

DURHAM LSTF: LOCAL MOTION

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Building
healthier and
happier
workforces



www.dothelocalmotion.co.uk

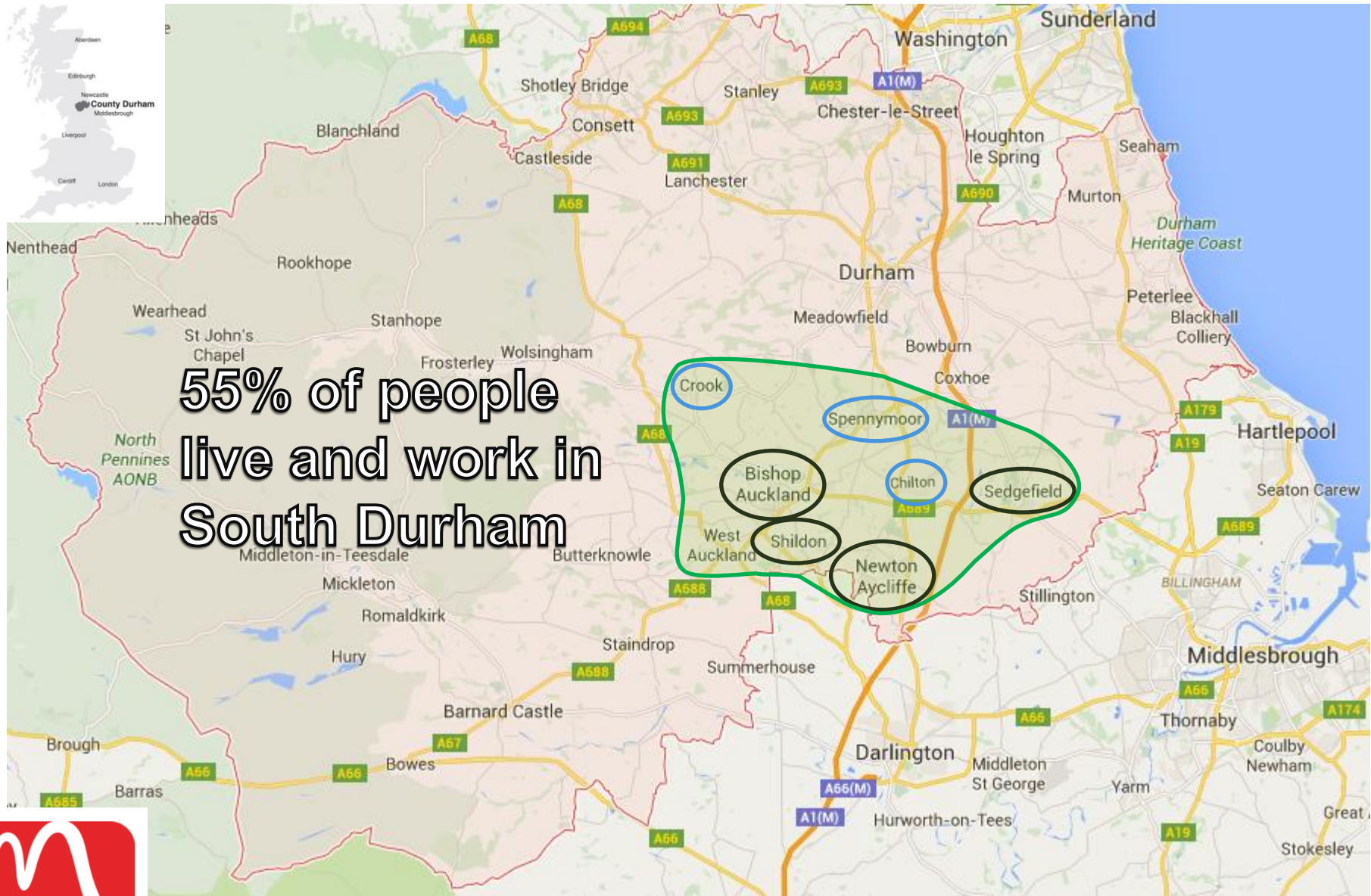
@DoLocalMotion /dothelocalmotion

LOCAL SUSTAINABLE TRANSPORT FUND (LSTF)

- Department for Transport
- Durham County Council awarded a total of £2.9 million
- Embraced Local Motion Darlington



CONTEXT: SOUTH DURHAM



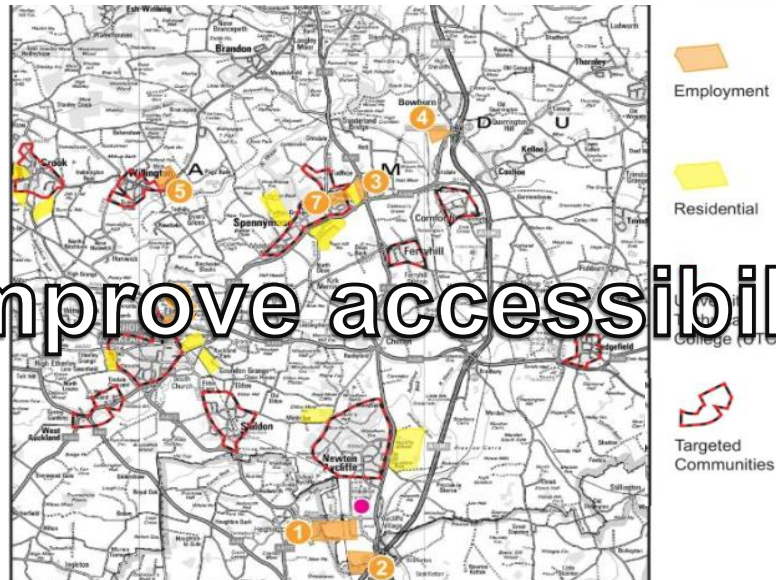
LOCAL MOTION



Reduce congestion



Cut carbon emissions



Improve accessibility





Walk



Cycle



Bus



Train

LOCAL
MOTION

LOCAL MOTION WORKPLACES

Toolkit of measures

→ *Personalised Travel Planning*

→ *Led walks & cycle rides, bicycle maintenance sessions, cycle training etc.*

Matched funding

e.g. cycle parking, laptops, lockers, flexible working equipment

myPTP
a travel plan just for me



BUSINESS ENGAGEMENT



INCEPTION

- Research & Prioritisation
- Initial contact
- Staff travel to work survey



TOOLKIT

- Separate car drivers & sustainable transport users
- Active travel sessions



LEGACY

- Go Smarter Business Network
- Walk & cycle leader training



PROGRAMME DELIVERY

23 workplaces recruited...

StanleyBlack&Decker

gentoo



3,200+ employees

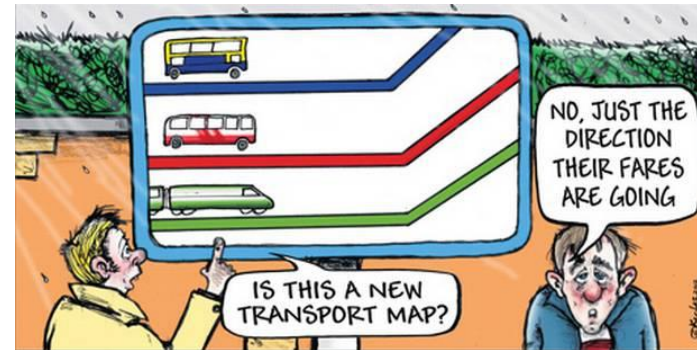
500+ surveys → almost 400 PTPs



BARRIERS TO PARTICIPATION

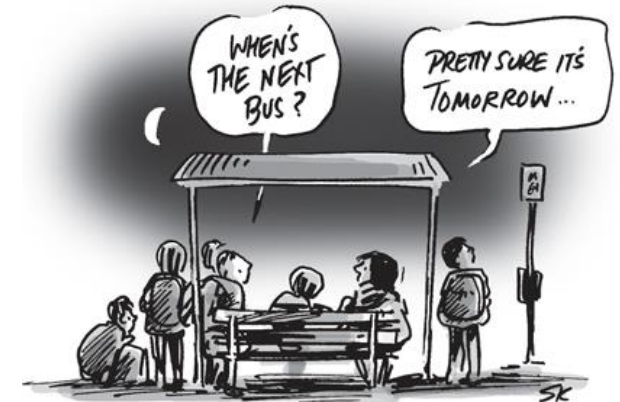
EMPLOYERS

- Gate keepers
- Time constraints



EMPLOYEES

- Perceptions of public transport
- Rural nature of target area



WHAT WENT WELL?

WHAT WAS DIFFICULT?

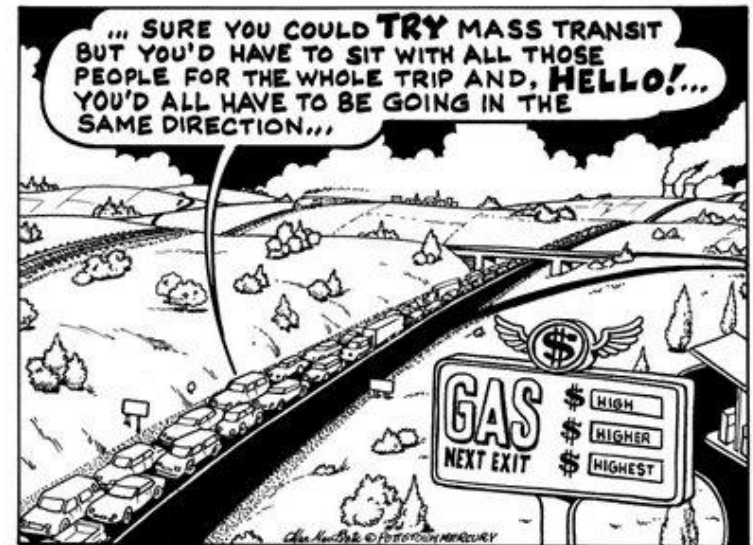
- + Bicycle maintenance sessions
- + myPTP linked to car share scheme

- Short timescale
- Rigid systems
e.g. PTP parameters



THANK YOU FOR LISTENING!

Any questions?



References:

South Durham embracing Local Motion DfT bid
Google images