Transport Strategy
April 2011 – March 2026

Local Transport Plan 3
Foreword – a leading strategy for a new era

Responsive to business and community

“This Transport Strategy marks a new era for local transport planning in North East Lincolnshire. It provides for the first time real flexibility to set out a new integrated transport approach that responds to business and community needs. Through our innovative Transport Community Actions Plans, and through a collaborative approach to transport delivery, it responds to the spirit of localism, engaging with our local communities and businesses to identify and prioritise the improvements that matter.

Leading in the public and private sectors

It also marks a time of strategic change. The ground breaking partnership with Balfour Beatty Workplace sets out North East Lincolnshire as a leading authority for working with the private sector to deliver a sustainable transport plan that is tangible and responsive to the changing business environment we face today.

Strategies for growth

Along with a new Core Strategy, and new Local Investment Plan, this Transport Strategy is underpinned by an enviro-economic approach, and a unique location that creates our current potential and future sustainable growth. Our joined-up strategies focus investment on infrastructure that supports regeneration through business and housing. This is matched by a new proactive approach to planning and development.

Sustainable transport infrastructure

Finally, the plan reflects our ambition as a leading area attracting investment in the renewables sector, capitalising on the opportunity to service offshore wind developments from the South Humber Bank. Investment in local transport infrastructure will support developments in alternative energies, and create sustainability for the private vehicle by encouraging diverse fuels. This will ensure continued access to employment, tourism and local centres of commerce.

Delivery begins now

Our first three-year delivery plan starts on 1 April 2011, and is the first step towards delivering our ambitious and innovative strategy. It is the baseline from which we will be measured as local transport moves us from challenging economic times towards a better future for the community of North East Lincolnshire. Finally I’d like to thank everyone who has contributed to the development and production of this Local Transport Plan especially those people and organisations who were involved in our stakeholder consultations.”

Councillor Andrew DeFreitas
Leader of North East Lincolnshire Council
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2. Executive Summary

2.1. Introduction

North East Lincolnshire’s Local Transport Plan has been developed in three phases, the first, the 15 year Transport Strategy, sets the overall framework for transport.

The LTP3 Delivery Plan which accompanies this document sets out how we will start to deliver this new strategy over the first three year period (April 2011 – March 2014).

Finally, an annual programme of schemes and their funding has been developed. This forms an integral part of the Delivery Plan document.

An accompanying Evidence base sets out the detailed reasoning for the priorities in relation to North East Lincolnshire and its transport and access characteristics and performance.

Alongside the management, maintenance and effective exploitation of transport assets, this LTP3 is focused on the development of North East Lincolnshire in terms of generating new, sustainable employment, renewing, replacing and increasing our housing stock and regenerating our towns.

LTP3 also supports the Council’s aspirations (as set out in the Sustainable Community Strategy) to create and sustain jobs and address barriers to participation in education and training and to raise the aspirations of our family units, encouraging them to make positive life choices.

2.2. Regenerating North East Lincolnshire

In addition to undertaking our statutory responsibilities as a Local Transport Authority our LTP3 is geared towards the specific regeneration projects which have been identified as crucial to our future.

- The generation of quality jobs in port activities, logistics and industry along in Immingham and along the South Humber Bank.
- Redeveloping Grimsby Town Centre as a centre for commerce and retail.
- Creating a vibrant and successful visitor resort in Cleethorpes.
- Attractive, mixed commercial and residential uses along Freeman Street.
- New homes and associated services in the East Marsh Housing Renewal Area.
### 2.3. The Transport Challenges

In meeting these regeneration, transport and access goals, we have devised a set of eight Local Transport Challenges in consultation with our stakeholders. The challenges are to:

- Enable sustainable growth through effective transport provision.
- Improve journey times and reliability by reducing congestion.
- Support regeneration and employment by connecting people to education, training and jobs.
- Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, healthcare, social and leisure opportunities.
- Improve the health of individuals by encouraging and enabling more physically active travel.
- Provide safe access and reduce the risk of loss, death or injury due to transport accidents or crime.
- Improve the journey experience on the local transport network.
- Ensuring that transport contributes to environmental excellence, including managing air quality and reducing transport-related greenhouse gas emissions.

Each of these Local Transport Challenges has been developed in terms of its priority as determined by our Stakeholders and Council Members, how and why the challenge is important in supporting North East Lincolnshire’s overall goals and how our evidence base supports both the importance of the challenge and how we plan to approach it.

In addressing each of these challenges we have developed a series of policy tools that impact upon the challenges. Under each toolkit item there are a list of interventions and actions that give further detail.

The Policy Toolkit approach to addressing the challenges is summarised in the table opposite:

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Policy Toolkit</th>
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</table>
| A         | • Integrated land use and transport planning  
             • Local master planning  
             • Strategic transport provision |
| B         | • Managing demand  
             • Increasing capacity and managing traffic  
             • Improving and promoting alternatives to the car |
| C         | • Supporting regeneration  
             • Accessibility planning  
             • Network and service improvements  
             • Providing access to jobs & training  
             • Improving access to education |
| D         | • Generating demand and addressing barriers  
             • Providing support for communities and individuals  
             • Developing and delivering solutions |
| E         | • Analysing, reporting and acting on information  
             • Building safe access, safety and security into all communities, schemes & Facilities  
             • Taking action where accidents are shown to happen  
             • Addressing road user behaviour  
             • Working with partners to promote and enhance community safety |
| F         | • Encouraging people  
             • Providing and improving facilities  
             • Designing in exercise opportunities |
2.4. Delivering Change

In developing LTP3 Delivery Plans we will take into account these challenges and policy toolkit items. We will develop a programme of works that impact on the challenges in ways that most effectively address our responsibilities as a transport authority and support the wider regeneration aspirations in North East Lincolnshire. In doing so we will develop detailed implementation plans for all aspects of local transport.

2.5. Performance Management

Overall management of the Local Transport Plan will be vested in the Regeneration Partnership, part of the Local Strategic Partnership.

Routine reporting will be through the arrangements put in place through the Balfour Beatty/North East Lincolnshire Partnership which sets out the overall performance targets for regeneration and transport specific targets.

<table>
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- Research and information
- Partnership working
- Delivery of improvements
- Communication
- Behaviour change
- Delivering low-carbon transport
3. Introduction

This Local Transport Plan (LTP3) sets out the Transport Strategy for North East Lincolnshire. It runs from April 2011 and covers an initial period of 15 years, although this document has been developed to be flexible enough to adapt to the changing priorities that are likely to arise in the future. It is designed to set out the role of transport, access and connectivity in delivering the overarching economic, social and environmental policies within North East Lincolnshire in addition to meeting existing highway commitments.

This document will improve communication with stakeholders by:

- informing them about the Local Transport Plan and its importance.
- helping stakeholders to engage with the Local Transport Plan process and its future development
- describing what the LTP3 can deliver, how it can help stakeholders achieve their wider goals and how they are able to contribute
- setting out how the plan will be monitored and managed.

This LTP3 is not a ‘bidding’ document and there is no direct link between the plan and the funds likely to be made available to the Council and its Partners. The Comprehensive Spending Review of November 2010 removed the ring-fencing of many of the key funding streams, such as highway maintenance and road safety which are now based on formulae set by the UK Government.

However, LTP3 forms the basis through which transport within the area will be developed and managed. Consequently, although it is not directly linked to funding, it forms the foundation through which bids for additional transport funding may be made.

This encompasses Government funding initiatives (including the Local Sustainable Transport Fund), existing European funding such as European Regional Development Funds (ERDF) and potential new European funding. Along with the Local Development Framework (LDF), the LTP3 also provides the foundation for linking physical development and regeneration to the provision of appropriate transport and access.

Finally this document sets out our connectivity requirements at a regional, national and international level, helping us to make the case for improving our wider connectivity as a means to achieving economic success.

3.1. A new approach to LTP3

Unlike previous Local Transport Plans the timescales and structure of the document have not been prescribed by Central Government, this has allowed greater flexibility and more scope in developing this LTP3.

Alongside this, the Transport Strategy, there are a series of Delivery Plans each covering a rolling period of 3 years. These will set out the programmes and schemes we plan to deliver over this period along with the rationale for each project and Performance Indicator information that we will use to monitor each project.

Many of our major regeneration projects detailed in this document will run beyond the initial 3 year period of our first Delivery plan. Consequently, the Delivery Plan will provide details of longer term schemes and programmes, though at a less detailed level.

Finally, there will be an Annual Programme developed each year to take account of available funding, delivery against the programme and any additional factors that come to light. The Annual Programme will be an integral part of the Delivery Plan.

Collectively these three elements, the Transport Strategy, the Delivery Plan and the Annual Programme, will provide an effective, flexible toolkit through which we can deliver the transport, access and connectivity improvements required by North East Lincolnshire. Figure 2 on the following page shows these three elements and the relationship between them.
The most critical requirements for the Local Transport Plan are:

- Focusing on the major regeneration priorities whilst meeting existing commitments such as highway maintenance.
- Flexibility to cope with significant changes in Government legislation, levels and sources of funding.
- Delivery of the agreed North East Lincolnshire Council and Balfour Beatty partnership objectives, involving the targeting of resource based on evidence of performance against key performance indicators.
- Full engagement of partner organisations in terms of the focus of the Local Transport Plan and its delivery through partnerships.
- Effective management of the delivery programme.

The overall management of the Local Transport Plan will be through the North East Lincolnshire Council / Balfour Beatty Regeneration Partnership together with any technical sub groups which will be required to manage and report on specific aspects. The Portfolio Holder for the Environment and the Green Agenda will approve the annual programme prior to commencement of projects in April each year.

The North East Lincolnshire Council Regeneration Directorate will oversee the delivery of the strategy, information will be provided on a regular basis by the LTP3 Programme Team who will meet monthly to review current projects and co-ordinate future schemes to achieve improved value for money and reduced disruption for the residents of North East Lincolnshire.

Some elements of the delivery of transport and connectivity will require a sub-regional perspective. This applies especially to our aspirations for:

- Improved rail provision for freight and passenger (including a direct link to London);
- Infrastructure improvements to the Port of Immingham;
- Infrastructure for the development of renewables and chemical on the South Humber Bank and
- Addressing the underlying debt of the Humber Bridge, the associated tolls and their economic impact.

Where appropriate we will work with our neighbouring Local Authorities and other regional bodies in both the public and private sectors to bring about these aspirations.

There will clearly be a role for the Local Enterprise Partnership (LEP) in developing, funding and delivering these elements. However, it is not possible to state at this stage how this might operate. When the LEP is formally set up appropriate arrangements will be put in place.

Figure 3 on the following page shows the relationship between the Transport Strategy, the Delivery Plan, the Annual Programme and how this arrangement will be managed.
3.2. Balfour Beatty Partnership

A ground breaking 10-year relationship between Balfour Beatty and North East Lincolnshire Council commenced on July 1st 2010. This delivery partnership involves Balfour Beatty working alongside the Council in the planning and delivery of physical regeneration, property and technical services in North East Lincolnshire. This includes the development and delivery of transportation, highways and connectivity, including the development and delivery of the Local Transport Plan 3.

The aim of the Partnership is to speed up progress on regeneration of the borough whilst getting value for money for residents. This includes improving the physical appearance of the area and the quality of life of residents, ensuring that North East Lincolnshire is seen as a great place to work, invest, visit and live. This LTP3 Transport Strategy and associated Delivery Plan are key parts of the contract.

The key targets of the Partnership include:

- Secure investment and jobs in North East Lincolnshire
- Reduce road accidents
- Maintain the Highway network
- Increase the number of people travelling by public transport
- Manage the road effectively

Progress across the broad scope of the partnership will be monitored through performance indicators and targets associated with these outcomes. This will avoid actions which will deliver against one element at the expense of others.

For example, bus passengers will be increased in conjunction with the increases in jobs and housing. This will involve delivering public transport improvements linked to new and existing developments, alongside travel plans, travel advice and complementary skills development programmes aimed at improving employability.

The appraisal of programmes and schemes, along with the presentation of results, will use a balanced scorecard approach geared towards addressing the main concerns of the people of North East Lincolnshire.

The Balfour Beatty / North East Lincolnshire partnership is new and as a result, this Local Transport Plan has been written to provide as much flexibility as possible whilst focusing on the key regeneration outcomes of North East Lincolnshire. Inevitably the Local Transport Plan, its management and performance reporting will evolve as the partnership contract matures.
4. The Vision for North East Lincolnshire

4.1. North East Lincolnshire Context

North East Lincolnshire sits at the entrance to the UK’s busiest trading estuary, at the heart of a gateway that links northern England to global markets. The area therefore offers significant economic opportunities.

North East Lincolnshire has a notable and possibly unrivalled competitive advantage in that it still has significant undeveloped land and new development sites available around the South Humber Bank, around Europarc, along and around the A180 and within Grimsby town centre. This can be for a variety of uses and by utilising a proactive approach to planning we will encourage development that meets the needs of the area.

The seaside resort of Cleethorpes and the rural Lincolnshire Wolds give an added leisure dimension for residents and visitors, with tourism being a major employment and investment sector. Immingham is the UK’s largest port, handling around 58 million tonnes annually with 20 years of consecutive growth, ensuring that the port remains one of the largest in Europe and a significant economic driver for North East Lincolnshire.

Within North East Lincolnshire there are three main town centres. The largest by far being Grimsby’s “Top Town”. Within this area Freshney Place dominates providing purpose built retail units for many major high street retailers. Smaller units are offered to the south of Victoria Street West and off South St Mary’s gate. This area is typified by smaller, independent fashion retailers and specialist stores.

There are secondary town centres in Cleethorpes along St Peters Avenue and in Immingham along Kennedy Way. These provide a mixture of high street services and small independent outlets. Figure 4 opposite shows the local geographical context.

1 Local Evidence Base. October, 2010, North East Lincolnshire Council

Figure 4 – Map of North-East Lincolnshire
4.2. The Vision

The overall vision for North East Lincolnshire is based on three key elements:

- **Growth in ports & industry along the South Humber Bank**
- **Regeneration of Grimsby town centre, strengthening its position as a centre for retail and commerce.**
- **Redeveloping Cleethorpes as a successful, vibrant visitor destination**

These three elements will provide the focus for economic success, jobs and good quality amenities which will benefit all residents of North East Lincolnshire as well as those choosing to work in or visit the area.

This Local Transport Plan is designed to support these developments as well as meeting existing transport commitments. Our Local Transport Challenges set out in Section 7 demonstrate how our policies and actions will help the following visionary projects become reality.

4.2.1. Immingham & The South Humber Bank – Engine Room for Economic Growth

Spanning the Port of Grimsby and Immingham, The South Humber Bank is home to North East Lincolnshire’s key ‘engine room’ industries. The area has significant development potential, with large tracts of vacant land within easy reach of the ports and the motorway network. It has the potential to be a prime location for modern industry and set the standard for sustainable development. There is strong investor interest in this area, but upfront investment is required to remove the key physical constraints to development.

Through the Local Transport Plan 3 we will identify key sites and evaluate the requirements for the provision of strategic transport infrastructure to unlock commercial and industrial development. It will seek to remove or reduce barriers to development by focusing on transport as a key enabler.
Working closely with North Lincolnshire Council and stakeholders along the South Humber Bank, due account will be taken of neighbouring developments in forming an integrated approach, which maximises the development potential of the area.

The transport challenge will be to provide appropriate infrastructure to enable easy access for commercial traffic whilst promoting sustainable travel to employees and visitors to the sites.

Key Challenges:

• Strengthening the ports of Immingham and Grimsby, including the provision of improved highway and rail capacity enabling the ports to reach their full potential.

• Building on the existing chemicals sector and developing a European centre for chemical industries.

• Providing a skilled workforce for industry through the development of CATCH 3 & 4 training facilities.

• Development of Europarc 4 to provide further high quality capacity, especially in food and fish processing.

4.2.2. Grimsby Town Centre

The Grimsby Town Centre Masterplan has identified a set of regeneration projects which specifically aim to deliver transformational change within the town centre including the main shopping areas. These projects will provide new urban quarters, gateway sites and improved civic amenities. The projects focus on the following town centre sites; St James Square, Grimsby Railway Station, Riverhead Square and Alexandra Dock West. The plan opposite shows the identified land uses within the masterplan area and the key regeneration projects that are highlighted below.

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Figure 7 - Grimsby Town Centre regeneration areas
St James’ Square

St James’ Square, including St James’ House, will be promoted for new town centre uses including office, leisure and retail. It has the potential to provide a new cultural quarter and an enhanced public square.

St. James’ Square will remain the tranquil heart of the town centre and provide a calm, safe dwelling space but will be strengthened by the replacement of poor quality surrounding development with new and refurbished buildings which will provide activity and security with appropriate ground level uses. New buildings surrounding the square will complement and respect the scale of the historic church and include social and cultural uses. Activity and movement will be encouraged with the specific aim of improving safety and creating a quality public realm space.

The neighbouring area of Cartergate will support the development of St James’ Square and will be developed for new business uses, office space and retail opportunities complementing the ideas for St James’ Square.

Alexandra Dock

Through the development of vacant sites and the regeneration of existing buildings the town will reconnect with the waterfront. The redevelopment of this area will see the existing low value uses including bulky goods retail, depots and surface parking largely displaced by mixed use redevelopment including office, retail and leisure uses that can help capitalise on the exceptional waterfront location to create value.

An education and training focus at the northern end of Alexandra Dock and new green spaces on the western bank of the Dock will provide an attractive setting for new development and encourage people to visit and spend time in this key area of the town centre.
Riverhead Square

A successful square is vital in delivering and realising the vision of a new Grimsby town centre. Riverhead Square will become the heart of the town centre, situated alongside Alexandra Dock, with strong visual connection and reference to the North Sea.

This primary public square will be of civic quality and predominantly hard, in contrast to St. James’ Square, and support a number of civic and leisure uses. This will be the focus for civic occasions and symbolise the identity of Grimsby. Major events such as food and drink festivals, concerts and celebrations will be hosted in this space as part of a programme for activity in the town centre.

Part of promoting better movement into Riverhead Square will be improving pedestrian access across Frederick Ward Way through creation of a shared space.

Station Approach

Station Approach is a key gateway not only to Grimsby town centre but the Lincolnshire hinterlands beyond. The station is the first link in the chain connecting the railway to the town centre then onto the river and docks. It is important that Station Approach becomes a place where people want to remain and the space should reflect this aspiration by providing a new inspiring entrance to the town centre through an initial phase of public realm works and environmental improvements.

In the short term a detailed programme for the delivery of these projects, including business plans and financial packages, will be developed with the relevant stakeholder organisations. Medium to long term activity will focus on the implementation of these schemes, providing support to stakeholder organisations wishing to progress their schemes. These projects will over the long term deliver transformational change in the heart of Grimsby.

The role of transport as an enabler to regeneration must not be underestimated and managing the expected increase in vehicles accessing the town centre will be a key transport challenge in all these regeneration projects.
4.2.3. Cleethorpes: a lively and attractive town by the sea

In the short term there will be a renewed focus on promoting the main investment sites within the town centre including the North and Central Promenades and the small scale improvements identified by Cleethorpes Town Team. Investment will concentrate on the ‘Golden Loop’ comprising Sea View Street, Alexandra Road, Market Street and St Peter’s Avenue.

The transport challenges will lie in managing access to the resort and the associated requirement for car parking spaces. Demand management and providing alternatives to the car will be key in ensuring that transport does not act as a brake to the redevelopment of the resort.

4.2.4. Freeman Street: new life for a famous street

The project will complete an action plan for the Freeman Street Neighbourhood Development Framework incorporating stakeholder proposals for redevelopment and regeneration. This will provide a structured programme of activity and will clearly define stakeholder roles and responsibilities.

Early actions are currently being pursued to open up important potential development sites within Freeman Street. By incorporating the proposals for Freeman Street Market and the adjacent Council owned sites a new focal point for renewal will be created within this neighbourhood.

Over the medium to long term the other catalytic projects set out in the Freeman Street Neighbourhood Development Framework will be progressed following project priorities set out in the Action Plan.

Key long term projects include; the redevelopment of the existing shopping precinct for a housing led mixed use development incorporating a substantial neighbourhood park, the consolidation and improvement of existing retail offer to create a viable district centre south of the market and, improvement of the housing stock largely through the investment programmes of Shoreline Housing Partnership. In addition, new community infrastructure will be provided such as space for new business start-ups, development of social enterprises and the provision of new social and community facilities.
The role of transport will be key in the development of this famous local street, providing access to business and the market whilst providing appropriate areas for the local residents to spend time.

4.2.5. East Marsh: maintaining the momentum

Medium to long term activity will concentrate on the implementation over the next 7 years of the Neighbourhood Renewal Area Action Plan. This will be a comprehensive approach including: improving the quality of the living environment via improvements in housing conditions, addressing issues of empty homes and derelict land, improvement of public and green spaces, the provision of community facilities, and the enhancement of movement corridors including footpaths and cycle routes. Actions will also include providing opportunities for employment and enterprise including social enterprise. The area will consider the possibilities for self-build and the introduction of micro renewable projects, which will help create employment and business opportunities. The project will promote an enhanced role for private sector partners.

4.2.6. Europarc: Opportunity for Sustainable Employment

The continued development of the existing Europarc site and future expansion onto Europarc 4 will provide high quality accommodation for a variety of users from bespoke office space and business starter units through to specialist food manufacturing and vehicle fabrication.

4.3. Delivering the vision – The Local Challenges

The critical elements of our regeneration vision have been described above. The role of this Local Transport Plan is to provide the necessary transport, infrastructure and connectivity improvements to enable this vision of North East Lincolnshire to become the reality whilst maintaining our commitments to meet national goals.

The foundations of the Local Transport Plan were laid through a series of stakeholder workshops. The key outcomes were a set of Local Transport Challenges, linked to our priorities, which are summarised on the following page of this Transport Strategy. The components of the vision and the challenges we face can be directly related to these challenges which are summarised below.
## North East Lincolnshire Local Transport Challenges

<table>
<thead>
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The challenges are designed to address our economic, social and environmental priorities and are explicitly geared towards the regeneration programme as well as enhancing the local environment, the health and wellbeing of our residents, employees & visitors and helping meet our environmental commitments.
5. This is North East Lincolnshire

5.1. The setting / location

North East Lincolnshire is a single-tier, unitary authority covering an area of 192 sq kms and lies between the administrative areas of Lincolnshire County to the South and East and North Lincolnshire to the West.

Within the district, Grimsby and Cleethorpes together form the major urban centre, surrounded by satellite villages including Great Coates, Scartho, Waltham and Humberston. Immingham is a compact secondary urban centre, with a large industrial area around the docks focused on food and drink; ports and logistics; renewable energy; chemicals & process industries.

The Humber Estuary bounds the area to the north east and the main connecting roads are the A180 (T) from the west, the A46 from the south west and the A16 from the south. The A18 passes through North East Lincolnshire bypassing the main urban area and links the A16 to the A46 and A180(T). Just beyond the boundaries of North East Lincolnshire lies numerous settlements, residents of which look towards North East Lincolnshire for employment, shopping and health services.

5.2. Connectivity

North East Lincolnshire is the centre of a number of industries essential to the UK economy, including renewable energy technologies, food and fish, chemical manufacture and coal imports. Continued success, both for North East Lincolnshire and the UK economy as a whole, depends on good connectivity. This encompasses:

- the neighbouring areas of North Lincolnshire, Lincolnshire and the City of Hull;
- the UK motorway network;
- the UK rail network;
- Europe and beyond via the ports of Immingham, Grimsby and the other Humber Ports

Good freight and passenger transport links are essential for the success of the area. Key road connections (as shown in figure 15) include:

- A180/A15 (Humber Bridge) to Hull
- A180/M180 West to UK motorway network

• A46 to Lincoln
• A16 to Boston

Our local highway programme is designed to provide improved access to these key highways, especially for freight and commercial traffic.

Although the A180 provides a good link to the seaside town of Cleethorpes, congestion at the end of the route at peak times is an issue that could act as a significant brake on tourism growth in the future if left unchecked.

At a regional level tolls on the Humber Bridge are a significant cost for users, whether bus passengers, motorists or freight operators. Initial assessments of their economic cost have been undertaken by the Department for Transport and a Public Enquiry on the proposed increase in tolls has been signalled for 2011.

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2 Humber Bridge Tolls Modelling and Appraisal Study, AECOM for DfT, 2010
The Lincolnshire InterConnect Network provides a network of high quality buses which provide key links (Louth, Lincoln and Newark), supplementing local bus and rail services. An hourly service to Hull via Humberside Airport is also available.

An hourly Trans-Pennine Express service operated by First Group operates from Cleethorpes via Grimsby, Scunthorpe, Doncaster, Sheffield and Manchester to Manchester Airport and provides North East Lincolnshire with its primary access to the national rail network.

This is supplemented by an approximately two-hourly East Midlands Trains service to Lincoln and Newark. A further service, operated by Northern Rail, runs between Cleethorpes and Barton-on-Humber every 2 hours. There are currently no direct rail links to London, a change is required at Doncaster or Newark.

Line speeds are generally slow and additional train paths are limited due to the significant freight traffic along the South Humber Main Line.

Rail freight from Immingham is crucial to the UK economy, especially in transporting imported low-sulphur coal to the power stations in Yorkshire and the River Trent. Other rail freight is carried and bulk liquids are transported from Immingham via pipeline.

The Humber provides one of the primary gateways from the UK to Europe for seaborne freight. The proximity of Humberside Airport provides air links to continental Europe and over 700 international routes are available via a connection at Schipol Airport. In addition to passenger services the airport also has a thriving freight operation and is the second largest airport in the UK for North Sea oil and gas helicopter operations.
5.3. Our economy

The economy within North East Lincolnshire has a higher proportion of jobs in manufacturing, distribution, hotel & catering and public admin, education & health and transport & communications than both the Humber region and Great Britain averages. There less dependence on Finance, Business and IT activities when compared with regional and national averages.

Full details of the patterns and types of employment are provided in the Local Evidence Base which details the characteristics of our economy.

An Economic Assessment has been undertaken jointly by North Lincolnshire and North East Lincolnshire Councils. Elements of this exercise have informed this Local Transport Plan throughout. A summary of strengths, weaknesses, opportunities and threats from this assessment is shown opposite and is especially useful in informing transport priorities:

### North Lincolnshire Economic Assessment SWOT analysis of Northern Lincolnshire economy.

#### Strengths
- Successfully developed strong industries based upon its natural comparative advantage on the Humber Estuary
- Industry includes exemplars of forward-looking, dynamic, and growing firms, including many at the cutting edge of technology, including renewable energy technology
- Outward-looking and international profile
- Strong infrastructure assets
- Strong employer and trade networks
- Good sector-based training provision.

#### Weaknesses
- Low adult skills levels
- Lack of higher education facilities and deficit of talented young people who leave to study elsewhere
- High unemployment rate, especially in deprived areas
- Multiple deprivation in inner urban areas, including high levels of child poverty, workless households and health inequalities
- Housing supply mismatched in some respects to demand
- Lack of scale to offer the full range of employment, leisure and other opportunities.

#### Opportunities
- Growing employment opportunities in the construction and distribution, hotels and restaurants sectors
- Opportunities to connect to wider industry networks and critical mass across the wider Humber area
- Remove barriers to employment outside the Northern Lincolnshire district, e.g. on the North Bank
- Build on successful North East Lincolnshire LEGI programme in terms of supporting the workless into self-employment
- Strong inward investment offer focused on the strengths/ comparative advantages, including the positioning of Northern Lincolnshire power plants in terms of economic and environmental efficiency.

#### Threats
- Over-reliance on key sectors and employers
- Many key sectors forecast to grow in GVA terms but decline in employment terms – need to consider how to connect local people to economic opportunity
- Public sector finance cuts – threatening not only direct public sector jobs but also the opportunity for targeted public sector investment to address areas of weakness
- Climate change flood risk.

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3 Local Evidence Base. October, 2010, North East Lincolnshire Council

4 North Lincolnshire Economic Assessment, NELC and North Lincolnshire Council, Oct 2010
5.3.1. Town Centres

Town centres play a vital role within any local economy, they are both sources of employment and retail spend.

Within North East Lincolnshire there are three main town centres. The largest by far being Grimsby’s “Top Town”. Within this area Freshney Place dominates providing purpose built retail units for many major high street retailers. Smaller units are offered to the south of Victoria Street West and off South St Mary’s gate. This area is typified by smaller, independent fashion retailers and specialist stores.

There are secondary town centres in Cleethorpes along St Peters Avenue and in Immingham along Kennedy Way. These provide a mixture of high street services and small independent outlets. The retail sector in North East Lincolnshire’s town centres appears to be making a cautious recovery from the recession, although generally, rateable values, rental yields and prices underperform comparator areas; also, the town centres as a whole underperform comparison areas though perform strongly in the context of the sub-region.

In 2008/09 over £260m was spent in retail centres by residents of North East Lincolnshire with more than 98% of the total being spent within the Grimsby and Cleethorpes.

The primary transport and access issues relating to our town centres are summarised in the table below.

Support for Growth in Town Centres

<table>
<thead>
<tr>
<th>Issue</th>
<th>Comments</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>Provision of appropriate transport infrastructure to support regeneration.</td>
<td>Challenges A &amp; C</td>
</tr>
<tr>
<td></td>
<td>Ensuring that congestion isn’t a brake to development.</td>
<td>Challenge B</td>
</tr>
<tr>
<td></td>
<td>Ensuring that our town centres are attractive places to visit</td>
<td>Challenge G</td>
</tr>
</tbody>
</table>

5.3.2. Ports & Industry

North East Lincolnshire forms a significant element of the Humber Ports, one of the UK’s key gateways to Europe and the rest of the World. The ports of Grimsby and Immingham together handled over 60m tonnes of cargo in 2006. Immingham is the UK’s busiest port, accounting for 10% of UK sea-borne trade. As well as vehicles, the two ports handle coal, iron ore, petroleum products and chemicals as well as general cargoes. This makes North East Lincolnshire a major contributor to the national economy.

Road freight landed or exported through these ports uses the A180 to access the UK motorway network via the M180 running through North Lincolnshire. In addition rail freight is a major conduit, especially for bulk cargoes and pipelines are used to move bulk liquids.

Both North Lincolnshire and North East Lincolnshire have significant industries which are dependent on motorway access via the A180/M180. In terms of motorway and rail access the two unitary authorities are interdependent. This is reflected in the Joint Economic Assessment undertaken by the two authorities and the proposal for a South Humber Local Enterprise Partnership. Both of these will help build a case for the long term improvement of the links, especially resolving critical rail capacity constraints which will affect the current operation or limit future aspirations.

In meeting the need for excellent connectivity to the rest of the country, a number of major transport schemes have been considered:

- Rail capacity improvements to provide additional train paths.
- A18-A180 link, providing an appropriate link for HGV traffic to and from the Port of Immingham travelling up the A18 from rural Lincolnshire.
• Europarc 4 phase 4 Highway Infrastructure to serve the growing industries on the South Humber Bank.

• A160 improvements, the dualling of the only section of single carriageway along the M62 corridor will seek reduce congestion associated with road freight movements into and out of the Port of Immingham.

Further details regarding these schemes can be found in Section 9 of the associated Delivery Plan.

The primary transport and access issues relating to ports and industry are summarised in the table below:

Support for Growth in Ports & Industry

<table>
<thead>
<tr>
<th>Issue</th>
<th>Comments</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road connectivity</td>
<td>Lack of southern access to the Port of Immingham</td>
<td>Challenge B</td>
</tr>
<tr>
<td></td>
<td>Congestion along the A160</td>
<td></td>
</tr>
<tr>
<td>Rail Capacity</td>
<td>Additional paths on the South Humber mainline</td>
<td>Challenge A</td>
</tr>
<tr>
<td>Noise, air quality</td>
<td>Pelham Road, Immingham</td>
<td>Challenge H</td>
</tr>
<tr>
<td>and severance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5.3.3. Tourism

The value of tourism to the economy in North East Lincolnshire in 2009 was estimated at over £445 million, an increase of 3.8% on the previous year. Growth across the Yorkshire and the Humber region and in the UK as a whole suggests there is greater potential for increased growth.\(^7\):

In employment terms, tourism is a key part of the local economy and has the potential to grow significantly. In 2009, it was estimated that tourism supported around 4,500 full time equivalent jobs in North East Lincolnshire.

Day visits account for a significant proportion (71%) of the 9 million trips annually, this disparity may limit the scope for growth in tourist expenditure.

The potential for growth in the resort will be severely restricted if traffic is not effectively managed. This must be done through a comprehensive approach to regeneration which incorporates transport, traffic and access.

The primary transport and access issues relating to tourism are summarised in the table below:

Support for Tourism Growth

<table>
<thead>
<tr>
<th>Issue</th>
<th>Comments</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>National rail connectivity</td>
<td>Maintaining an hourly Trans-Pennine Express service</td>
<td>Challenge G</td>
</tr>
<tr>
<td>Road connectivity</td>
<td>Good connections to National highway network despite relative isolation of town</td>
<td>Challenge G</td>
</tr>
<tr>
<td></td>
<td>Congestion on A180 and A1098 Cleethorpes seafront</td>
<td>Challenge B</td>
</tr>
<tr>
<td>Severance on seafront</td>
<td>The seafront road constitutes a barrier to vulnerable users in accessing the town</td>
<td>Challenge E</td>
</tr>
</tbody>
</table>

\(^7\) United Kingdom Tourism Survey 2009
5.4. Population and labour market
The overall population of North East Lincolnshire is projected to increase by 4.6% from an estimated 157,100 in 2009 to 165,100 in 2030 and the emerging trend indicates that we will have higher numbers of older people living in the area.

5.4.1. Social conditions
The overall vision for North East Lincolnshire is to provide sustainable jobs and a good quality of life. However, the past history of the area has left a number of social problems which must be tackled alongside physical regeneration and the provision of jobs.

Crime has reduced in the Borough, though it still remains relatively high in comparison with other areas. This is despite significant progress through targeted partnership action. There are emerging signs that activities put in place through Neighbourhood Renewal Fund are starting to have a positive impact.

Some communities face a wide range of inequality issues. The change from a decreasing to increasing population reflects migrant worker growth. As a result of inequality gaps across the borough and the changing population profile community cohesion is a concern, especially in the central Grimsby area.

In July 2010 5.9% of North East Lincolnshire’s working age population were claiming Job Seekers Allowance compared with 4.2% in Yorkshire and the Humber and 3.7% in Great Britain.

Average house prices are comparatively low, though this can provide an opportunity when new employment is delivered. However, there are inner urban areas where people on low incomes find it difficult to maintain ageing properties. This highlights that we need to focus on the quality of the existing housing stock as well as providing more affordable housing, providing a significant challenge both in terms of housing policy and in delivering the required services, including transport.

Plans are in place to tackle these issues, including the East Marsh Housing Renewal Programme detailed in Section 3 above.

Parts of our area are amongst the least healthy in the country, with lower than average life expectancy and higher rates of infant mortality, smoking, cancer and circulatory disease. Average life expectancy at birth has a seven year gap between the most deprived and the most affluent wards.

5.5. Children and Young People’s Plan
The North East Lincolnshire Children and Young People’s Plan (2007-2010) identifies a number of key issues to which transport contributes. The Plan was refreshed in 2009 in the context of the Second Local Area Agreement. It is structured to reflect the five outcomes of Every Child Matters and subsequent Government legislation and guidance on developing and delivering policies for children and young people.

The following table identifies the key issues and how the Local Transport Challenges relate.

<table>
<thead>
<tr>
<th>Outcome of CYPP</th>
<th>Key issues</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>Continuing to take action to reduce the number of children hurt or injured on our roads or in accidents</td>
<td>Challenge E</td>
</tr>
<tr>
<td>Healthy</td>
<td>Promoting healthier lifestyles and exercise</td>
<td>Challenge F</td>
</tr>
<tr>
<td>Enjoy and Achieve</td>
<td>Improving transport and access to facilities (inc in relation to proposed new secondary school education arrangements)</td>
<td>Challenges C, E and F,</td>
</tr>
<tr>
<td></td>
<td>Enabling children and young people with learning difficulties/disabilities to take part in sport and leisure activities</td>
<td>Challenges C, D, E and F,</td>
</tr>
<tr>
<td></td>
<td>Providing better resources so that all children and young people can get out more, meet new people, get involved in activities (extra curricular)</td>
<td>Challenges C, E and F</td>
</tr>
<tr>
<td></td>
<td>Providing greater access to leisure and recreational facilities for disabled children and young people</td>
<td>Challenges C, D, E and F</td>
</tr>
</tbody>
</table>

8 Local Evidence Base. October, 2010, North East Lincolnshire Council
10 Local Evidence Base. October, 2010, North East Lincolnshire Council
11 Local Evidence Base. October, 2010, North East Lincolnshire Council
We will continue to work in partnership to address the needs of children and young people as we implement LTP3. In particular, we will ensure that transport and connectivity schemes are designed to meet the needs of children and young people. Consultation processes and Transport Community Action Plans will be explicitly designed to determine and help meet these needs.

5.6. Access to Education / Sustainable School Travel & Transport Strategy

Access to high quality education and training is a crucial part of North East Lincolnshire policy and is a key element of the regeneration aspirations of the area.

This strategy, through the Local Transport Challenges and their delivery, is designed to address the access needs of the whole community including addressing issues surrounding access to education. As previously set out, it is focused on the critical projects and programmes geared to delivering economic and social regeneration and improving our environment.

In meeting these challenges during LTP1 & LTP2, we have developed a series of actions, including school travel plans, improved walking and cycle routes to schools and both Wheels to Work and Phone n Ride services supplement existing bus services. As a result of these actions levels of walking and cycling to school in North East Lincolnshire are amongst the highest in the UK with travel by car being correspondingly low.

Recognising the importance of maintaining and improving these levels, the Sustainable School Travel & Transport Strategy\(^\text{12}\), published annually, sets out a number of key objectives which this Local Transport Plan supports:

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\(^{12}\) Sustainable School Travel & Transport Strategy 2010/11. NE Lincolnshire Council
5.7. Older People's Strategy

North East Lincolnshire’s strategy for Later Life “A Good Place to Grow Older 2009-2012” identifies five key outcomes to which transport contributes. The following table identifies the key outcomes and how the Local Transport Challenges contribute to realising these outcomes.

### Linkages between the Later Life “A Good Place to Grow Older 2009-2012 Strategy and the Local Transport Plan

<table>
<thead>
<tr>
<th>Later Life Strategy Outcome</th>
<th>Key Issues</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making a positive contribution.</td>
<td>Enabling access for older people to location where they wish to visit.</td>
<td>Challenge D</td>
</tr>
<tr>
<td>Accessing good information, advice and advocacy.</td>
<td>Access to information about the range of transport services available to them.</td>
<td>Challenges D &amp; G</td>
</tr>
<tr>
<td>Maintaining physical, mental and emotional health and well being.</td>
<td>Providing access to leisure and health opportunities.</td>
<td>Challenge F</td>
</tr>
<tr>
<td>Living in good, safe environments and able to get out and about.</td>
<td>Continuing action to reduce the number of older people hurt or injured on the roads, in accidents or as a result of trips and falls</td>
<td>Challenge E</td>
</tr>
<tr>
<td>Maintaining economic well being.</td>
<td>Gaining or maintaining employment or entering into retraining opportunities</td>
<td>Challenges A &amp; C</td>
</tr>
</tbody>
</table>

As we move through the delivery stage of LTP3 we will ensure that the needs and wishes of older people in North East Lincolnshire are considered by working with groups representing older people in the development of our local Transport Community Action Plans. In particular we will develop schemes that improve older people’s access to key services and enable them to feels safe and secure when using the local transport network.

5.8. Access, Transport and Health

Transport has a role to play in reversing the trend in poor health experienced by our local population.

Maintaining and improving public transport provision, cycling and walking links are key tools in providing access to healthcare and leisure opportunities. Providing people with the ability to visit health clubs, leisure centres and sports fields can enable them to partake in physically active pastimes impacting positively on their health.

Providing access to doctors, health centres and hospitals for people who do not have access to a private car means that those who suffer poor health or who are at risk of becoming ill are not isolated from the advice and help they require.

However, transport isn’t just about getting from A to B, in many respects how you make that journey is as important as where you are going to. By choosing to travel in a more physically active way you can realise significant health improvements without the need to fit more into your day.

### Linkages between Transport & Health

<table>
<thead>
<tr>
<th>Issue</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing access to health and leisure facilities</td>
<td>Challenge D</td>
</tr>
<tr>
<td>Choosing physically active travel methods</td>
<td>Challenge F</td>
</tr>
</tbody>
</table>
5.9. Joint Strategic Needs Assessment (JSNA)

In 2008, North East Lincolnshire Council and the North East Lincolnshire NHS Care Trust Plus undertook a Joint Strategic Needs Assessment (JSNA). This focused on three critical areas, each of which has elements to which transport, access and connectivity can make a significant contribution:

- Improving the health and wellbeing and reducing inequalities for the general population in North East Lincolnshire.
- Improving the health and wellbeing and reducing inequalities for children and young people in North East Lincolnshire.
- Improving the health and wellbeing and reducing inequalities for older people in North East Lincolnshire.

5.9.1. General Health and equalities in the JSNA

Transport is identified as one of the priority areas for improving the health and wellbeing of the general population.

Economic activity is dependent on transport which can increase access to work, shops, healthcare and other public and leisure services which impact on health. Lack of car ownership and poor public transport may increase a range of inequalities. However, it is possible that some road and transport infrastructure has brought about severance within neighbourhoods and communities resulting in social isolation.

Motor transport is a significant source of poor air quality in the urban environment, contributes to climate change and is linked to physical and mental ill-health. Noise associated with traffic is a pollutant and road traffic accidents may result in disability and death. Using motor transport has the potential to result in decreased physical activity which can have a negative impact on health.

Modernising the transport system, while including plans to address negative impacts, will provide a major contribution to regeneration in North East Lincolnshire. Providing safe walking and cycling routes, not necessarily linked to roads, also helps to reduce accidents and increase physical activity.

The use of public transport in North East Lincolnshire is relatively low compared to other urban areas, with only 8% of people using buses/trains to get to work compared to 12% in Doncaster and 13% in Rotherham.

In relation to road safety, in 2006, North East Lincolnshire had a higher killed or seriously injured rate per 100,000 population (563) than England (450) and all other local authority areas in the Yorkshire and the Humber region, and a comparatively low annual rate of reduction.

In 2006, 25 children were seriously injured and 96 suffered minor injuries. The number of pedal cyclists killed or seriously injured on our roads is 4th highest in the region.

5.9.2. Children and Young People in the JSNA

Although transport is not directly identified in this section as a key priority in the JSNA for children & young people, there are a number of areas where transport policies, programmes and schemes will impact on health and wellbeing. In influencing these, the role of transport is to provide appropriate access and the opportunity for children and young people to make positive choices.

5.9.3. Older People in the JSNA

It is estimated that in North East Lincolnshire there are over 9,000 pensioners at increased risk of becoming socially isolated because of transport issues with residents of more deprived areas finding themselves more limited by lack of transport than those in more affluent areas.

Within the Joint Strategic Needs Assessment transport is identified as one of the priority areas for improving the health and wellbeing of older people.

5.10. Transport and Improved Communities

Both crime and ill-health share the common causes of social deprivation, poverty, inequality in income, unemployment and lack of car ownership, and drug and alcohol misuse. Crime and the fear of crime narrow peoples travel horizons and can have a major effect on people’s quality of life.

Transport has a role to play in addressing some of these causes, improving street lighting, the provision of CCTV on public transport and designing schemes that help to reduce crime can all have a positive effect on levels of crime broadening peoples travel horizons and encouraging social inclusion.
5.11. Environment

Through the delivery of this strategy we will seek to minimise the effects of transport on the natural environment and seek wherever possible to improve the quality of the built environment through the delivery of schemes. As part of the appraisal for any scheme we will seek to mitigate the noise, air quality, and severance and biodiversity impacts of transport on local communities. A full Strategic Environmental Assessment has been prepared as part of the Local Transport Plan process.

The table below identifies the key environmental issues and the links to the Local Challenges:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Comments</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air quality</td>
<td>Managing existing AQMAs</td>
<td>Challenge H</td>
</tr>
<tr>
<td></td>
<td>Overall air quality</td>
<td>Challenge H</td>
</tr>
<tr>
<td>Noise</td>
<td>Ensuring traffic noise does not impact on communities</td>
<td>Challenge H</td>
</tr>
<tr>
<td>Severance</td>
<td>Limit severance to communities</td>
<td>Challenge H</td>
</tr>
<tr>
<td>Biodiversity</td>
<td>Ensuring that biodiversity is not adversely affected by transport</td>
<td>Challenge H</td>
</tr>
<tr>
<td>Access to green infrastructure</td>
<td>Access for residents and tourists, ensuring we make the best of our assets</td>
<td>Challenge H</td>
</tr>
</tbody>
</table>

An AONB management plan is in place for the Lincolnshire Wolds, this plan has five key aims; to sustain and enhance:

- The Lincolnshire Wolds’ natural beauty and its landscape character.
- Farming and land management in the Wolds as the primary activities in maintaining its character, landscape and biodiversity.
- Recreational, tourism and interpretive activities and opportunities appropriate to the area.
- The economic and social base of the Wolds including the development and diversification of enterprises appropriate to the area.
- Partnerships between organisations, the local community, landowners and others with an interest in the Wolds.

The objectives and actions contained within the Lincolnshire Wolds Area of Outstanding Natural Beauty Management Plan will be fully incorporated into the LTP3 through the Strategic Environmental Assessment.

AONB Management Plans

Occupying a unique place from the River Humber Estuary to the beginning of the Lincolnshire Wolds Area of Outstanding Natural Beauty, North East Lincolnshire is an area of international environmental importance. Despite its small size, North East Lincolnshire has a varied and attractive countryside. Some twenty percent of the borough is within the Lincolnshire Wolds Area of Outstanding Natural Beauty (AONB) to the west. This forms the backdrop to the coastal plain that continues to the mouth of the Humber estuary in the east.

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6. Policy Context

6.1. The National Context

Significant aspects of Government policy are still under development, though many of the key imperatives are clear. To take account of this, this Local Transport Strategy has been developed to provide a flexible approach focused on addressing the clear economic, social and environmental priorities, whilst at the same time meeting other important Government policy objectives.

The eight Local Transport Challenges which are the essence of this transport strategy were developed by our key local stakeholders, taking account of the guidance provided by Government and the Department for Transport. Although the means to tackle many of the key economic, social and environmental issues will alter, the national and international framework and its local context are unlikely to change considerably. Consequently, the North East Lincolnshire Local Transport Strategy has been framed within the following context:

6.1.1. Reducing the Deficit

One of the over arching national priorities set by the Government is to reduce the budget deficit which has seen public borrowing reach levels judged to risk harming the long term future of the nation. As a consequence, significantly less money will be available to fund investment or to provide ongoing services, at least during the life of this Parliament.

Although it is recognised that transport provides a key role in developing our national economy and ensuring that people can connect to economic opportunity, there will be reduced funds available to local authorities to fund transport schemes and services.

Those funds which are available must be focused on key economic, social and environmental priorities and must also be geared towards making the best of the transport assets and services already in place.

Although this does not affect our overall strategic priorities, it does place significant pressure on the framing of the Local Transport Delivery Plan (2011-2014). This is especially significant given the Government’s focus on maintenance of the transport assets, with a high proportion of the reduced funding being allocated to highway maintenance.

To address this, North East Lincolnshire Council will ensure that highway maintenance schemes are designed and delivered to add additional value by incorporating accessibility and safety improvements. This will be undertaken through partnership working and community involvement.

6.1.2. National Transport Goals

Alongside broader policy imperatives, transport is expected to deliver a contribution towards a range of economic, social, health and environmental issues which can be found in the tables below.

Economic Growth

Economic growth is one of the key goals on which Government expects transport to focus. The priority elements which must be addressed include:

<table>
<thead>
<tr>
<th>Sustainable Transport Priorities</th>
<th>Relevant Government Policy or Guidance</th>
<th>North East Lincs Challenges and Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journey times and reliability</td>
<td>Traffic Management Act (2004).</td>
<td>Challenge B – Improve journey times and reliability by reducing congestion</td>
</tr>
<tr>
<td></td>
<td>Highway maintenance to be prioritised</td>
<td></td>
</tr>
<tr>
<td>Connectivity and access to labour markets</td>
<td>Provide transport links to assist people in accessing work²⁸</td>
<td>Challenge C – Support regeneration by connecting people with employment, health, social and leisure opportunities</td>
</tr>
<tr>
<td>Supporting housing growth</td>
<td>Local determination of housing growth¹⁹</td>
<td>Challenge A – Enable sustainable growth through effective transport</td>
</tr>
<tr>
<td>Investment</td>
<td>Creation of LEPs to determine priorities and focus resources, including Regional Growth Fund²⁰</td>
<td>Challenge A – Enable sustainable growth through effective transport provision</td>
</tr>
</tbody>
</table>

¹² Comprehensive Spending Review, 2010
¹³ Ministerial statements, 2010
¹⁹ Localism White Paper, December 2010
²⁰ Local Growth: Realising Every Place’s Potential White Paper, October 2010
Equality of Opportunity

Ensuring that all members of our communities can contribute to and benefit from economic success needs good transport infrastructure and services to be provided.

<table>
<thead>
<tr>
<th>Sustainable Transport Priorities</th>
<th>Relevant Government Policy or Guidance</th>
<th>North East Lincs Challenges and Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to employment, education, training and services</td>
<td>No specific statements, though clearly linked to welfare reform&lt;sup&gt;21&lt;/sup&gt;</td>
<td>Challenge D – Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities</td>
</tr>
<tr>
<td>Reducing the economic disparity between regions</td>
<td>Local growth plans, including Local Enterprise Partnerships&lt;sup&gt;22&lt;/sup&gt;</td>
<td>The Regeneration focussed LTP3 is geared towards this as a whole</td>
</tr>
</tbody>
</table>

Reducing carbon emissions

The commitments made by previously to reduce carbon emissions have been maintained by the present Government.

<table>
<thead>
<tr>
<th>Sustainable Transport Priorities</th>
<th>Relevant Government Policy or Guidance</th>
<th>North East Lincs Challenges and Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reducing transport related greenhouse gas emissions</td>
<td>Climate Change Act (2008) commitments</td>
<td>Challenge H – Ensuring transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions</td>
</tr>
</tbody>
</table>

Safety, security and health

<table>
<thead>
<tr>
<th>Sustainable Transport Priorities</th>
<th>Relevant Government Policy or Guidance</th>
<th>North East Lincs Challenges and Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reducing death and injury due to transport accidents</td>
<td>Road safety remains a priority&lt;sup&gt;23&lt;/sup&gt;</td>
<td>Challenge E – Provide safe access and reduce the risk of loss, death or injury due to transport accidents or crime</td>
</tr>
<tr>
<td>Improve health through physically active travel</td>
<td>Local authorities to have greater public health responsibilities&lt;sup&gt;24&lt;/sup&gt;</td>
<td>Challenge F – Improve the health of individuals by encouraging and enabling more physically active travel</td>
</tr>
<tr>
<td>Reduce the social &amp; economic costs of transport on public health</td>
<td>Meeting European air quality obligations&lt;sup&gt;25&lt;/sup&gt;</td>
<td>Challenge H – Ensuring transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions</td>
</tr>
<tr>
<td>Reduce vulnerability to terrorist attacks</td>
<td>No specific statements, though linked to general security</td>
<td>Will be addressed as part of LTP3 delivery</td>
</tr>
<tr>
<td>Reduce crime and fear of crime on transport networks</td>
<td>Linked to Community Policing initiatives</td>
<td>Challenge E – Provide safe access and reduce the risk of loss, death or injury due to transport accidents or crime</td>
</tr>
</tbody>
</table>

<sup>21</sup> Universal Credit: Welfare that works White Paper, November 2010
<sup>22</sup> Local Growth: Realising Every Place’s Potential White Paper, October 2010
<sup>23</sup> The Coalition: Our Programme for Government, 2010
<sup>25</sup> European Air Quality Framework Directive and Daughter Directives, 1996-2002
Quality of life and a healthy natural environment

<table>
<thead>
<tr>
<th>Sustainable Transport Priorities</th>
<th>Relevant Government Policy or Guidance</th>
<th>North East Lincs Challenges and Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce dwellings exposed to noise from transport</td>
<td>Environmental Noise Directive(^{26})</td>
<td>Challenge H – Ensuring transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions</td>
</tr>
<tr>
<td>Minimise transport impacts on natural environment, heritage and landscape</td>
<td></td>
<td>Challenge H – Ensuring transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions</td>
</tr>
<tr>
<td>Support urban and rural communities by improved connectivity and integration of transport into streetscape</td>
<td>Localism</td>
<td>Challenge A – Enable sustainable growth through effective transport provision Local Development Framework</td>
</tr>
<tr>
<td>Improve the journey experience of transport users</td>
<td>No specific recent statements</td>
<td>Challenge G – Improve the journey experience on the local transport network</td>
</tr>
</tbody>
</table>

6.1.3. Localism

The Government intends to improve the ability of communities to determine their own priorities, how they will tackle these and how they will measure and report performance. This is intended to replace centralised targets and inspection with local accountability.

In the Local Transport Delivery Plan we set out how our communities will determine their transport, access and connectivity requirements and priorities and how these will be delivered through a series of Transport Community Action Plans linked to broader schemes such as regeneration and highway maintenance.

At a strategic level, the eight Local Transport Challenges wholly reflect the broader North East Lincolnshire priorities and can be readily set in the National context as described previously. Our Sustainable Community Strategy has also recently been refreshed and focused on four key elements. This provides a strong local policy foundation for this local strategy which is consistent with the Government’s Localism approach.

North East Lincolnshire sees its communities as paramount and has already implemented a system of neighbourhood working which acknowledges the importance of localism using a neighbourhood management framework based on a ’15-5-1’ model. This reflects the fifteen electoral wards, grouped into five larger ‘neighbourhood areas’ and one borough wide Local Strategic Partnership.

\(^{26}\) Assessment and Management of Environmental Noise (2002/49/EC)
The neighbourhood areas (shown opposite) are:

<table>
<thead>
<tr>
<th>Wards</th>
<th>Neighbourhoods</th>
<th>Borough</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

- **Central**
  - Park
  - West Marsh
  - South
  - Freshney
  - Yarborough

- **Fiveways**
  - East Marsh
  - Heneage
  - Sidney Sussex
  - Croft Baker
  - Haverstoe
  - Humberston

- **Meridian**
  - New Waltham
  - Immingham
  - Wolds

- **Wolds**
  - Waltham
  - Scartho

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Figure 16 - North East Lincolnshire Neighbourhood Management Areas
Delivery of accessibility, connectivity and transport improvements will be undertaken according to the needs of these areas. All aspects of community requirements will be considered when framing projects. This will be done alongside broader partnership engagement through the Local Strategic and Accessibility Partnerships, which will introduce overarching issues, such as those connected with Public Health, into the process.

Area Co-ordinators have been appointed to help to deliver Neighbourhood working and they will be involved in the development and delivery of neighbourhood transport improvements.

As described in the Section 7, a programme of Transport Community Action Plans (TCAPs) will be used to define and deliver these local improvements. This will be done in a manner which builds on committed programmes such as highway maintenance, regeneration schemes and other developments.

Funds and other resources will be levered in from a range of sources to fund the delivery of these Action Plans, including mainstream funding from partner organisations, voluntary and community groups and any available grant funding sources.

Transport Community Action Plans will be undertaken in well defined areas agreed with Neighbourhood Coordinators, local Elected Members and other community representatives.

6.2. Regeneration Strategy

The Regeneration Plan is an ‘implementation plan’ that defines a future programme of projects which will deliver regeneration and economic growth over the next ten years in North East Lincolnshire. Currently, it is a draft document and it is expected that it will be published in July 2011 and reviewed regularly thereafter.

The Regeneration Plan will build upon the policy objectives and aspirations provided by the ‘New Horizons’ strategy. This is the key strategy which sets out 5 pillars of activity:

### New Horizons Strategy – Five Pillars of Activity

| **Marketing and Promotion** | Ensuring that North East Lincolnshire gives out distinctive and consistent messages to its people, visitors and investors about what its strengths are, what it is doing and where it is going |
| **Performing Economy** | Stabilising, renewing and growing the economy, capitalising on the success of current business activities and key sectors, whilst identifying and stimulating new investment and jobs, increasing competitiveness and productivity |
| **Physical Environment** | Attracting investors, businesses, visitors and employees by transforming the urban landscape, making new development land available, improving infrastructure and transport links and building sustainable neighbourhoods |
| **People and Partnerships** | Ensuring access to opportunity for all, ensuring active participation in regeneration, building the skills the economy needs, tackling worklessness and promoting economic inclusion |
| **Enabling Policy Environment** | Ensuring that the Council and partners’ response to regeneration is joined up, consistent, removes unnecessary barriers and promotes sustainable development and investment |

The Regeneration Plan recognises previous successes in attracting industry and investment. It also appreciates the scale of the task ahead as a result of the substantial reductions in public sector spending and the general difficulties faced in the national and international economies.

Despite these challenges the pace of regeneration must substantially increase and we are confident, by working in partnership, of achieving this step change. The North East Lincolnshire economy has the advantage of industrial sectors that have scope for substantial growth over the long term. Looking ahead, renewables in particular will be a key sector for economic growth.

Realising the potential of North East Lincolnshire in the local and UK economy requires a visionary but progressive approach to investment in new facilities. This will require a similar approach to the development of transport and connectivity investment.
The detailed projects in the table below have been developed through our economic strategies, in consultation with industry experts and local, national and international companies.

This involves the provision of new and improved ports infrastructure, training facilities through the CATCH projects and the development of specialist centres of excellence.

Each of these projects will have a range of short, medium and long-term connectivity needs which the Local Transport Plan must support and deliver.

Overall the Regeneration Strategy would create or protect 6,000 – 7,000 jobs and unlock £500m to £600m of private sector investment by 2020. Management of the Regeneration Strategy is through the Regeneration Partnership, part of the Local Strategic Partnership.

**Economic Strategy Key Projects**

<table>
<thead>
<tr>
<th>Sector/theme</th>
<th>Time-scale</th>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ports/logistics</td>
<td>Immingham Border Inspection Post</td>
<td>Port of Grimsby car terminal</td>
<td>Enhanced rail freight network</td>
<td></td>
</tr>
<tr>
<td>Chemicals</td>
<td>CATCH 3</td>
<td>CATCH 4</td>
<td>College for industry</td>
<td></td>
</tr>
<tr>
<td>Renewables</td>
<td>Investment campaign</td>
<td>Renewables Hub</td>
<td>Centre of excellence for renewables tech</td>
<td></td>
</tr>
<tr>
<td>Food/fish</td>
<td>Humber Seafood Village</td>
<td>Lincolnshire Trade Corridor</td>
<td>Europarc 4</td>
<td></td>
</tr>
<tr>
<td>Tourism</td>
<td>Develop and market NE Lincolnshire proposition</td>
<td>Attract quality branded hotels</td>
<td>Grow niche leisure and tourism</td>
<td></td>
</tr>
</tbody>
</table>

**Linkages between the Regeneration Strategy and the Local Transport Plan**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Comments</th>
<th>Transport Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grimsby regeneration</td>
<td>Access to services and facilities</td>
<td>Challenges A, C</td>
</tr>
<tr>
<td></td>
<td>Managing congestion</td>
<td>Challenge B</td>
</tr>
<tr>
<td>Immingham connectivity</td>
<td>Capacity and speed</td>
<td>Challenges A, B</td>
</tr>
<tr>
<td></td>
<td>Reducing environmental impact</td>
<td>Challenge H</td>
</tr>
<tr>
<td>Training, including CATCH</td>
<td>Access for trainees</td>
<td>Challenges C, D</td>
</tr>
<tr>
<td>Connectivity for Industry</td>
<td>Access for employees</td>
<td>Challenges C, D</td>
</tr>
<tr>
<td></td>
<td>Capacity and speed</td>
<td>Challenge B</td>
</tr>
<tr>
<td>Capacity &amp; resilience</td>
<td>Predictability of journeys</td>
<td>Challenges A, B, G</td>
</tr>
</tbody>
</table>

Overall management of the Regeneration Strategy is through the Regeneration Partnership, part of the Local Strategic Partnership.
6.3. Sustainable Community Strategy (SCS)

The foundation for the development of North East Lincolnshire is the Sustainable Community Strategy (SCS). This was substantially revised in 2010. The vision for the area set out in this revised Sustainable Community Strategy is:

“To create the conditions where investment shapes ambition and where aspiration is reflected in the improved quality of life and place that makes us all proud to live, work and welcome visitors to North East Lincolnshire.”

An essential component of the Sustainable Community Strategy is that it recognises the need for co-ordinated actions to address key social, economic and environmental issues. This is based on experience that single-issue actions can never be effective in isolation due to the relationships between issues. For example actions to reduce crime are unlikely to succeed unless complementary actions are taken to tackle the cause of crime such as a lack of employment and training and poor health and crime.

The council’s ambition through the Sustainable Community Strategy (April 2010) is to:

• Create the conditions to sustain more and better jobs in the area and enable local people to access these by addressing barriers to participation and raising skill levels.

• Raise the aspirations of our family units and promote the opportunities that will be made available, encouraging people to make positive life choices.

The delivery plan for the Sustainable Community Strategy is developed in partnership through the Local Strategic Partnership. The focus for the SCS delivery programme has been concentrated on four key priorities which are summarised in the following tables, along with the contribution LTP3 makes to them:

• Sustaining Work and Business.
• Supporting Children and Families
• Reducing Health Inequality
• Making Communities Safer
Sustainable Community Strategy Priority 1 Sustaining Work and Business

<table>
<thead>
<tr>
<th>Key imperatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote sustainable business opportunities;</td>
</tr>
<tr>
<td>North East Lincolnshire to be a place for global</td>
</tr>
<tr>
<td>business investment &amp; innovation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Detailed aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>High quality physical infrastructure</td>
</tr>
<tr>
<td>World-class serviced sites</td>
</tr>
<tr>
<td>High quality public realm</td>
</tr>
<tr>
<td>Support for enterprise and an enterprise culture</td>
</tr>
<tr>
<td>Skills development and access to training</td>
</tr>
<tr>
<td>Improved job opportunities, including for</td>
</tr>
<tr>
<td>disadvantaged people</td>
</tr>
</tbody>
</table>

**Transport, access and connectivity contribution**

Transport and access will support this by ensuring that sites for employment development are, or are made, accessible. This includes ensuring good access for freight, customers and employees without adversely affecting the environment, safety or access for surrounding areas.

Strengthening of strategic transport links connecting North East Lincolnshire to national and international routes will be a key part of this, alongside the provision of more local connectivity within North East Lincolnshire and its immediate neighbours.

In particular, we must ensure that good non-car access is provided between business sites and areas where people live. This principle applies equally to education and training facilities.

Public realm must have access for all principles designed and built in from the start.

Furthermore, it is important that all of these elements are developed in conjunction with other sectors and partner organisations, ensuring for example that skills development is linked to improved public transport provision.
### Sustainable Community Strategy Priority 2 - Supporting Children and Families

<table>
<thead>
<tr>
<th>Key imperatives</th>
<th>Delivering the Every Child Matters outcomes in the context of the whole family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detailed aims</td>
<td>Be healthy</td>
</tr>
<tr>
<td></td>
<td>Stay safe</td>
</tr>
<tr>
<td></td>
<td>Enjoy and achieve</td>
</tr>
<tr>
<td></td>
<td>Make a positive contribution</td>
</tr>
<tr>
<td></td>
<td>Achieve economic well-being</td>
</tr>
</tbody>
</table>

**Transport, access and connectivity contribution**

Transport and access provide critical support for children by enabling safe access to schools and leisure facilities (including public transport, walk and cycle routes) as well as assisting families to access jobs and services without necessarily requiring a car, a significant factor in helping address low incomes.

### Sustainable Community Strategy Priority 3 - Reducing health inequality

<table>
<thead>
<tr>
<th>Key imperatives</th>
<th>Addressing the relatively poor health experienced within many North East Lincolnshire communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detailed aims</td>
<td>Tackling the underlying issues of poor health, including poverty, poor housing and lifestyle</td>
</tr>
<tr>
<td></td>
<td>Access to high-quality, timely healthcare.</td>
</tr>
<tr>
<td></td>
<td>Helping vulnerable adults remain in their homes</td>
</tr>
</tbody>
</table>

**Transport, access and connectivity contribution**

Promotion of active travel, especially walking and cycling can make a significant contribution. Also, working with partners to ensure that housing developments have good external and internal access and providing access to facilities (including healthcare) for all residents, including those who find travel difficult.

Reducing the negative effects of transport and travel, especially in terms of air quality, noise, severance and road safety.
### Sustainable Community Strategy Priority 4 - Making communities safer

| Key imperatives                                                                 | Working within neighbourhoods to tackle crime, anti-social behaviour and drug & alcohol misuse.  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Addressing road safety</td>
</tr>
</tbody>
</table>

| Detailed aims                                                                 | Tackling persistent offenders  
|--------------------------------------------------------------------------------| Addressing youth behaviour and crime  
|                                                                                  | Reducing domestic violence  
|                                                                                  | Improving road safety, especially issues affecting children and young people  

| Transport, access and connectivity contribution                                 | Promotion of walking and cycling can make a significant contribution, encouraging people to use streets and improve cohesion and safety. This includes working with developers and planners to build in easy access to residential and commercial developments.  
|                                                                                  | Tackling road safety in North East Lincolnshire is a key priority, focusing on the roads themselves and how people can use them safely  

### 6.4. Local Investment Plan (LIP)

The Local Investment Plan is a strategic document that sets out the priorities for investment in housing for North East Lincolnshire. It is produced in conjunction with the Homes and Communities Agency and partners active in housing within the local area. It will provide the key focus that will enable investment in housing to be planned as far as is possible in the current economic climate. All the priorities are based on a comprehensive review of the available data around housing and the environment housing operates in. Transport is intrinsic in the location of housing. The LTP3 will continue to support the key links by enabling the right transport solutions to be implemented in the area to allowing the needs of future communities to be met.

### 6.5. Local Development Framework (LDF) Core Strategy

The Local Development Framework (LDF) will play a pivotal role in addressing the physical development needs of North East Lincolnshire, providing the statutory framework for future spatial decisions.

It is underpinned by a clear and distinct vision for the future of the area that strengthens and unifies communities. Above all, the Core Strategy marks North East Lincolnshire as a place moving forward confidently, where expectations are rising and investment opportunities are actively supported.

The diagram on the following page illustrates the spatial dimensions of the Core Strategy. In order to attract investment we need to offer a quality urban environment and living experience This includes the provision of new quality housing in sustainable locations and the improvement of our existing communities.

It also promotes the quality of our rural areas and opportunities for tourism. The diagram illustrates how important the South Humber Bank and Ports are to the local economy. Critically, we will ensure that our communities have the skills to benefit from increased investment and employment opportunities.
This Local Transport Plan is a critical enabler to achieving the spatial vision. By ensuring that sites are, or can be made, accessible, it will be possible to:

- achieve the employment and housing growth required;
- support the regeneration programmes through the provision of adequate transport and access;
- ensure that people can access the jobs and services they require without necessarily requiring a car;
- avoid growing traffic congestion being a brake on development;
- ensure that communities do not suffer from the impacts of traffic

The sections below detail key elements which have significant transport and access implications and how these will be addressed through this Local Transport Plan.

### 6.5.1. Spatial Strategy

<table>
<thead>
<tr>
<th>Policy Area</th>
<th>Key issues</th>
<th>Local Transport Plan provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location strategy</td>
<td>Focus and location of developments.</td>
<td>The impact of planned development is addressed in Challenge A (See Section 7), through which the overall impacts will be judged, including strategic transport provision. Local transport &amp; access issues will be tackled through local masterplanning and local access plans.</td>
</tr>
<tr>
<td>Urban area (Policy SP1a)</td>
<td>45-55% of housing and 10-15% employment in and on the fringes of the urban area of Grimsby/ Cleethorpes. Employment, skills &amp; employment opportunities Tourism development Safe access, including green infrastructure links</td>
<td>A focus on supporting regeneration (Challenge A), assisted by managing congestion (Challenge B; Section 7). All other LTP3 Challenges will further support this, including:</td>
</tr>
<tr>
<td>Estuary Zone (Policy SP1b)</td>
<td>8-12% of housing and 80-85% employment in Estuary Zone (including Immingham) Improving connectivity &amp; access within area and to urban area Air quality, especially HGVs</td>
<td>Connecting people with education and training opportunities Enabling disadvantaged people, groups and communities to access facilities, including education and training</td>
</tr>
<tr>
<td>Western &amp; Southern Arc (Policy SP1c)</td>
<td>35-45% of housing and 5-10% employment in this area (Healing, Great Coates, Laceby, Waltham, New Waltham, Humberston) Access to work</td>
<td>Safe access, reducing injury or loss through accidents or crime Improve the health of individuals through active travel</td>
</tr>
</tbody>
</table>
### Policy Area Key issues Local Transport Plan provisions

<table>
<thead>
<tr>
<th>Policy Area</th>
<th>Key issues</th>
<th>Local Transport Plan provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural area (Policy SP1d)</td>
<td>Less than 2% of residential and 0-1% of employment in rural area Improve access to local and centralised services</td>
<td>Transport Community Action Plans will be used to assist communities in identifying and meeting access requirements. These will be especially focused on communities and areas undergoing transition but will also act as a framework for all communities.</td>
</tr>
<tr>
<td>Sustainable development (Policy SP2)</td>
<td>Use of sustainable development principles Improving accessibility, especially employment and training</td>
<td>All aspects of transport, access and connectivity, using the LTP3 Challenges, are aligned to Sustainable Community Strategy.</td>
</tr>
<tr>
<td>Implementation (Policy SP3)</td>
<td>Delivery arrangements Infrastructure provision as part of developments, including planning obligations and potentially Community Infrastructure Levy (See Section 6.5.3)</td>
<td>Transport infrastructure needs will be identified through the LTP3 Challenges and incorporated into the development and regeneration programmes.</td>
</tr>
</tbody>
</table>

### 6.5.2. Management Policies

<table>
<thead>
<tr>
<th>Policy Area</th>
<th>Key issues</th>
<th>Local Transport Plan provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth in the local economy (Policy DM1)</td>
<td>Provision of transport and access for the development of employment land, including Humber Employment Zone, Humberston/New Waltham, existing business areas Rural employment Tourism development</td>
<td>The LTP3 Challenges are fully aligned with Policy DM1, especially Challenge A, linked with Challenges B (congestion), Challenge C (access to employment and training) and Challenge D (meeting the needs of disadvantaged people and communities)</td>
</tr>
<tr>
<td>Housing requirements (Policy DM2)</td>
<td>300 annual average net additions to the dwelling stock over the period 2005-11; 410 annually 2012-16; 520 annually 2017-27 Building houses in inherently accessible locations Providing necessary demand management transport capacity to support programme</td>
<td>Challenge A (sustainable growth) is fully aligned to Policies DM2, DM3 and DM4. It is supported by all other LTP3 Challenges which are designed to enable the development of sustainable communities, including good public transport access, walking and cycling links within communities and safe, secure access. Transport Community Action Plans will be used, especially for communities undergoing growth and transition</td>
</tr>
<tr>
<td>Affordable housing (Policy DM3)</td>
<td>Provision of adequate affordable housing alongside other housing</td>
<td>The LTP3 and its Challenges are fully aligned with Policy DM5</td>
</tr>
<tr>
<td>High quality design (Policy DM4)</td>
<td>Public realm, access and sustainable transport provision</td>
<td></td>
</tr>
<tr>
<td>Town centres and retail (Policy DM5)</td>
<td>Growth and regeneration of Grimsby (including Freeman St), Cleethorpes and Immingham</td>
<td></td>
</tr>
<tr>
<td>Accessible open space, sport and recreational facilities (Policy DM6)</td>
<td>Improving and increasing green space in communities, including improved rights of way associated with them</td>
<td>LTP3 Challenge F is aligned to Policy DM6, in support of other LTP3 Challenges in developing sustainable, inclusive communities</td>
</tr>
</tbody>
</table>
We will utilise the information set out in the Infrastructure Delivery Plan as the basis for considering planning obligations. The Local Transport Plan will support this process through the use of demand forecasting under Challenge A.

6.5.3. Infrastructure Delivery

The Council will utilise the information set out in the Infrastructure Delivery as the basis for considering planning obligations. The Council has yet to determine whether it will introduce a Community Infrastructure Levy (CIL), however the work on the Infrastructure Delivery Plan will provide a valuable information source for whichever approach is ultimately followed. The Allocations DPD has been identified as the document that will identify the contribution triggers and charging/delivery mechanisms.

<table>
<thead>
<tr>
<th>Policy Area</th>
<th>Key issues</th>
<th>Local Transport Plan provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel demand &amp; sustainable transport networks (Policy DM7)</td>
<td>Management of demand through land use planning</td>
<td>The LTP3 and its Challenges are designed to align to Policy DM7 in the context of the wider Sustainable Community Strategy</td>
</tr>
<tr>
<td></td>
<td>Improvements to sustainable transport</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Support for LTP3 schemes, including safeguarding of land for possible strategic transport schemes, including A18/A180 link road, A160 improvements, South Humber Bank link road, Grimsby Bus Station; park and ride facilities</td>
<td></td>
</tr>
<tr>
<td>Inclusive communities (Policy DM8)</td>
<td>Provision and improvement of facilities in communities</td>
<td>The LTP3 and its Challenges are designed to support Policy DM8</td>
</tr>
<tr>
<td>Natural and built environment (Policy DM9)</td>
<td>Safeguarding and enhancing natural and built environment</td>
<td>The LTP3 will provide support for Policy DM9, with schemes being designed and delivered to align to this policy.</td>
</tr>
<tr>
<td></td>
<td>Mitigation of road transport related pollution and severance</td>
<td></td>
</tr>
<tr>
<td>Adapting to climate change (Policy DM10)</td>
<td>Managing flood risk, mitigating effects and improving resilience. Mitigation of climate change through renewable energy policies</td>
<td>The LTP3 will provide support for Policy DM10, including the development of schemes designed and delivered to align to this policy, together with linkage to the highway and other transport asset maintenance to improve adaptation</td>
</tr>
<tr>
<td>Rural communities (Policy DM11)</td>
<td>Development which strengthens rural communities</td>
<td></td>
</tr>
<tr>
<td>Tourism (Policy DM12)</td>
<td>Development of Cleethorpes Development of tourism based on the natural assets of the area</td>
<td>The LTP3 Challenges are fully aligned with Policy DM12</td>
</tr>
</tbody>
</table>
7. The Local Transport Challenges

As previously stated this Local Transport Plan has been built around eight Local Transport Challenges. In this section we take an overview of our achievements in delivering LTP3 projects over the last ten years through LTP1 and LTP2. We also look at the evolution of LTPs and the development of this third Local Transport Plan.

7.1. Our Challenges


For the long term health of the local economy growth has to be sustainable. Regeneration aspirations will rely on effective transport links to enable employees and visitors to access new homes and workplaces. Development near the Port of Immingham Docks and the South Humber Bank will need appropriate road and rail links enabling the transportation of cargo.

7.1.2. Challenge B: Improve journey times and reliability by reducing congestion.

Tackling congestion has been raised by both the public and business as an issue in North East Lincolnshire. The problem of congestion in North East Lincolnshire tends to be localised and associated with peak travel times. Through analysis of data collected by satellite navigation systems several hotspots have been identified including Tollbar Roundabout (A16), Westgate Roundabout (A180) and Cambridge St / Little Coates Rd junction.

In addition congestion along the A160 is expected to increase as the Port of Immingham expands. Traffic delays are also regularly occur along the A180 entering the resort of Cleethorpes during the summer and weekends.

7.1.3. Challenge C: Support regeneration and employment by connecting people to education, training and jobs.

As well as providing links to workplaces there is a need to transport people to training and education sites where they can learn and up skill to meet the needs of new emerging local industries.

7.1.4. Challenge D: Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.

Social exclusion is a significant issue, particularly among the elderly. Providing access for all at an affordable rate to education, healthcare, employment, leisure and social opportunities enables people to make the most of life.

7.1.5. Challenge E: Improve the health of individuals by encouraging and enabling more physically active travel.

Overall the health of local residents in North East Lincolnshire is improving but life expectancy is lower and early deaths from preventable causes are higher than national averages. Less than 1 in 5 people are getting enough exercise each week and more than 25% of people are classed as obese. The challenge for transport is to help improve the situation and increase the physical and mental health of local people.

7.1.6. Challenge F: Provide safe access and reduce the risk of loss, death or injury due to transport accidents or crime.

The number of traffic accidents on local roads has declined significantly in recent years but is still higher than similar places elsewhere in the country. This challenge seeks to build on the progress already made and to continue to improve safety and security in the area.

7.1.7. Challenge G: Improve the “journey experience” on the local transport network.

This challenge supports the idea that transport is not just about getting from A to B but about the quality of the journey. Comfort, reliability, punctuality and aesthetics were raised strongly at Stakeholder workshops in relation to many different forms of transport and this acknowledges that improving journey experience is a key tool in encouraging people to use more sustainable modes of travel.
7.1.8. Challenge H: Ensuring that transport contributes to environmental excellence, including managing air quality and reducing transport related greenhouse gas emissions

Delivering economic growth in parallel with guarding and enhancing the environment is an important part of building a sustainable economy. North East Lincolnshire must enhance its natural assets, guard against environmental degradation and reduce its dependence upon fossil fuels in order to make it an attractive place to invest, work, live and visit.

Since emissions from transport are a significant contributor to greenhouse gas emissions, it is important that we delivery ways to reduce fossil fuel dependence. This is especially important alongside establishing North East Lincolnshire as a centre for renewable technologies. We therefore aim to be an exemplar in our effective use of sustainable energy and our active management of the environment.

Whilst overall North East Lincolnshire has good air quality, it is clear from our measurements that there are a few key locations which exceed European guidelines and have been declared Air Quality Management Areas (AQMAs). It is important that we continue to manage and monitor air quality at these and other sites.

7.2. Developing Local Transport Plans

The development of Local Transport Plans, from the previous bidding documents of the Transport Policies and Programme, through LTP1 and LTP2, has been a process of evolution and a growing focus on transport’s role in enabling economic growth, facilitating social inclusion and tackling environmental issues has developed.

This process has been matched by the evolution of wider Government and local policies. Previous sections detail the current system of Sustainable Community Strategies and these will no doubt change as the Government develops its ‘localism’ approach. Similarly, we have moved from Structure Plans and Local Plans to a system of Local Development Frameworks under a Regional Spatial Strategy. This regional element has now been removed and the Regional Development Agencies replaced in part with Local Enterprise Partnerships.

What will not change is the need to address the fundamental economic, social and environmental issues of North East Lincolnshire. With LTP2 we were asked to develop our plans in the context of the five ‘shared priorities’:

- Managing congestion
- Improving road safety
- Managing the air quality impacts of traffic and travel
- Quality of Life
- Improving accessibility

In addition we added a sixth priority “Involve Inform and Encourage”.

LTP3 offers more flexibility in developing transport plans to meet our local needs and is based on eight challenges, detailed in this section. The table on the following page shows the transition from LTP1 to LTP3 and highlights that although terms change the background issues that are important to North East Lincolnshire have remained relatively constant.
## Changing focuses LTP1 - LTP3

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Sustainable distribution</td>
<td>Tackling Congestion</td>
<td>Enable sustainable growth through effective transport provision</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improve journey times and reliability by reducing congestion</td>
</tr>
<tr>
<td>Accessibility for All</td>
<td>Delivering Accessibility</td>
<td>Support regeneration and employment by connecting people to education, training and jobs</td>
</tr>
<tr>
<td>Demand and safety management</td>
<td>Safer Roads</td>
<td>Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.</td>
</tr>
<tr>
<td>Widening and integrating travel choice</td>
<td>Quality of Life</td>
<td>Provide safe access and reduce the risk of loss, death or injury due to transport accidents or crime.</td>
</tr>
<tr>
<td>Planning and managing the highway network</td>
<td>Better Air Quality</td>
<td>Improve the health of individuals by encouraging and enabling more physically active travel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improve the journey experience on the local transport network</td>
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</tbody>
</table>

7.3. Achievements in delivering LTPs

The following section contains a summary of our previous achievements in LTP1 1 and LTP2. The projects highlighted below summarise over 1000 individual schemes and improvements that have taken place over the last 10 years.

**Victoria Street pedestrianisation.**
Bringing new life back into Grimsby town centre with the pedestrianisation of Victoria Street, West as part of a £3 million regeneration project with built in iconic public art creating a vibrant café culture in the heart of the town.

**Road Safety Improvements.**
Successfully delivering schemes and initiatives including Safer Roads Humber contributing to a substantial decrease in the number of people being hurt on our local roads over the past ten years.

**Be seen, be safe!**
Ensuring that our children are safe on their way to and from school with the creation of safer walking and cycling routes to school, 20mph zones around the school gates and the annual issuing of hi-viz jackets and arm-bands to all primary school aged pupils.

**Highway Infrastructure Improvements.**
An additional £7 million of investment in local roads and footpaths. Major projects include:
- A180 Grimsby and Cleethorpe Road,
- A16 Victoria Street
- Carr Lane,
- Scartho Road,
- Kingsway.
Lo-Zone arrives in town.
A successful £522,000 “Kick-start” bid in partnership with Stagecoach brought about improved hi-frequency, low-floor vehicles along the busy 13/14 bus route serving large parts of Grimsby and Cleethorpes.

Safer cycling routes.
Creating new cycle links to schools and workplaces including securing a £50,000 grant towards a new link to Tollbar Academy from nearby Waltham.

Bus stop improvements.
Co-ordinated approach to bus stop improvements, joining up with highway maintenance schemes to achieve improved value for money and reduced disruption. New hi-kerbs and improved shelters and information make bus use a more attractive option.

Travellincs
Working in partnership with Liftshare, local business and North Lincolnshire Council to develop a car share system for people across the south Humber area. Helping local people save money and reduce the impact of traffic on our road network.

Involve, inform and encourage.
“Pedal & Stride”, “Bike Week”, “Walk to School Week”, “In town without my car days” and “TravelLincs” initiatives and promotions, encouraging local people to think about their everyday journeys and the alternatives that are available.

Grimsby Town and Cleethorpes Rail Stations.
Improving the journey experience for local rail passengers by working together with First Transpenine and Network Rail. New waiting areas, access for the disabled, customer help points and improved CCTV across local stations.

Phone n Ride.
Improving local residents’ access to employment, training, leisure and social opportunities. Over 110,000 trips have been made by people using the service since it’s launch in 2005.

Dedicated motorcycle parking.
Creating designated motorcycle/scooter parking sites across Grimsby Town centre, providing convenient access and improve security.
Street Lighting.
A borough wide approach to updating street lights creating lighter, brighter, safer streets.

Bus times by SMS.
Using mobile phone technology to make bus timetable information more widely available. More than 37,000 users within the first 12 months of operation.

School Travel Plans.
Achieving compliance with the Government requirement for all schools to have a travel plan bringing in an additional £500,000 of additional investment in new cycle and walking facilities at local schools, reducing the impact of the “school run” on congestion and the environment.

Wheels to Work.
Supporting the Wheels to Work project across North East Lincolnshire enabling people to access training, education and work opportunities.

Free bus travel for over 60’s and eligible disabled.
Introduction of the national Concessionary Fares scheme, encouraging social inclusion and enabling people to broaden their travel horizons.

Public Rights of Way.
Extensive improvements to rural and urban footpaths and bridleways including the creation of a new walking link between Aylesby and Laceby.
7.4. Developing LTP3

There was a statutory duty to consult on the development of our LTP3 and in addition to this we have also involved local organisations who we considered to be our key local stakeholders including representatives from:

- Business, commerce and tourism
- Ports, freight and logistics
- Public sector organisations
- Transport operators
- Transport users including Parish Councils and Neighbourhood Groups
- North East Lincolnshire Council Elected Members.

On going consultation has also taken place with colleagues across North East Lincolnshire Council and with a LTP3 Member Steering Group and through regular Portfolio Holder contact.

Consultation schedule for the development of LTP3

<table>
<thead>
<tr>
<th>Consultation</th>
<th>Details</th>
<th>What the consultation informed</th>
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<tbody>
<tr>
<td>December 2008</td>
<td>LTP2 Progress Review</td>
<td>Identifies progress made during LTP2 so far.</td>
</tr>
<tr>
<td>January 2010</td>
<td>Problems and Opportunities Workshops</td>
<td>Helped to better understand the transport related issues faced by local stakeholders</td>
</tr>
<tr>
<td>April 2010</td>
<td>Meeting with Lincolnshire CC</td>
<td>Discussion on cross boundary issues to supplement ongoing dialogue with neighbouring Humber authorities.</td>
</tr>
<tr>
<td>Spring 2010</td>
<td>Internal Workshops</td>
<td>A series of workshops and meetings to analyse the outcomes of the Phase 1 consultation and develop draft challenges.</td>
</tr>
<tr>
<td>July 2010</td>
<td>Strategic Environmental Assessment Scoping Report</td>
<td>Statutory consultation to develop environmental issues associated with LTP3</td>
</tr>
<tr>
<td>Summer 2010</td>
<td>Internal Workshops</td>
<td>A series of workshops to identify possible items for the “Policy Toolkit”</td>
</tr>
<tr>
<td>November 2010</td>
<td>Stakeholder Workshops</td>
<td>Feedback and suggestions on the Draft LTP3 Transport Strategy</td>
</tr>
<tr>
<td>December 2010 – February 2011</td>
<td>Internal Workshops</td>
<td>Developing initiatives and programmes for the Delivery Plan</td>
</tr>
<tr>
<td>February 2011</td>
<td>Cabinet and Full Council</td>
<td>Approval to proceed with the development of the Final LTP3 Strategy and Delivery Plan</td>
</tr>
<tr>
<td>Internal briefings and meetings</td>
<td>LTP3 Steering Group</td>
<td>Engagement throughout the development and production of LTP3</td>
</tr>
</tbody>
</table>

Consultation with local stakeholders in January 2010 raised issues including:

- A desire to improve the experience of using the local transport network.
- A reduction in peak hour congestion and improvements made to the management of traffic “making it easier to get around”
- Efficient management of the highway network
- Improving the look and visual impact of “gateways” into the area.
- Improving access into Grimsby town centre and better facilities for public transport users in the area.
• Investment in road safety education, engineering solutions and enforcement.
• Appropriate provision made for freight and HGV movements
• Initiatives and incentives to reduce car travel.

The outcomes of these preliminary workshops along with a comprehensive appraisal of local, regional and national polices and a thorough review of the local evidence base shaped the development of our local challenges which were fed back to local stakeholders for comment at a second round of workshops held in November 2010.

In the tables that follow each Challenge has been considered in terms of:
• The overall context in terms of the global aims of the Council and its partners
• The transport context and supporting evidence, setting out why this is an issue for the Local Transport Plan
• What has been achieved in this area under LTP1 and LTP2
• The policy toolbox through which our LTP3 will tackle the challenge
• Potential interventions using the policies set out in the toolbox

Appendix A also provides causal chain diagrams which set out each challenge in the context of the four priorities in the Sustainable Community Strategy and how the actions impact on key SCS performance indicators:

• Sustaining work and business
• Supporting children and families
• Reducing health inequalities
• Making communities safer

7.5. Policy Tools and Interventions

The overall focus on regeneration, economic success and environmental enhancement is expected to remain consistent throughout the life of the strategy and beyond. However, the immediate pressures and opportunities will change year-on-year. To address this, we have developed a ‘policy toolkit’ approach to the Local Transport Plan which provides us with the means to grasp opportunities and address problems without committing to specific actions. The Delivery Plan is designed to use these policy tools in practical, effective ways to address the challenges.