Davyfield Depot



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**Map 3: Bus Stops Surrounding Darwen Town Hall**



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## 4.5 The Five Key Buildings

### 4.5a Blackburn Library

i) Blackburn Library is located on the corner of Northgate and Town Hall Street. Most occupants work for Environment and Communities and then Adults and Health, with 47 members of staff responding to the Staff Travel Survey. Most staff based at the library drive alone, although there is no designated car park with staff mostly using The Mall having relocated from Brown Street. The travel survey highlighted only 3 bus and 3 rail users despite the library being a short walk from all the town centre bus station and a 7-8-minute walk from Blackburn Railway Station which serves all local stations to Clitheroe, Preston, Bolton and Burnley Central.

ii) The library has no cycle parking within the curtilage of the building. There are four uncovered Sheffield stands located by the Town Hall Street entrance, which are likely to have been provided for use by library patrons. There are some small lockers available for staff which are not suitable for cycle clothing or helmets etc. and only one shower located on the third floor in the gentleman's toilet. Currently only one officer based at the library cycled to work.



### 4.5b Blackburn Town Hall

i) Blackburn Town Hall's main entrance is located on King William Street with a rear staff entrance located on Tackett Street. 265 Town Hall Officers responded to the Staff Travel Survey, most of which worked within the Chief Executives and Finance and Resources Directorates. It was found that the vast majority of staff drive alone, and most will park on the Mall, with some parking on Fielden Street. This is due to the Town Hall not having a specific car park, and the recent closure of Brown Street Car Park. Only 8% of staff based in the Town Hall stated that they use public transport, with 6% on bus, and 2% on train, despite the Town Hall being a 5 -6-minute walk from the bus and railway stations.

ii) The Town Hall does not historically have any shower facilities, staff lockers or bike storage facilities, and this is reflected in the Staff Travel Survey where no responses stated cycling as their first choice of transport. There are 2 showers being installed as part of the ongoing refurbishment and there are plans to install bike sheds once the compound at the site of the building is removed. There were 15 members of staff at the Town Hall who walked to work in

## 4.5c Duke Street

i) Duke Street, located in the northwest of Blackburn Town Centre, is the largest council building. It is the primary workplace of the 392 BwD staff who responded to the staff travel survey, who mostly belong to the Growth and Development, Adults and Health and Children's Services and Education directorates. The building is currently served by three car parks, including Duke Street 1 weekend/evenings only pay and display, which has 77 spaces, and two council staff only locations with 13 spaces to the front and 50 spaces to the rear.

ii) The Travel Survey responses showed that 84% staff working in the building are single occupancy car drivers who have permits for either Duke Street 1, the rear car park, Fielden Street multi-storey or The Mall (formerly on Brown Street). The survey showed that 10% of Duke Street staff car share with a friend or family member.



4.5.3.3 There are a low number of staff using public transport with only 2% of respondents travelling by either bus or rail with Duke Street located only a 10-minute walk from both the main bus and railway stations. Duke Street has 3 covered Sheffield stands which are more often used as a smoking shelter. The placement of the stands would make bike parking difficult for more than 2 bikes. There are 3 bike bins in the rear car park, but it is not known if there are keys available or that they are being used. The Travel Survey stated that 3 officers' cycle to work but it is unknown where they park their bikes. Duke Street has 2 shower rooms on the lower ground floor but no lockers for cycle equipment.

## 4.5d Davyfield Depot

i) Davyfield Depot is located on the southern edge of Blackburn and is the premises for refuse, highway maintenance, taxi services and minibuses. The 53 Staff Travel Survey responses from this location, indicated that most staff work within the Environment and Communities directorate, with some working for the Chief Executives. Approximately 95% of staff stated that they drive alone to work and park on-site.

ii) Davyfield Depot is not located near to a local railway station and only served by one bus service (the 83), which stops on the adjacent Roman Road. This accounts for only one member of staff who stated that they use the bus. The depot offers some bicycle parking in its yard and some staff park bicycles in the gym. Respondents noted that the showers are currently not working, and both the changing room and drying room require maintenance. There are lockers available for cyclists to use. With declining facilities, this might explain why only respondents stated that they cycle to the depot.

## 4.5e Darwen Town Hall

i) Darwen Town Hall is located in Parliament Square, Darwen Town Centre. The site was not previously used as office space until its refurbishment in 2025, which allowed approximately 60 staff members to relocate there. Therefore, Darwen Town Hall did not feature in the 2024 Staff Travel Survey. The Town Hall is only a 5–6-minute walk from Darwen Railway Station and is served by one main bus service (the 33) and 7 rural services (TA1, TA2, TA3A, TA5, TA6, TA7 and TA8), all of which are limited frequency. The Darwen Town Hall refurbishment did not include any facilities for cyclists; it has no cycle parking, shower or locker facilities.

## 4.6 The Staff Travel Survey



4.6.1 The Blackburn with Darwen BC Staff Travel Survey was undertaken in November/December 2024 with 38% employees taking part – above the national expectation response of 10-25% for Travel Surveys. All BwD departments responded well, with the highest from Children’s Services and Education providing 257 responses or 29% of the total and 72% of all responders were female. All age ranges were well represented, and home postcodes showed a good coverage of the borough and region, which will often be the main factor in modal choice. Also 12% of staff highlighted a disability as a major factor in modal choice.

4.6.2 Figure 1 shows that car is the dominant mode of transport with responders with 88% of responders travelling by car, this includes 79% (single occupancy) and 9% car sharing (8% with family/friends and 1% car share arrangement). The single occupancy trips are far greater than the national average of 45% and 39% for Lancashire-12 (source: National Travel Survey 2023; Lancashire.gov.uk). The proposed BwD Travel Plan target identified in chapter 4 to reduce single occupancy car trips from 79% to 60% are to attempt to bring BwD closer to the

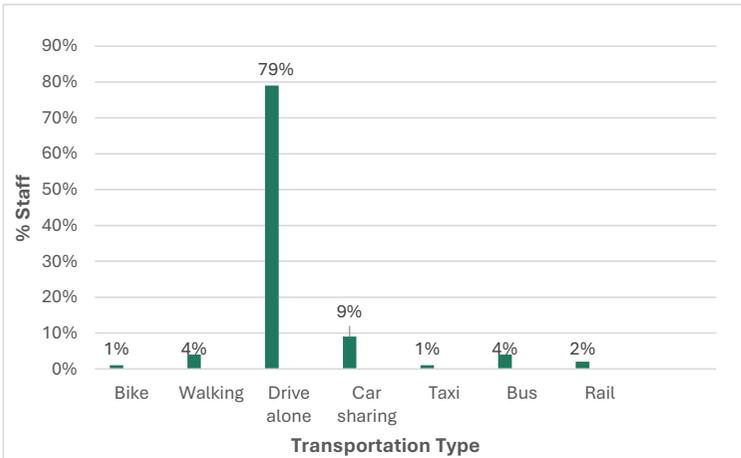
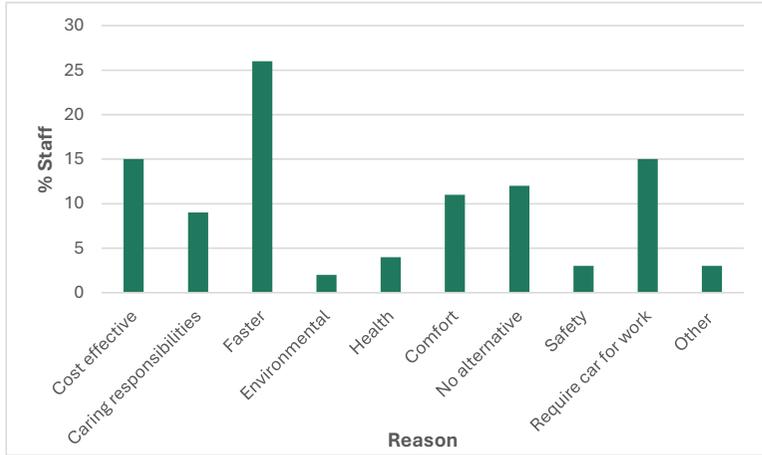
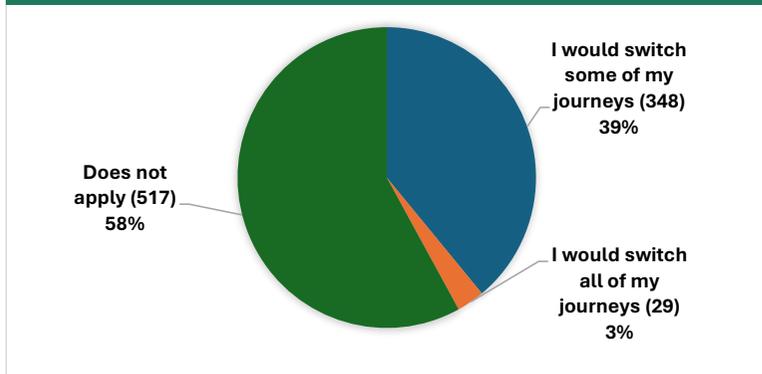


Figure 1: BwD Staff Travel Survey – % Transport Choice



**Figure 2: BwD Staff Travel Survey – % Reason for Choice**



**Figure 3: BwD Staff Travel Survey – % Staff that would switch modes of transport**

national and Lancashire-12 levels. If this target can be achieved in the three-year plan period, it would ensure that Blackburn with Darwen BC is in a good position for the formation of the new unitary authority.

4.6.3 Public transport is used by 6% of all staff with bus 4% and train 2% respectively – this is higher than the average for Lancashire but below the national average. Less than 1% of staff cycle which is low for Lancashire (2.4%), but 4% walk daily to work which could reflect the high number of staff with postcodes near Blackburn town centre. However, the percentage of staff who walk is below the national average of 7.6% of the UK's working population.

4.6.4 Figure 2 highlights the reasons for choosing the car and where the WTP will have to focus its actions, with the main reasons being quicker (26%), cost and need a car for work (15%) and lack of alternatives (12%). Over half of the staff (55%) use their car for work with 34% of those using it every day and 33% most days in a typical week. Also 65% (580) of respondents live within 9 miles of their workplace which are potential trips by bus or bicycle given the right environment – 5% of those are within 1 mile of their workplace.

4.6.5 There were some very supportive responses that have helped formulate the targets set out in section 4. This included 27% of respondents stating that access to a pool car would encourage public transport and that 31% would change to cycling if pool cars/cycle, trip-end facilities, and workplace incentives were provided. The Staff Travel Survey presented several measures to encourage sustainable transport choices all of which are included in the WTP.

4.6.6 Figure 3 highlights that 42% of staff would switch some or all their journeys to sustainable modes.

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## 5. Targets

5.01 The targets highlighted in Table 1 have been set for modal shift by BwD employees based on the Staff Travel Survey 2024, regional and national modal splits and the WTP Focus Group.

### 5.02 Main Targets

- i. Reduce BwD staff single occupancy car trips by 10% between 2025 – 2028
- ii. Reduce BwD staff single occupancy car trips by a further 9% by 2030
- iii. To increase car sharing, public transport trips, cycling and walking by the levels highlighted in Table 1
- iv. As a result, reduce BwD car parking permits, using measures outlined in the WTP

Mode	BwD Staff Travel Survey	Lancashire 12 ##	UK#	BwD Target	Change
Car drive (alone)	79%	38.6%*	45.1%	69% 2025 -28	-10%
				60% end of 2030	-19%
Car Share	9%	4%	4%	16%	+7%
Bus	4%	3.6%	4.2%	12%	+8%
Train	2%	1%	1.9%	3%	+1%
Cycle	1%	2.4%	2%	3%	+2%
Walk	4%	5.5%	7.6%	5%	+1%
Motorbike or scooter	0.1%	0.1%	0.5%	0.1%	0%

5.03 The WTP long term target is to reduce staff single occupancy car trips to 60% from the 2024 figure of 79%. This is a significant drop of 19% single occupancy car trips to work with a 10% in the first WTP period of 2025-28, with a 9% reduction on the revised plan period from 2028-31. The 19% will be achievable in the longer term and the longer-term goal to deliver a 60% single occupancy car trips by 2030, before the end of the second phase (2030) of the WTP from 2028-2031. This It is essential if BwD is going to hit its carbon neutral target and will ensure BwD is closer to the national average of 45% in 2023. After the first phase of the WTP the targets will be reviewed or adjusted, and the delivery actions reassessed if these targets have not been achieved.

5.04 The overall 19% reduction in single occupancy car trips could be achieved by a 7% increase in car sharing, 8% in bus use, 1% train use and a 2% and 1% increase in cycling and walking respectively. The Staff Travel Survey resulted produced some encouraging responses that justify these targets. The survey established that 12% of single occupancy car drivers would car share. This would need to be sharing with another single occupancy car driver to make a difference, and the WTP will highlight some measures and incentives that the council can consider achieving the identified 7% increase in car sharing.

5.05 Table 2 highlights based on the Carbon Accountancy methodology shown in Appendix C, the forecasts for CO2 reductions if the targets are achieved. The first WTP period forecasts an annual reduction of 29.17tCO2e (equivalent carbon dioxide tonnes) per annum for 2025-28 which equates to a total period reduction of 87.52 tonnes of carbon over the three years. The second plan period forecasts an annual reduction of 39.75tCO2e which equates to a two-year reduction of 78.75 tonnes of CO2.

***If BwD meets the Workplaces Travel Plan 5-year target, the council will reduce its CO<sub>2</sub> emissions by 166.26 tonnes!***

<b>Table 2: WTP Carbon Dioxide Reduction Forecasts</b>		
<b>Year</b>	<b>Annual Reduction (tCO<sub>2</sub>e)</b>	<b>Total Reduction (tCO<sub>2</sub>e)</b>
2025 – 2028	29.17	87.51
2028 – 2030	39.375	78.75
<b>Total Workplaces Travel Plan reduction by 2030</b>		<b>166.26</b>

5.06 From a public transport perspective, the single occupancy car drives 11% of staff stated that bus was their second preferred mode, and the WTP will detail several measures and incentives to encourage this switch. Despite 10% of staff indicating rail is the second preferred choice, it is harder to achieve. Reliability and accessibility to services will be a contributing factor for choosing the car over rail but with potential improvements to the network (services and stations), and reliability in the medium term will make this target achievable by the end of the second phase of the WTP. Switching to either bus or rail would be further encouraged with 27% of staff stating that if pool cars were available for work related journeys, they would consider public transport to and from work. With steps now

underway to provide electric pool vehicles in the council this is encouraging.

5.07 The cycling increase of 2% seems low but is significant as it represents an increase of around 50 cyclists on the current levels (23 members of staff cycling to work – Travel Survey 2024), especially given the limited facilities currently available at the key buildings. The Travel Survey responses indicated that 23% of staff would consider cycling with better trip end facilities and 9% of staff would welcome Bikeability training if considering changing to cycling, both of which will be addressed within this plan.



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## 6. Ideas and Initiatives

6.01 High car usage across the Borough and the need to provide parking for nearly 1000 employees in Blackburn Town Centre (in 2025) highlights the importance of this WTP. Chapter six outlines the ideas and initiatives that will help deliver the targets identified in Table 1, and details what support, and incentives will be available to BwD staff to encourage the use of more sustainable modes of transport or reduce the need to travel.

6.02 The emphasis for BwD will be to encourage greater Active Travel as part of (or all) the commute, which will not only reduce parking demand and improve air quality but will benefit both physical and mental wellbeing. A well-delivered WTP that helps to encourage more physical activity will help staff reduce issues relating to blood pressure, heart disease, diabetes, cancer and body weight, thereby improving attendance and productivity.

### 6.1 Car Parking

6.1.1 Car parking provision is an accepted element of any business or organisation; it is convenient for staff and essential for visitors and people with disabilities. It is also currently a significant issue for Blackburn with Darwen Borough Council and its operations within Blackburn Town Centre, for the following reasons:

- i. Nearly 1000 Blackburn town centre car parking spaces are occupied by BwD staff, reducing the parking availability to visitors, businesses, students, shoppers and leisure facilities users;
- ii. Limited parking options could discourage businesses and shoppers to visit other locations, thereby reducing pay and display revenues generated.
- iii. Most of these town centre spaces are subsidised which impacts BwD budgets;
- iv. Some of the current BwD surface car parks could be redeveloped reducing availability further;
- v. The Council is not setting the best example for other organisations across the borough to follow;
- vi. Increased sustainable travel will lead to improved services and facilities for BwD residents and visitors.

6.1.2 A BwD Car Parking Working Group has been assessing various parking approaches for improving car parking in Blackburn town centre from both a qualitative and quantitative perspective. The Working Group has recommended that, longer term, the council seeks to reduce the significant number of staff permits currently issued to alleviate the issues identified above using incentives and support provided by this WTP.

**Action CP1 Investigate a Car Parking Pass Sharing Scheme – Short to Medium Term Target**

Of the 79% of BwD staff who indicated in the Staff Travel Survey that they drove alone to work, over 20% indicated that they did not use their car for work-related journeys. BwD will investigate the potential for staff to share parking passes and if this could be a solution reducing permit allocations. This could include two staff having a pass for alternate weeks with allowances for leave and bank holidays. Shared passes could be charged at a cheaper rate or allocated to staff who do not need a vehicle for site work.

**Action CP2 Implement a Revision of Car Parking Charges – Short to Medium Term Target**

Consultation will be undertaken on options to amend the monthly car parking permit charges, to remove subsidisation and to create a fairer system for the following:

- Part-time workers
- Blue badge holders

Any increase in generation of revenue arising for the council would be used to support sustainable transport measures and incentives for BwD staff.

**Action CP3 Investigate Electric Vehicle Charging Points for Staff – Medium Term Target**

Electric vehicle ownership will increase amongst BwD staff during the lifespan of the WTP and consideration must be given to how this could be accommodated and whether appropriate or not. Charging points can be costly to install and require more space than conventional parking spaces but can generate revenue and are vital in reducing emissions and their effect on the local and global environment.

## 6.2 Car Benefit Scheme

6.2.1 In 2024 BwD joined the NHS Fleet Solutions car lease scheme which allows staff to lease cars through salary sacrifice, using the councils current lease car suppliers, for a period of two or three years. This service can be used to encourage staff to purchase electric or hybrid vehicles.

### Action EV4 Promotion of Electric/Vehicle Lease Vehicle - *Ongoing Target*

The WTPC will work with the Payroll Team to promote electric/hybrid vehicles purchase through the BwD car lease scheme and work with building managers on the demand for electric charging points.

## 6.3 Car Sharing

6.3.1 BwD has in the past purchased a specialist car share service that allowed staff to incorporate their personal information into web pages bespoke to the council. The web service would then match staff as possible car share partners. The link to the Liftshare service is still available on Team Talk, with the link taking staff through to the Shared Wheels Lancashire Liftshare page, with further options to sign up to the Mobility Ways app.

6.3.2 The Staff Travel Survey highlighted that 9% of staff currently car share with either a colleague or family member and this WTP to reach its overall target of 19% drop in single occupancy car trips has identified a 7% increase in car sharing to 16% of all staff. This target will be by the end of the first plan period and maintained throughout the second plan period.

6.3.3 Car sharing is often cited as a way forward but when asked staff express concerns about unfamiliarity, having to leave work quickly, childcare routines and personal freedom. The fact 9% of staff already car share suggests that staff are willing to participate, and this could be encouraged further with incentives. It needs to be noted that car sharing will only reduce BwD single occupancy trips if the car sharing is with fellow officers and if they are also single occupancy car drivers.

### Action CS5 Develop an In-House Staff Car Sharing Scheme – Short to Medium Term Target

The BwD Staff Travel Survey can identify staff who would like to car share and match those according to their workplace and highlighted preferred working hours. Consideration will be given to provide car sharers with incentives such as:

- priority pass allocation
- reduced rates on annual charges and;
- preferred car park choices

The new BwD pool cars will help encourage car sharing by allowing the passenger to book vehicles for site visits if required. The Car Parking Working Group will investigate ways to ensure that existing and future car sharers can receive the above incentives. The WTPC (see section 6.13) will explore and pursue ways to match potential car sharers.

## 6.4 Public Transport

6.4.1 Public transport within BwD is low at 6% (4% bus/2% rail) of all trips identified in the Staff Travel Survey. Increasing the number of trips by public transport undertaken by BwD Staff will have the following benefits:

- Reduced car parking demand
- Reduced BwD car parking costs
- Reduced congestion and improving air quality
- Increased health and mental well-being benefits

6.4.2 The WTP accepts that the availability of public transport is not to all employees liking and in particular the rail services frequency and reliability was identified as a strong factor in staff using their car in the survey responses. However, with improved links to bus operators and more investment in the local rail network being planned, the WTP has identified increases to 8% for bus and a 3% for rail over the plan period (a 100% and 50% increase respectively).

## 6.5 Bus Services

6.51 The bus services that serve the whole of Blackburn with Darwen area are illustrated on Map 4. The timetable and frequencies of relevant bus services can be found at [www.transdevbus.co.uk](http://www.transdevbus.co.uk)

6.52 BwD are developing closer links with all bus operators delivering services in Blackburn with Darwen and, as of July 2025, the council have joined Transdev “Commuter Club” which offers the following benefits to all staff:

- 10% discounts to staff on all Transdev bus services across their network via their app;
- Ticket options for full-time and part-time staff;
- 28-day ticket – unlimited travel for 28 consecutive days, valid on all buses at any time, including weekends;
- Bundle of 20-day tickets – good for staff who only travel to work on a few days per week and they can be used at any time;
- 12 journeys ticket – transferrable tickets for anytime use on Transdev buses. Useful for BwD teams for site work and car sharers, when lifts have suddenly become unavailable



Map 4: Bus Services Across Blackburn with Darwen Borough

our network in Blackburn



Classified as Official\Anyone



**Action B6** Implement a 50% Travel Pass Reduction – *Short Term Target*

Transdev will consider the potential to offer all BwD staff a 50% reduction on their bus pass if the recipient is a new user to bus travel and their car parking pass is withdrawn for a minimum of 12 months. After one year, the recipient will return to the 10% discount received by all BwD staff for being a member of the Transdev Commuter Club. The Parking Services Team and the WTPC will oversee and monitor the allocation of this discount on behalf of Transdev. This discount must be fully publicised to all staff with a parking permit, with reassurance to existing bus users that they will receive discounted travel through the Commuter Club membership.

**Action B7** Facilitate Transdev Information Sessions – *Short Term Target*

Transdev and the WTPC will arrange Information Sessions at lunchtimes in the key buildings to allow staff to attend and discuss services, timetables, discounts, travel pass options and any issues or concerns.

**Action B8** Enhance Future Bus Services – *Ongoing Target*

BwD will continue to work with all bus operators on future service provision within the Borough, including implementing key outcomes of the Bus Network Review 2025, results of BwD and Chamber of Commerce Staff Travel Surveys and the Information Sessions. All three will provide essential information regarding improvements to existing services, shortfall in services, frequency and the issues that create barriers to bus use.

## 6.6 Rail Services

6.6.1 The BwD Staff Travel Survey highlighted several concerns with the local rail network (see Map 5 for an illustration of the local network and surrounding stations serving the borough). Users noted low train frequency and high cancellation rates; meaning staff are required to wait for up to an hour to get home from work. This has resulted in some officers reverting from the local rail network to private vehicles. Once lost, it is difficult to get that individual back onto the local rail services.

6.6.2 BwD are embarking on feasibility work into potential new rail stations to serve both Blackburn and Darwen; the Department for Transport funding is being scoped for our local rail network to improve both reliability and frequency. BwD will continue to work with local rail operators, adjoining authorities, and the LCCA on a rail strategy for Lancashire, to improve services in the longer term.

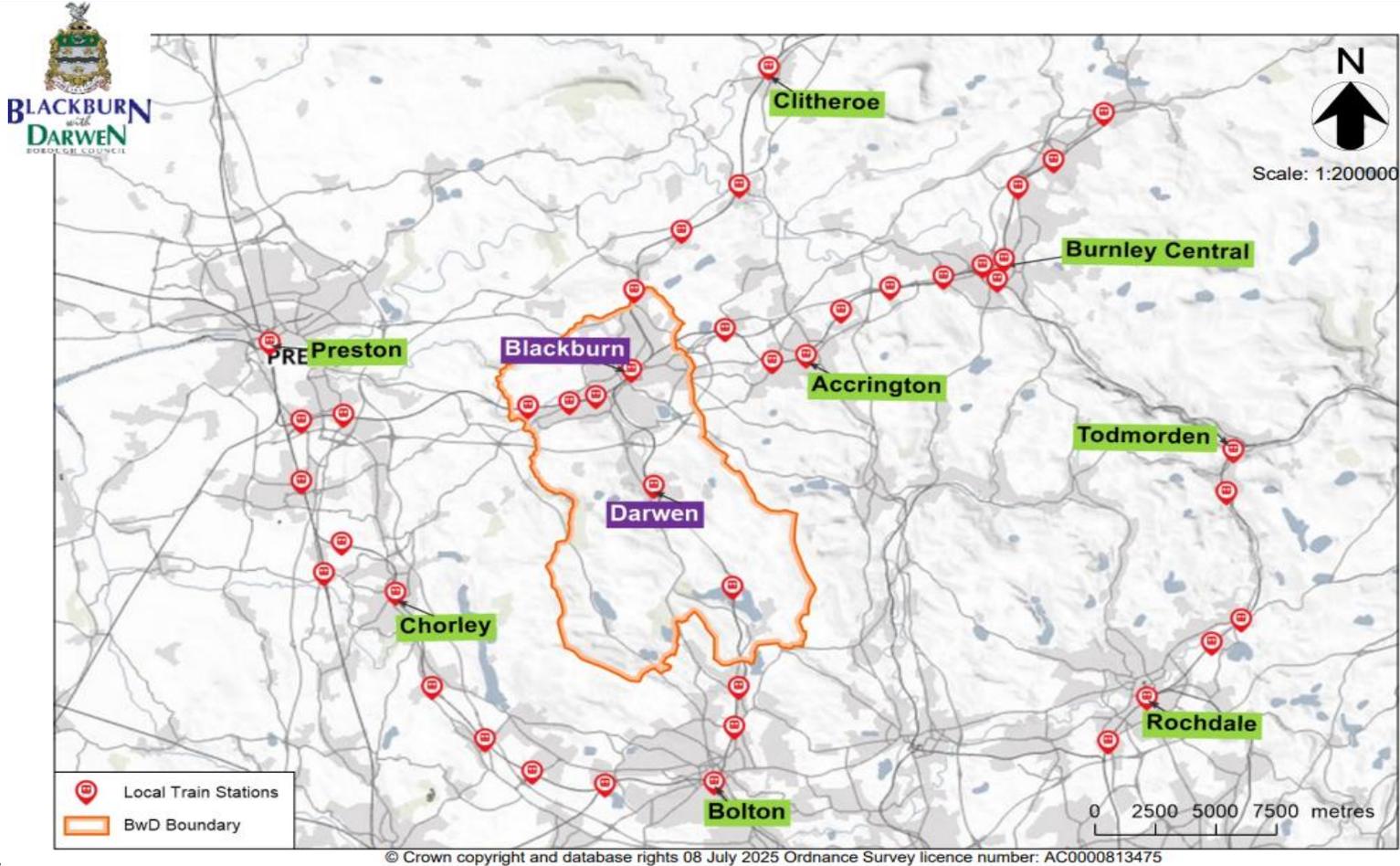
6.6.3 The council will also continue to work with bus and rail operators and the Lancashire Police to ensure safety and security on public transport, and to reduce anti-social behaviour and crime. Operators will continue to provide regular ticket checks, invest in CCTV and ensure their staff are fully trained.



**Action PT9** Travel Pass and Bespoke Public Transport Information – *Short Term Target*

The WTPC will make sure that staff in all BwD buildings will have bespoke public transport timetable and service information for bus and rail services (if applicable) in the vicinity of their location. In addition to this all staff will have access to public transport travel pass information. These services will include schools, neighbourhood locations and staff who do not have internet access. The WTPC will also create a bespoke staff page detailing all sustainable transport information, updates and progress of all WTP Initiatives.

Map 5: Railway Stations Surrounding Blackburn with Darwen Borough



### Action PT10 Encouragement of Public Transport Use – *Short Term Target*

The WTPC will consider a range of possible options for employees via the appropriate channels and consultation processes, such as:

- i. Public Transport Expenses – ensure the provision methods to encourage, support with information and public transport expenses are paid to staff for work related journeys undertaken by bus and train. This should include widespread distribution of the day passes highlighted in the bus section.
- ii. Public Transport Incentives – further consideration will be given to additional incentives for staff to use public transport in addition to the 50% bus travel discount e.g. salary sacrifice for rail travel.
- iii. ‘Just one day a week’ – if every car commuter in BwD used an alternative such as public transport, car usage levels and parking demand could be reduced potentially by as much as 20%. This is a greater drop in traffic than experienced during school holidays!

Public Transport Partners Scheme – there may be staff who have considered using public transport but still have reservations. Measures could be considered to match staff who live near to each other to travel together to provide support and allay any reservations. Appendix D includes staff travel survey data, it highlights that many staff live in the same areas and work in the same places, thus highlighting the feasibility of this scheme.

### Action PT11 Raise Journey Planning Awareness – *Short Term Target*

The WTPC will ensure all employees are aware of all apps and websites that can assist them in planning journeys on bus and rail, including real time information. This includes initial distribution and updates on Team Talk.

## 6.7 Cycling

6.7.1 The National Travel Survey in 2021 showed that 72% of all trips in the UK were below 5 miles, with 68% of them undertaken by car. The BwD Staff Travel Survey revealed that less than 1% of staff cycle to work which is below the national average of 2%, and the Lancashire12 average of 2.4%. There is significant potential to increase cycling significantly amongst BwD staff, thus this **WTP sets the target that 3% of staff will travel by bicycle to work by 2030**; this will take us above both the national and Lancashire 12 figures.

6.7.2 Despite Blackburn with Darwen being topographically challenging in places, cycling still offers a low-cost and environmentally friendly option. It offers reliable journey times and a range of physical and mental wellbeing Tbenefits to individuals. BwD is advantageous in that most major trip generators and key destinations, including places of work, are near residential areas and within cycling distance.

6.7.3 Within the workplace, encouragement of cycling can lead to a healthier and more productive workforce. The BwD Staff Travel Survey revealed that staff see cycling as a potential option for replacing short car journeys to and from work. The Council recognises that employees would benefit from cycling to work or on work-related journeys and have promoted the benefits within Andrea Hopwood's Travel Diary TeamTalk series (see Appendix E for further information).

6.7.4 The BwD Staff Travel Survey demonstrated that a good proportion of employees (281 staff, 31%) would consider cycling with pool cars/cycle, trip-end facilities, car share opportunities or workplace incentives. If we can support this number of staff to cycle, approximately 12% of BwD staff would be cycling to work! In which case, under 100 new cyclists would give BwD their 3% target and more.

6.7.5 However, the key BwD offices are **unable** to receive any level of new cyclists, with only 5 Sheffield stands in secure locations, a handful of lockers and two working showers across all key buildings. The current level of provision provides no incentive for staff to cycle, thus will not encourage people to make the switch. Given the level of subsidy to staff via parking permits, the council has a chance to address this imbalance by greatly improving the support and facilities to encourage individuals to cycle when possible.

***To achieve a 3% increase in staff cycling to work, BwD will present the cycling initiatives as a complete package of improvements***

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## 6.7.1 BwD Building Review

6.7.1.1 A quick review of sustainable transport facilities was undertaken via email with the building managers of the five key buildings as part of the WTP process. However, a comprehensive review of the key buildings and main outlying buildings is required if BwD are going to achieve their targets. It is possible that some of the smaller locations outside of the two town centres can be linked for car sharing, cycling facilities/Dr Bike, information provision, pool vehicles and travel planning sessions. A detailed report outlining the changes required to deliver the cycling facilities and sustainable transport measures required to encourage changes in travel.

### Action CY12 Review of Cycling Facilities Across All Council Buildings – Short Term Priority Target

The WTPC will undertake a review of all the council buildings starting with the five key buildings.

**Commented [CB1]:** Should this be changed to 'Target' for consistency with the others?

**Commented [MC2R1]:** Should be priority target, others may be added as a priority following consultation and management guidance. This review is crucial to cycling to work

## 6.7.2 Bicycle User Group

6.7.2.1 A Bicycle User Group (BUG) can be an effective way of making BwD workplaces more cycle friendly, advise on facilities, equipment, theft, provide support to less confident cyclists and help promote the benefits to colleagues. The BUG's role will be to work with management, building managers and HR etc. to help guide the support for cycling rather than act as a stand-alone voice. The BUG could produce blogs and diaries for Team Talk, organise lead rides and promote cycling across the council supporting the WTPC.

### Action CY13 Establish a Bicycle User Group for BwD – Short Term Target

The WTPC will establish a BwD Bicycle User Group comprising of willing staff across the council representing each directorate and appropriate BwD representatives to advise, guide and work with the relevant people on cycling measures within the resources available. The BUG members can help gather information on the BwD buildings and support the review of changes.

### 6.7.3 Cycle parking and cycling facilities

6.7.3.1 The Building Cycling Review will provide advice on what cycle parking is required at each council building. Cycle parking should be secure, covered and accessible, and where possible lit, covered by CCTV and not accessible by the general public. Consideration should be given the use of BwD land and if required the removal of a parking space which can accommodate up to six cycle stands.

6.7.3.2 The Building Cycling Review will provide advice on what showers and lockers are required at each council building. The Key Buildings must all provide showers, lockers and changing facilities and all outlying buildings will need to consider changing facilities and where possible lockers. The majority of staff work in the key buildings which should account for most of the increase in cycling. However, it is worth noting that the council buildings such as schools and community/health facilities outside of the two town centres where traffic levels are more conducive to safer cycling and therefore should be encouraged.

#### Action CY14 Installation of Cycle Stands in Council Buildings – *Short to Medium Term Target*

Every BwD building must ensure that it can cater for 3% of its occupiers and/or visitors being cyclists. In many cases this may only be one or two secure cycle stands and lockers and not necessarily showering facilities. The WTPC will produce a detailed report following this review recommending the necessary changes for each BwD building and how this will be undertaken.

### 6.7.4 Bike to Work Scheme

6.7.4.1 In 2024 UK sales of bikes slumped to their lowest levels since the 1970s but still stands at around 1.4 million and certain types of bikes did buck this trend with growth in road and mountain bikes. BwD currently offer Cycle to Work scheme which since 2016 has sold 137 bikes to staff at a discounted rate, with 13 in 2024.

6.7.4.2 The maximum value limit of the bike and any safety equipment such as helmet, clothing and lock is £3,000 which can be repaid over 12 months. At the end of this VIVUP will still own the bike and equipment and offer a new agreement which could be as follows:

6.7.4.3 VIVUP own the bike and / or cyclist safety equipment. They will contact you at the end of the scheme to detail your options which, under a separate agreement, could include:

- extending the hire period to 2 or 3 years (including the original hire) which transfers ownership
- buying the bike for fair market value
- returning the bike

#### **Action CY15** Promotion of the Bike to Work Scheme – *Short Term Target*

The WTPC will work with Payroll and the BUG to promote the Bike to Work Scheme and monitor the annual take up. To meet the growth in cycling it would be good to have a target of 20-30 employees signing up to the scheme annually.

#### **Action CY16** Expansion of the Bike to Work Scheme – *Short Term Target*

The WTPC will work with Payroll and the BUG to expand the Bike to Work Scheme including extending the allowance to make it more attractive to staff and to include options for electric bikes.

## **6.7.5 Cycle Training**

6.7.5.1 Cycling to and from work can be about confidence and the understanding of the road network and other users. One tried and tested method is cycling with a bike buddy, a more experienced cyclist or through cycle training such as Bikeability.

6.7.5.2 Bikeability has three levels with the first aimed at primary school children, many of whom may not have cycled before and takes place in the playground or off-street locations. Level 2 is more associated with secondary school children but undertaken on-street and delivers a good standard of cycling for “quiet ways” or low traffic, residential roads and smaller junctions etc. Level 3 is for more experienced “quick ways” or town centre traffic systems with using the main strategic roads and experiencing heavy traffic and busy junctions.

6.7.5.3 Bikeability in Blackburn with Darwen is managed by Sporting NRG who deliver all three levels of Bikeability at schools but do not currently offer training to adults in the borough and therefore BwD staff are unable to receive training at this point.

**Action CY17** Consideration to Funding of Bikeability Training for BwD staff – *Short Term Target*

There is a charge for Bikeability Training at all levels. BwD will consider the feasibility of offering training to staff at Levels 2 and 3 and the benefits this could bring in terms of reduced parking demand and a healthier workforce.

## 6.7.6 Bike Buddies

6.7.6.1 Another tried and tested way of boosting the confidence of inexperienced cyclists is to match them on journeys to and from work with an experienced cyclist who can guide them on a pre-agreed route. The WTPC will set up a Bike Buddies scheme across the council to support the matching of willing participants based on level of experience and expertise.

**Action CY18** Establish an In-House Bike Buddy Scheme for BwD – *Short Term Target*

Establish a Bike Buddy scheme mixing experienced cyclists to improve the ability and route knowledge of less experienced cyclists

## 6.7.7 Pool bikes

6.7.7.1 BwD are in the process of securing 6 electric vehicles to be used as pool vehicles. The feasibility of pool bicycles including some electric bikes will be considered for site work. There are issues relating to maintenance which could be undertaken by Health and Wellbeing as part of the Doctor Bike support and ensuring that staff have the right equipment.

**Action CY19** Consideration to Pool Bicycles for BwD – *Medium Term Target*

An option for pool bikes across the 5 key buildings could provide a viable alternative for short to medium distance site visits and meetings.

## 6.7.8 Doctor Bike

6.7.8.1 Regular bike maintenance is essential for performance and personal safety. Doctor Bike is supporting process that brings skilled bike mechanics into the workplace to help staff keep their bikes roadworthy. Staff from Health and Wellbeing will visit all the key buildings at a pre-advertised time and offer a free maintenance service for colleagues' bicycles at their workplace.

**Action CY20** Develop and Promote Regular Doctor Bike Sessions at Key Buildings – *Short Term Target*

The WTPC will liaise with staff from Health and Wellbeing and the Communications Team to arrange and promote Dr Bike sessions at the key buildings. Arrangements should be made to provide Dr Bike services to staff not located in the key buildings.

## 6.7.9 BikeRegister

6.7.9.1 BikeRegister is a nationwide cycle database that aims to reduce bike theft and return those bikes that are unfortunately stolen. It provides a permanent bike marking that not only acts as a deterrent to theft but is unique to the bike and, when added to the database, can be referenced by every police officer in the UK. It also acts as an ownership logbook making stolen bikes difficult to buy or sell.

6.7.9.2 To date over 1.2 million bikes are registered on BikeRegister with over 1 million members. BwD is now working with BikeRegister to introduce it to employees to encourage them to join the service.

**Action CY21** To Support BikeRegister and Promote the Service to All Staff – *Short Term Target*

The WTPC will liaise with BikeRegister, Health and Wellbeing, Love to Ride, Bikeability Team and the Communications Team to ensure that all staff and residents participating in BwD cycling events or training are aware of the BikeRegister service.

## 6.7.10 Bicycle Mileage Allowance

6.7.10.1 BwD currently offers staff 20 pence per mile for cycle for mileage incurred on work related journeys.

**Action CY22** Consider Increasing the Bicycle Mileage Allowance with Improved Promotion – *Short Term Target*

The WTPC will work with Payroll and HR to investigate the potential of increasing the Bike Mileage Allowance to encourage more staff to cycle to work and undertake their duties on bicycle. This will lower vehicle mileage claims, reduce parking demand and the associated costs and improve the health and wellbeing of employees. The coordinator will also improve the promotion of the Allowance to ensure that all employees are aware of its availability and to increase take up.

## 6.7.11 Love to Ride

6.7.11.1 BwD has signed up to Love to Ride (for 2025/26 financial year) to provide a bespoke cycling app for the borough. Love to Ride offers year-round cycling events programme, rewards and incentivises for members and embeds long term cycling behaviour change. The Love to Ride app allows individuals to log trips, set goals, earn rewards, encourage others, and take part in seasonal campaigns. Love to Ride then captures user-driven data to demonstrate behavioural change which will be used by BwD to plan new and improve existing routes. Love to Ride also allows users to state their workplace to encourage others to become involved and for encouragement between locations.

**Action CY23** Comprehensive Promotion of the Love to Ride Cycling App – *Short Term Target*

The WTPC will work with Love to Ride, Health and Wellbeing and the Communications Team on the promotion of the Love to Ride app and ensure that it reaches all BwD employees. The WTPC will ensure that every BwD cyclist is using the app to maximise the benefits to both the user and the council in terms of journey information and planning.

## 6.7.12 Cycling Hub

6.7.12.1 A possible solution to the cycle parking issues at Blackburn town centre key buildings is a bicycle hub in partnership with key stakeholders. A cycling hub could provide daytime secure parking, showers, lockers, bike and e-bike hire and cargo bike hire, bike maintenance and bike/accessories sales. The hub could also offer group rides, events and training opportunities.

**Action CY24** Consideration to the Development of a Cycle Hub for Blackburn Town Centre – *Long Term Target*

The WTPC will work with key stakeholders on the potential for a cycle hub in Blackburn town centre including funding sources, building location, accessibility, management and ongoing maintenance.

## 6.8 Motorcycling

6.8.1 For motorcyclists, BwD will ensure that each of the key buildings have storage space for at least two motorcycles. The WTPC will ensure that the demand for spaces is monitored, and that action will be taken to ensure more spaces are provided should demand increase. Motorcyclists will be able to use the same shower and changing facilities and lockers as the cyclists.

### **Action M25** Ensure Sufficient Facilities are Available for Motorcyclists – *Short to Medium Term Target*

The WTPC will work with building managers and staff who travel to work by motorcycle to ensure that appropriate parking and support facilities are available in BwD buildings.

## 6.9 Pool Vehicles

6.9.1 BwD are currently developing a trial pool car scheme for 6 electric vehicles to be used during a pilot phase to be used exclusively by the Children's services department. The plan is to run the pilot for six months with all vehicles operating from Duke Street. The pool vehicle pilot via a car club will use the services of telematics and a back-office service provider to deliver an effective booking and usage monitoring system on behalf of the council.

6.9.2 After the pilot phase, BwD hope to roll out electric pool vehicles for wider use across the council for all departments based on the results of the trial. The pilot will also determine if EV charge points at children's centres and other locations are required as part of the future roll out. Consideration will also be given to the feasibility of extending any future car club scheme for residents to use.

### **Action PV26** Ensure that Pool Cars are Fully Promoted and Monitored – *Short Term Ongoing*

The WTP Coordinator will work with the officers responsible for BwD electric pool vehicles to ensure they are fully promoted, and that usage is monitored for comparative purposes with the Workplaces Travel Plan targets.

## 6.10 Journey Planning

6.10.1 Journey planning to and from work and on work related journeys is essential and can be based on ability and experience. There are a range of apps and websites that can advise staff on safer cycling routes and the Workplace Travel Plan Coordinator can help staff with journey planning and bike buddies.

### Action JP27 Promote All Online Journey Planning Options – Short Term Target

The WTP Coordinator will monitor all websites and apps that provide journey planning options relevant to BwD staff.

## 6.11 Personalised Journey Planning

6.11.1 The Workplaces Travel Plan Coordinator will offer a personalised journey planning advice to all Staff for all sustainable modes of transport to all council buildings. Personalised journey planning allows individuals to discuss the journeys they make on a regular basis to see if there are any alternatives available to them. The coordinator will be able to advise them of bus routes, rail services, safe cycling and walking routes as well as required timetable information.

### Action JP28 Promote Personalised Journey Planning Information to Staff – Short Term Target

The WTP Coordinator will work with the Communications Team to promote personalised journey planning information to all staff. Where required the WTP Coordinator will provide face to face information and support to staff.



## 6.12 Reducing the need to travel

6.12.1 The use of technology and alternative work patterns can ensure reduce the need to travel and allow BwD to implement smarter working practices. Consideration needs to be given to the needs and benefits of workplace contacts but also allow flexibility in where staff work to reduce travel, parking demand and office overheads. This can include flexitime, compressed working week, flexitime changes and remote working from other BwD buildings. The benefits of developing a degree of flexibility will help with staff retention and recruitment and the implementation of modern working practices.

### Action W29 Consideration to Flexible Working Practices – *Medium Term Target*

The council will consider all flexible working practices to encourage sustainable choices and allow greater flexibility in the work/life balance.

## 6.13 Workplaces Travel Plan Coordinator

6.13.1 BwD will need to appoint a full time Workplaces Travel Plan Coordinator (WTPC) with immediate effect, to provide a strong link between members and senior management and all council employees to deliver the short-term actions identified within this Plan. It is recommended that the WTPC is appointed for the initial two years of the plan as most of the identified actions are short term. This post will be re-evaluated after two years including the option of a part time WTPC or integration of the medium-term actions and monitoring into existing posts.

### Action WTPC 30 Appoint Workplaces Travel Plan Coordinator – *Short Term Target*

The council will appoint a Workplaces Travel Plan Coordinator from the launch of the WTP for a period of two years to deliver the identified short-term actions.

- Designing and implementing effective marketing to promote the Workplaces Travel Plan amongst staff

## 7. Monitoring and Evaluation

7.01 To monitor the effectiveness of the Workplaces Travel Plan the Staff Travel Surveys should be undertaken on an annual basis. The results of which will be analysed and reviewed to reflect the changing transport habits and needs of all staff and used to make recommendations to change aspects of the WTP to ensure it is on course to achieve its targets.

### **Action TS31** Consideration to a Mandatory Staff Travel Survey – *Short to Medium Term Target*

Consideration will be given to make the Staff Travel Survey mandatory is the same vein as some of the annual training courses.

7.02 Surveys will be carried out in the same month on a yearly basis from the year after launch and for the duration of the Workplaces Travel Plan or until it is agreed that the monitoring is no longer required. The success of the plan will be assessed according to the progress made on the October / November 2024 staff travel survey and its modal splits.

7.03 It will be the responsibility of the WTPC to manage the Initiatives and ensure that these tasks are being undertaken. The Initiatives within the Workplaces Travel Plan will then be reviewed annually and will contain an annual programme of recommendations designed to achieve the WTP targets.

## 8. Conclusion

8.01 This Workplaces Travel Plan has identified 31 deliverable actions that if implemented will help Blackburn with Darwen achieve the identified targets and deliver the carbon reduction levels highlighted with the plan. The WTPC will use the November/December 2024 Staff Survey as the baseline results going forward and BwD will undertake the Staff Survey annually for five years. The survey data will be downloaded into the Workplaces Travel Plan and submitted to the Management Team l within two months of the survey, for comparison against agreed targets.

8.02 A summary of the monitoring survey will be reported back to the Management Team for validation and reported to all interested personnel including the Travel Plan Working Group. The WTP will be updated at the end of the first three-year phase and the necessary changes included. This will ensure that a focus and momentum for the Workplaces Travel Plan is maintained and any changes in the Combined Authority taken onboard. Where clear progress towards the targets is being made, the WPC will continue to implement the measures included above. Where progress is not being made, additional measures from those presented above will be discussed with the Management Team, the Travel Plan Working Group, relevant stakeholders and implemented where appropriate.



**ANNEX 1 – Workplaces Travel Plan Actions Table**

Action	Reference	Timeframe	Priority	Who	Resource requirement
Car parking pass sharing scheme	CP1	Sept 2027	Medium	WTPC / Car Parking Working Group/Car Parking Services	Medium
Revision of car parking charges	CP2	Feb 2026	High	WTPC / Car Parking Working Group/Car Parking Services	Medium
Investigate electric charging points for staff	CP3	Sept 2027	Low	WTPC / Car Parking Working Group/Car Parking Services	Low
Promotion of EV leasing scheme for staff	EV4	Feb 2027	High	WTPC/Salaries/Comms	Medium
Develop in-house car sharing scheme	CS5	Feb 2027	High	WTPC/IT/Comms	High
Implement a 50% bus pass reduction scheme for staff	B6	Dec 2025	High	WTPC/Payroll//Comms Transdev	High
Establish Transdev Information Sessions	B7	Dec 2025	High	WTPC/Comms/Transdev	Medium
Enhance future Bus Services	B8	Ongoing	High	WTPC/Transport Coordinator/Bus operators	Low
Establish Travel Pass and bespoke Public Transport Information process	PT9	Feb 2026	High	WTPC/Transport Coordinator/Bus operators	Low
Encouragement of public transport use	PT10	Ongoing	High	WTPC/Transport Coordinator/Bus operators	Low
Raise journey planning awareness	PT11	Ongoing	High	WTPC/Transport Coordinator/Bus operators	Low
Review of cycling facilities across all council buildings	CY12	April 2026	High	WTPC/Building Managers/Health and Safety Team	High

Action	Reference	Timeframe	Priority	Who	Resource requirement
Establish a Bicycle User Group for BwD	CY13	April 2026	High	WTPC/Health and Wellbeing/Comms	Medium
Increasing cycle parking in BwD buildings	CY14	Sept 2026	High	WTPC/Building Managers/Health and Safety Team/BUG	High
Bike to Work Scheme promotion and expansion	CY15/CY16	Sept 2026	High	WTPC/Payroll/BUG/Comms	Low
Bikeability training consideration	CY17	Sept 2026	Low	WTPC/Health and Wellbeing/BUG/Comms	Low
BwD Bike Buddy scheme	CY18	April 2026	Medium	WTPC/Health and Wellbeing/BUG/Comms	Low
BwD Pool Bikes	CY19	Sept 2026	Medium	WTPC/Health and Wellbeing/BUG/ Building Managers/Health and Safety Team/Comms	Medium
Doctor Bike sessions	CY20	April 2026	High	WTPC/Health and Wellbeing/BUG/ Building Managers/Comms	Medium
BikeRegister promotion	CY21	April 2026	Low	WTPC/BikeRegister/Comms	Low
Bike Mileage Allowance	CY22	Sept 2026	Low	WTPC/Payroll/HR/Comms	Low
Promotion of Love to Ride BwD app	CY23	Ongoing	High	WTPC WTPC/Health and Wellbeing/BUG/Comms	High
Blackburn Cycling Hub	CY24	Sept 2030	Low	WTPC/Health and Wellbeing/Comms/Key Stakeholders	Low

Action	Reference	Timeframe	Priority	Who	Resource requirement
Motorcycle parking at BwD buildings	M25	Sept 2026	Medium	WTPC/Health and Wellbeing/Building Managers/Comms	Low
Pool vehicle promotion and monitoring	PV26	Ongoing	High	WTPC/Transport and Planning	Low
Online journey planning tools	JP27	Ongoing	High	WTPC/Comms	Low
Personalised journey planning	JP28	Ongoing	High	WTPC/Comms	Low
Flexible working practices	W29	Ongoing	Low	WTPC/HR	Low
Appoint Workplace Travel Plan Coordinator	WTPC30	Sept 2025	High	Transport and Planning/Salaries	Low
Staff Travel Survey	TS31	Sept 2026 - ongoing	High	WTPC/HR/Comms	High

## Appendix A: List of BwD-Occupied Buildings

### 1. 10 Duke Street

2. Apple Trees

3. Audley Children's Centre

4. Audley Neighbourhood Learning Centre

5. Bank Top Neighbourhood Learning Centre

6. Blackburn Enterprise Centre

7. Blackburn Leisure Centre

### 8. Blackburn Library

9. BTMC

10. Blackburn Markets

### 11. Blackburn Town Hall

### 12. Daisyfield Base

13. Darwen Family Hub

14. Darwen Leisure Centre

15. Darwen Library Theatre

16. Darwen Markets – Market Hall

### 17. Darwen Town Hall

16. Eanam Wharf Business Centre

17. Earcroft Children's Centre

18. Environment Centre

19. Fielden Street Car Park

20. Hancock Street Children's Centre

21. Higher Croft Children's Centre

22. Hopwood Court

23. King George's Hall

24. Little Harwood Family Hub

25. Livesey Family Hub

26. Mill Hill Respite Centre

27. Museum and Art Gallery

28. Pleasington Cemetery

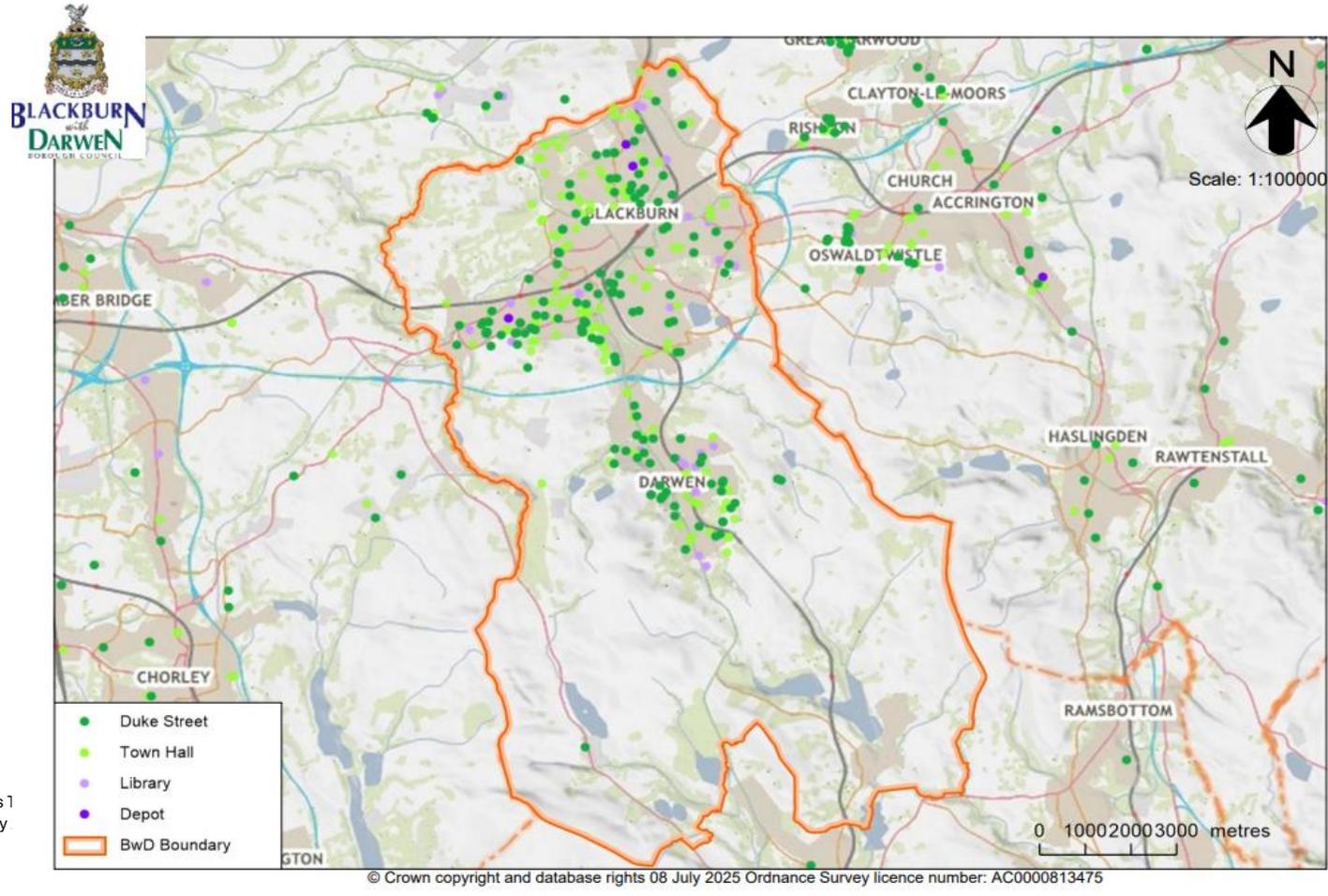
29. Pleasington Crematorium

30. Shadsworth Family Hub

31. Wensley Fold Children's Centre

32. Witton Outdoor Leisure

### Appendix B: Staff Travel Survey Home Postcodes Map



Workplaces 1  
DRAFT - July



### Appendix C: Carbon Accountancy Methodology

1. Mileage was calculated between the start and end postcode of each respondent's commute.  
(Note: the distance was calculated from the central point of the postcode provided)
2. For individuals that indicated they car share, their mileage was divided by 2.
  - Assumption – Staff members indicating they car share do this every day
3. Since the data was only representative of one journey (i.e. to work), the overall calculations were doubled to represent the commute home.
  - Assumptions – Staff members travelled home after work each day, used the same route and same mode of transportation
4. To make the data reflective of a working week, the calculations for each individual were then x by the number of days per week the individual said they work in the office.
  - Assumption – Staff members work in the office the same number of days every week.
5. To make the data reflective of a year the data was x by 45. There are typically 52 weeks in a year, and on average, staff have 28 days of annual leave with 7 days bank holiday (35 weeks off). In working week terms, this equates to 7 weeks. 52-7 is 45.
6. The mileage results were broken down into transport categories, e.g. petrol/diesel car, hybrid car and train, and then summed.
7. Since all data was only reflective of 41.9% of the staff population, the results for each transport category were x by 2.3876 to be more reflective of 100%.
  - Caveat = Assumptions for 49.1% of the staff population.

The overall mileage for staff travelling by petrol and diesel cars was 3,260,068 miles. This was then added into the carbon accounting toolkit, which calculated that 875.6 tonnes of carbon dioxide were emitted in the 2024-2025 period.

\*It should be noted that other methodologies were considered, but this was chosen since it was the simplest for future officers to carry out.

1. We assume that 3,260,068 miles and 875.6 tCO<sub>2</sub>e were travelled and emitted by 100% of BwD staff within the 2024-2025 period.
2. A reduction by 19% in mileage would leave us with 2,640,655.08 miles, which equates to 708.8 tCO<sub>2</sub>e. The 19% reduction in emissions represents 166 tCO<sub>2</sub>e.
3. We want a 10% reduction by 2028 and further 9% reduction by 2030. So, this means we need to reduce our emissions each year by 29.17 tCO<sub>2</sub>e from 2025 to 2028 and then 39.25 tCO<sub>2</sub>e each year between 2028 and 2030.
4. This gives us the approximate breakdown:
  - a. Starting point - 2025 = 875.6 tCO<sub>2</sub>e (0% reduction)
  - b. 2026 = 846.4 tCO<sub>2</sub>e
  - c. 2027 = 817.3 tCO<sub>2</sub>e
  - d. 2028 = 788.1 tCO<sub>2</sub>e (10% reduction from 2025)
  - e. 2029 = 748.9 tCO<sub>2</sub>e

**Appendix D: Staff Travel Survey Key Results**

**Responses 894**

**Are you?**

Full time	768	(86%)	Permanent	858	(96%)
Part time	126	(14%)	Temporary/Agency	36	(4%)

**Which Directorate?**

Adult and Health	171
Chief Executive	159
Children’s Services and Education	257
Environment and Communities	120
Finance	91
Growth and Development	96

**What is the approximate distance that you travel from home to work?**

Less than 1 mile	46	(5%)
Between 1 and 9 miles	534	(60%)
Between 10 and 19 miles	219	(24%)
Between 20 and 29 miles	53	(6%)
Other	42	(5%)



**How long does your journey normally take door to door?**

Less than 30 mins	487	(54%)
Between 30 mins and 60 mins	347	(39%)
More than 60 mins	40	(4%)
Other	20	(3%)

**Where is your main office when you go into work?**

Blackburn Town Hall	268	(29%)
Davyfield Depot	60	(6%)
Duke Street	393	(42%)
Central Library	50	(5%)
Other	154	(18%)

**What is your primary (most common) form of travel to and from work?**

Walking	38	(4%)
Cycling/wheeling	7	(1%)
Motorbike/scooter	1	(1%)
I drive alone in my car	703	(79%)
I drive with family and friends	69	(8%)
I use a form of car share arrangement	8	(1%)
Taxi	8	(1%)
I come via public transport (bus)	33	(4%)
I come via public transport (rail)	18	(2%)
Other	9	(1%)

**Please give your reasons for choosing this as your primary form of travel**

Most cost effective (economic reasons)	281	(15%)
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Classified as Official\Anyone

Caring responsibilities	161	(9%)
Quicker than alternatives	489	(26%)
Environmental reasons	45	(2%)
Health reasons	79	(4%)
Comfort	201	(11%)
Lack of alternatives	222	(3%)
Safety concerns	58	(3%)
The only means to carry out my job	277	(15%)
Other	63	(3%)

**Which of the following do you occasionally use to get to and from work instead of your usual form of transport?**

Walking	88	(10%)
Cycling/wheeling	11	(1%)
Motorbike/scooter	5	(1%)
I drive alone in my car	300	(34%)
I drive with family and friends	91	(10%)
I use a form of car share arrangement	21	(2%)
Taxi	34	(4%)
I come via public transport (bus)	96	(11%)
I come via public transport (rail)	86	(10%)
Other	162	(18%)

**Do you require a car to execute your role (business travel)?**

Yes	493	(55%)
No	401	(45%)

**If you require a car to execute your role; is it?**

Everyday	168	(34%)
Most days	163	(33%)
Occasionally	163	(33%)

Workplaces Travel Plan – Blackburn with Darwen  
DRAFT – July 2025

**What type of car do you drive?**

Petrol / diesel	443	(90%)
Hybrid (including plug in)	20	(4%)
Electric	30	(6%)

**Have you changed the way you travel to work in the last 12 months?**

Yes	47	(5%)
No	847	(95%)

**What form of transport have you changed from?**

Walking	8	(15%)
Cycling/wheeling	3	(5%)
Motorbike/scooter	1	(2%)
I drive alone in my car	17	(31%)
I drive with family and friends	3	(4%)
I use a form of car share arrangement	2	(2%)
Taxi	0	(4%)
I come via public transport (bus)	13	(24%)
I come via public transport (rail)	8	(15%)
Other	0	(0%)

**What form of transport have you changed to?**

Walking	10	(17%)
Cycling/wheeling	1	(1%)

Classified as Official\Anyone

Motorbike/scooter	0	(0%)
I drive alone in my car	26	(44%)
I drive with family and friends	7	(12%)
I use a form of car share arrangement	4	(7%)
Taxi	0	(0%)
I come via public transport (bus)	7	(12%)
I come via public transport (rail)	4	(7%)
Other	0	(0%)

**Would improved public transport infrastructure or services like more direct bus routes, increased frequency of buses and trains, cheaper services encourage you to change your mode of travel to and from work?**

Yes	284	(32%)
No	610	(68%)

**Would the provision of pool cars/cycle, trip-end facilities, car share opportunities, workplace incentives encourage you to change your mode of travel to and from work?**

Yes	281	(31%)
No	613	(69%)

**Would improved security features like streetlights, CCTV coverage on key travel routes encourage change your mode of travel to and from work?**

Yes	214	(24%)
No	680	(76%)



**Will financial incentives encourage you to choose a more active means of transport for your commute to and from work?**

Yes	412	(46%)
No	482	(54%)

**Would health incentives encourage you to choose a more active means of transport to and from work?**

Yes	323	(36%)
No	571	(64%)

**Will the provision of a pool car (for work mileage) encourage you to choose a more active means of transport to and from work?**

Yes	237	(27%)
No	657	(73%)

**Will cycle training encourage you to adopt cycling to and from work?**

Yes	80	(9%)
No	814	(91%)

**Will the provision of work facilities (lockers, showers and drying areas) encourage you to adopt a more active means of transport to and from work?**

Yes	202	(23%)
No	692	(77%)

**Will improved walking, cycling and wheeling routes encourage you to adopt a more active means of transport to and from work?**

Yes	214	(24%)
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Classified as Official\Anyone

No 680 (76%)

**Will the presence of walking, cycling and wheeling buddies or champions encourage you to adopt these means of transport to and from work?**

Yes 132 (15%)

No 762 (85%)

**How would you describe the likelihood of you switching to alternative modes of travel over the next 12 months if the options you said yes to above are implemented?**

I would switch some of my journeys 348 (39%)

I would switch all of my journey 29 (3%)

Does not apply 517 (58%)

**Do you currently have a parking permit from BWD Parking Services?**

Yes 582 (65%)

No 312 (35%)

**Where do you park?**

	Currently park	Prefer to park
Feilden St	42%	19%
Brown St	38%	25%
10 Duke St	9%	28%
Duke St 1	4%	7%
The Mall	5%	17%
Other	1%	4%

Classified as Official\Anyone



## Appendix E: Andrea Hopwood's Travel Diary

### Day 1 – Wednesday 19<sup>th</sup> February by Andrea Hopwood

I chose to cycle to work rather than drive. This is something that I have done a couple of times last year when the weather was warmer, and when I first set off, I definitely missed the comfort of a car (that wind was cold!). Thanks to the effort involved, I soon warmed up though. An advantage to it being cold was that I didn't get so warm that I might need a shower when I got to work – I brought a change of clothes that I could change into in the toilets, but there would be nowhere for me to shower if I needed to. I also chose a dry day to cycle to work for this reason – even if I could change into dry clothes when I got to work, there would be nowhere for me to dry rain-sodden (or sweaty!) clothes. Once at work, I'm fortunate that there is space in the office to put my bike, and there are also stands outside the Library to lock bikes to if it wasn't an option to bring it into the office – although these aren't covered, so my bike would've been soaked by the rain (I don't fancy a soggy bottom for the journey home!), and it would mean cycling with a heavy bike lock, which isn't ideal.



I'm not hugely confident cycling on the roads in traffic, so I chose half-term to take the route that involved most road cycling. The traffic was light and apart from a couple of cars that could have given me more space on the main road, there were no issues with other road users.

My route took me through Witton Park on National Cycle Route 6, which was a nice change to seeing the back of the car in front for my whole journey. There were a couple of annoying 'cycle gates' on the route into Witton Park on my journey into work, and onto the canal on my way home. These are too narrow to get the handlebars of the bike through, so I had to stop & lift the front wheel of the bike to turn the handlebars sideways – good job my bike is fairly light, someone with a heavy e-bike might struggle.

The next time I cycle into work, I plan to use a different route that takes me along the canal for the majority of the ride – this will avoid heavy traffic but be slightly longer (and flatter!) than the route I took on day 1.

Some of the problems of commuting by bike are that it does take slightly longer than driving, but not much...and the more I do it, the fitter I'll be, and the less time it will take... (that's the theory anyway!). There's also the Great British weather...my workplace doesn't have the facilities to cater for wet-weather cycling, or freshening up if needed, and it's not as comfortable as driving. It also takes some planning – I use a pannier on my bike rather than cycling with a rucksack, so I need to transfer my laptop, and other bits & bats for work from my usual work back.

I found it really beneficial to start & end the day with some exercise that was incorporated into my day, rather than (e.g. getting home after work to go out again for a cycle ride or run or going to the gym). The commute was more pleasant than in the car – both for the scenery through Witton Park, and for not being stuck in traffic. It's also better for the environment, and the Love to Ride app shows that I've saved around 5lbs of CO2 by commuting by bike for 1 day.

## Appendix F: Safeguarding Measures

This Workplaces Travel Plan, as set out above, has described wide-ranging measures to maximise journeys by sustainable transport modes and is considered a comprehensive document which addresses the following key messages:

- The Workplaces Travel Plan should take the form of a single integrated document containing all key information.
- Each of the BwD buildings are unique, and the officers within each individual building have different requirements. Although there is one Workplace Travel Plan, each building and the occupants will be treated individually to reflect the needs and activity its staff and the building's location.
- Establish clear agreed objectives and outcomes specific to the Workplaces Travel Plan through ongoing discussions with senior management, unions, Human Resources and the Communications Team, as well as external key stakeholders.
- All the above parties need to ensure that the outcomes are stretching but realistic and the measures are deliverable.
- All parties should ensure that the implementation, monitoring and management aspects are fully addressed in the Workplaces Travel Plan.